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Digital marketing communication strategy in the post-pandemic of the Indonesian tourism

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ABSTRACT

Digital Marketing Communication Strategy something that every tourism industry should have for tourist activities describes the main users of digital technology supporting the marketing functions of an organization. In an effort to improve marketing and reach the target market through regular and organized digital marketing. Tourism needs a digital marketing communication strategy to help and serve the needs of the community, effective and efficiently planned strategies so that the success rate is high. This study aims to determine the digital marketing communication strategy in the Post-Pandemic of the Indonesian Tourism. The method used by this study is descriptive qualitative. The results of this study are advertising, personal selling, sales promotion, direct marketing, public relations, and Word-of-Mouth (WOM) Marketing.



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Introduction

Indonesia is one of the countries that is an option for foreign tourists for vacations. Therefore, tourism services in Indonesia are in the third line in terms of foreign exchange income after oil commodities as well as natural gas and palm oil. At each end of the island in Indonesia there is a special and fun subject of tourism to visit, this reality is a consequence for foreign or domestic tourists to meet and vacation. The reason foreign tourists visit Indonesia is because it is dominated by the uniqueness of tourist attractions that attract tourists to visit tourist attractions (Fitriullah et al., 2019). Not only a special and fun place to travel, there are also Indonesians who are used to recreation or what is usually said to be recreational. In this regard, the ruler tried to justify all means for the comfort of tourists and the ruler urged tourists to always protect the cleanliness of the tourist attraction. Digital technology is the latest style for everyone. Access opportunities every time, can be accessed anywhere, and the duration of access is lightning so that the energy of achieving digital technology is great. Digital and electronic technology as important information, changing people's activities, starting from conventional ways to interactions to internet networks.

According to (Pambudi et al., 2020) stated that tourism when viewed from the supply side is the efforts to provide goods or services to meet tourism needs or the implementation of a tour. Tourism is the activity of people who carry out expeditions with the aim of being brave and even carrying out business efforts. Tourism is one aspect in increasing the basis of income outside of taxes (Noby Stilles, 2016). With the presence of tourism, until a country or ruler of the territory where the subject of tourism is located, wants to find income. Tourism efforts are activities that intend to provide tourism services that provide or strive for subjects and energy to

achieve tourism, because traveling activities for people can increase innovative energy, eliminate saturation, relaxation, recognize assets of origin and customs of something ethnic special (Wibowo, 2008). Bumi Pariwisata is one of the newest style factories that is able to provide such a rapid economic development in terms of absorbing activity opportunities and increasing income and the degree of life of close residents. The growth of tourism in a region wants to bring many good benefits in a cheap, social and customary way. According to (Subejo et al., 2021) the development of the tourism sector has had a positive impact on the economic progress and livelihood of the local community. One type of tourism that has grown quite rapidly in recent years in Indonesia is rural tourism. For domestic tourists, of course, access to information can be more doors to access it, even information obtained from the recommendations of our relatives or friends (Hamzah, 2013). But for foreign tourists who are accustomed to accessing information from official sites or pages, of course, serious digital media management is needed. Because currently digital portals are the main gateway for foreign tourists to know about Indonesia (Retnasary et al., 2019).

Digital Marketing describes the important consumers of digital technology to support the sale of something. In that body mastering the use of sales, digital methods are combined with conventional forms of sales activities. However, in the field of digital business, the customs of national activities are guided by, led and integrated with digital sales. The similarities of words for digital sales include electronic sales, online marketing sales and internet sales. Digital sales involve the delivery of online content to clients to attract and associate them in intertwined activities that are linked to objects and services in the business field (Heinze et al., 2020). With so many digital users in Indonesia, this has the potential to be an ideal means of promotion. However, with such a large internet user, it is certainly a difficult thing when digital marketing in promoting tourism is not optimal and how the digital internet can publish that is received by many people and increase digital interaction both through social media and the web (Nasution et al., 2023). The emergence of social media as an all-encompassing platform, where users can share ideas, images and experiences has completely changed the behavior of travelers in their search for travel information (Komalasari et al., 2019).

The term "Internet Marketing" is widely used to refer to an external perspective on how the internet can be used in conjunction with conventional tools to obtain and share services with clients. Sales communication can be tried through social tools with the aim of increasing customer attention, because the latest attention arises when customers respond to stimuli in the form of subjects that are interesting to customers. So that a marketing communication strategy is needed, the marketing communication strategy is a marketing communication activity using the principles of strategic communication techniques with the aim of providing information to consumers or the public (Alimudin & Dharmawati, 2022). Attention to tourist facilities, for example, was born because there was a will in the customer to a product, which had been observed and studied by the customer.

Digital sales is a very commonly used designation, which refers to each technology consumer to achieve sales goals and have an external and perspective. This is more unchanged with the design of the digital business field, which relates the management of internal and external digital communication (Chaffey et al., 2019). At this time, many residents use social tools to fulfill their daily activities to carry out purchases, access data, or talk. In an effort to increase sales and reach the target market through digital marketing, the industry needs to use data dissemination tools and marketing adversaries in an online way, such as using social tools and the web, this is a tool for disseminating data in a digital way that can be accessed by all citizens as a result of data dissemination and marketing advertation can be conveyed well.

One of the sales alternatives used by malino tourism management is a digital tool with a social tool platform. Where tourism managers must realize if the digital marketing model is a marketing model that is very important in attracting tourists, which is one of the impacts of the rapid development of information technology. Because social tools are very influential in this endemic era and many citizens use social tools (Zulaikha et al., 2021). Because social tools are very influential in this endemic era and many residents use social tools. The social strategy of the tool is used in product advertence on social tools because it is an integration so that the industry's ties with customers and clients can be well established. Kaplan and Haelin social tools are applications that have an internet platform using the outlook on life and website technology 2.0, where consumers can create and switch data from the application.

Tourism advertivity using instagram, facebook web, twitter or other tools is something interesting for the reason that generally rulers carry out tourism advertivity activities by attending a country and a city that is quite far away by spending a lot of money. At this time, to carry out the advertization of tourist attractions only by uploading an image or film that can attract tourists to travel to Indonesia, without being obliged to generate a lot of money and waste the duration. With the existence of an internet connection, all can be tried with lightning. Currently, advertence with social tools can be tried by uploading images or movies that can attract tourists to arrive traveling to Indonesia without having to generate a lot of money and spend time.

Research conducted by (Hasiholan & Amboningtyas, 2021) states that the marketing strategy through digital marketing carried out is to implement online digital marketing through social media in the form of Facebook, Instagram, Instant Messenger which is used in the form of WhatsApp Chat Applications and also uses Website and Email as marketing media. In addition, it also uses the digital marketing mix as a guide for marketing communications. With that, in order to always develop its digital marketing to increase sales, promotion and marketing strategies in Kotalama tourism. So based on the description above, the author wants to conduct research with the aim of knowing digital marketing communication strategies in Post-Pandemic Indonesian Tourism.

Method

This research is descriptive qualitative to respond to the author's interest in digital marketing communication strategies in Indonesian Tourism After Endemic. Researchers sort out using the research procedure because qualitative studies intend to make the event as deep as possible through the collection of information as deeply as possible. Qualitative studies do not prioritize the size of the population, let alone the population or the sampling is very limited (Sugiyono, 2018). Sourced from the level or method of analyzing research information using descriptive types or types of studies, this study intends to make descriptive in an analytical, actual, and careful way about facts and traits of populations or special subjects (Sugiyono, 2018). The analytical techniques used in this study are data reduction, data presentation, and conclusion drawing or verification.

Results and Discussions

Tourism Digital Marketing Strategy After the Covid-19 Pandemic

Social media has grown into a digital tool to be used as an advertant equipment, consumers can share a painting, film or content in a way that is directly promoted to their followers. As a result, social tools can advertise all things to advertise tourism to be easier and lightning can be observed by social users of the tool. The growth of internet usage is so fast, that data alteration flows can be established in seconds. There are many well-known social tools in Indonesia such as Instagram, Facebook, Youtube, Twitter, and others similar. One of the social tools that is very often used in this day and age is Instagram. Instagram is an application that can provide images and movies where users may get content (Dwijayanti & Pramesti, 2021), produce digital filters, and share them with various social networks listed on Instagram. One of the advantages of Instagram is to make the image into a square like a polaroid image (Retnasary et al., 2019).

The use of websites and Instagram is one of the many alibis of account managers producing this tool as the key to the advertization of Indonesian tourism. Promotional activities not only function as a means of communication between the company and consumers, but also function as a tool to influence consumers to choose the use of services according to their needs (Simatupang, 2021). Not always the policies contained in a program can work as well as they should, many programs are not successful because they are not on target, it can also be due to a lack of efficient communication. For this reason, good planning and communication strategies are needed to achieve the expected goals. In terms of communication, strategy is closely related to existing communication resources to achieve the goals to be achieved. Meanwhile, the sales communication strategy is approached through a sales communication mix known as Marketing Communication whose elements are Sales (Selling), Advertising (Advertising), Marketing Advertification, Direct Sales, Publicity and Public Relations, Sponsorship, Packages, Exhibitions, Points of sale and merchandise, Word of mouth, e-marketing, Industry self-evidence.

Optimizing advertability on Instagram, the upload of mandatory content does not change every month. Until then, it is necessary to build an Indonesian Content Planner. The content of the content wants to take the form of portraits of darmawisata subjects in Indonesia from Indonesia, along with data on the existence of health rules in the subject of tourism. The uploaded content has been aligned with the results of research tried by (Suprihatin, 2020), regarding the analysis in recognizing the encouragement of tourists to carry out purchases. One of them is by uploading data on health regulations in Indonesia. The use of social tools as sales equipment is a matter that is an option that is very widely used in this modern era. One of the substitutes for Digital marketing is considered to be quite efficient to increase sales in the business field. Management of social tools to do or as a sales tool if it is carried out with the maximum and organized so that it wants to make it easier to make good progress in carrying out efforts or business fields listed in the sale of tourism. However, in the way it is applied, it is often intertwined and problems arise in the sale of social tools.

Digital sales must be maximized by tourism managers as a tourist tool in finding data ranging from data related to tourism objects to details of costs. Digital marketing must have been actively used by tourism managers

because currently digital marketing tools, such as the web and social tools are digital tools that are very widely used for sales listed by tourism activists (Yanti, 2020). Not only that, digital sales are also useful as a medium in relating needs managers with potential tourists as a result of this, it is hoped that it can increase tourist visits. Tourism managers must know that the form of digital sales is a very meaningful form of sales in attracting tourists, which is one of the consequences of the rapid advancement of data technology. Therefore, the manager of the darmawisata hamlet should be able to focus greater attention on sales with this digital design to be able to create brand awareness.

Digital sales are selected because they are more efficient and efficient. Tourism managers are required to master how the program strategy is determined by design and management in an operational way. However, to describe the strategy and stability of the group of citizens, it is in need of being improved and improved because although sales using digital tools, special social tools have begun to be carried out, the management of content and digital sales activities is very lacking. In a digital content inspiration digital content design must be diverse and interesting, digital marketing managers are required to make innovative ideas and the latest thoughts for processing innovative content creation in digital advertisement tools as a result of which informative and persuasive digital tool content can be obtained in an effort to increase tourist visits.

Marketing Communication on Indonesia's Tourism Digital Strategy

Digital marketing or sales in a digital way can be defined as the entire sales business using electronic or internet features with a variety of marketing strategies and digital tools where you can talk to potential customers who spend time online. There are various accesses for potential customers to be able to see your job such as, web, web, social tools (Instagram, whatsapp, line, etc.). From some such access they want to talk to you (Questibilia, 2020).

Sales communication is a sales activity that seeks to circulate data, invite, and emphasize on the target target to a product offered. To generate and share numbers with customers, tourists and prospective tourists, the principles of sales need to be scrutinized, including by examining Segmentation, Targeting and Positioning (STP) before conceptualizing sales programs and marketing communications. STP is a way of sorting out numbers, sales mix is a way of providing numbers, on the contrary, advertisement mix or IMC is a way of communicating that number. The STP strategy in terms of tourism sales is useful for distributing waivers to tourism business actors in selling their products. The right determination of STP results in actors being able to carry out sales of their products in accordance with the direction and purpose they desire.

IMC is a way of developing and implementing various forms of persuasive communication to customers or potential customers. Along with its progress, IMC is understood as an important way in the field of business used to design, create, implement, and assess from a coordinated brand communication program to customers (Priansa, 2017). Communicating numbers on tourism products or services offered, IMC is a way that communicates them in a synergistic and structured way. IMC or Structured sales communication is a design and method. The IMC design goes from generating customers as well as brand equity. Meanwhile, in the process, it is to set a long-time bond that is profitable with customers.

The purpose of IMC is basically to influence customer attitudes with the advertivity section as a result of being able to share a direct impact, in the form of cognitive impact (making data understanding on customers), affective impact (sharing the consequences of carrying out purchases), and conative impact (making audience patterns to carry out repurchases). IMC also covers the advertization section and other tourism sales activities in a synergistic way, where that part is known as the advert mix (promotion mix) (Priansa, 2017). The advertisement mix is useful as a tool channel in carrying out sales communication activities of marketers or tourism factory actors with tourists consisting of advertising, individual selling, public relations, direct marketing, sales promotion, sponsorship, and digital marketing. Various current designs to modify the advertisement mix and then raise it well in an efficient or academic way through various researches, for example the development of relationship marketing communication strategies (Ramaputra & Afifi, 2021).

The way sales communication is structured and then face innovation in a changing digital area. According to (Rachmawati & Afifi, 2022) that sales communication strategies, among others, are tried by modifying digital technology in the digital area that then changes, one of which is to make interactions with audiences through Social Marketing Tools. Digital marketing is an effort to carry out advertisement using electronic devices listed as radios and TVs. This design has more to do with advertisement efforts online.

Programming is a factor related to packaging that relates special events, activities, or programs of something product to make it more diverse and interesting. The programming factor in the sales mix was also tried by the Indonesian Tourism and Culture Bureau by fighting for, arranging and designing a tourism program. Promotion is also a significant factor for the Indonesian Tourism and Culture Bureau in increasing tourism after the Covid-19 endemic. Remembering the endemic covid-19 is attacking, when before the advertivity activity was held, the

Disparbud arranged a series of activities that wanted to be tried to maximize sales and advertivity of Indonesian tourism. After that, they also carry out a survey of the square every week to see the situation from the square as a result of which they can sort out the advertivity that they want to try the next day. From the observations of researchers, it is created that the bureau leads to more use of adverts on digital and electronic devices.

Evaluation of Indonesia's Tourism Marketing Communication Strategy

The assessment level is a method of the Bureau of Tourism and Culture in measuring success and factors that influence the application of advertivity activities. Assessments in tourism advertivity activities are tried weekly in the form of large assessment meetings covering all parts of the bureau or just meetings in a core way by the aspect of tourism sales. In the sales aspect, they assess by monitoring all levels of implementation of tourism advertivity activities. One of the evaluations is by observing the results of articles on social tool content, including content progress, paying attention to the number of viewers, and paying attention to content that puts more attention on the audience.

In the usual way, the endemic atmosphere that is difficult to control is the most barrier aspect in the application of tourism sales communication strategies. In another part, in a deep way, the limited number of human resources in the aspect of sales communication in the Tourism bureau and culture is a certain challenge. The application of structured sales communication is an effort to coordinate and combine elements of communication in a synergistic way and can be an efficient method for marketers or tourism factory actors. The communication part is the sales mix (marketing mix) and the advert mix (promotion mix). This effort to coordinate the sales communication section was tried as a strategy of the Bureau of Tourism and Culture in selling and advertising tourism after the Covid-19 endemic.

The results of the research are in line with the research tried by (Sigala, 2020) which proves the position of various tourism needs managers in responding to the Covid-19 Endemic emergency, namely tourism requests, reserves, and goal management as well as wisdom creators. The changing pattern of consumption and tourism advertence, with more use of online advert, a kind of research result first by (Toubes et al., 2021), was also confirmed by the results of this research. It's just that the latest innovations in the exploitation of online technology, for example by increasing virtual tourism, in the era of Endemic Covid-19. Producing efficient and effective communication in tourism requires paying attention to the bottom principles in speaking, including Respect, Empathy, Audible, Clarity, Humble (REACH), as an effort of the Bureau of Tourism and Culture to act like a communicator to be able to achieve attention, reaction, attention, compassion, and attention from tourists to the situation and the parts contained in its special tourism in the sales department (Joko Rizkie Widokarti, 2019).

Proving the exploitation of sales promotion to attract tourist attention by sharing intensive or added figures in the form of various product ijobs in an interesting way. As the party that has the responsibility in selling tourism, the Bureau of Tourism and Culture conceptualizes some adversaries or ijobs to trigger the purchase of tourism products as a result of being able to increase the number of tourist visits. The marketing advertization ijob used by the Bureau of Tourism and Culture is classified into advertivity for customers (customer promotion). As said by (Joko Rizkie Widokarti, 2019), the advertation grouping for customers is focused on consumers or the last customer who buys a product or service, such as product samples, bills, price parts, price packages, gifts, and others.

Social tool content is designed to be adverted content with guidance that is aimed at providing identification and descriptions to consumers or tourists related to tourism products owned by Majalengka. This matter is in line with the purpose of tourism sales communication which is again launched, which is to create and increase brand awareness of large residents linked to Majalengka tourism in the era of the Covid-19 endemic. How to convey notes or data on social tools is tried by preparing various contents that are packaged in an interesting way in the form of images and film feeds or stories. Sales through social tools focuses on the industry's efforts to create content that attracts attention and urges customers to connect and provide data with the industry through social networks (Priansa, 2017).

The exploitation of social media is also an interesting discovery in sales communication during the Covid-19 endemic period. The Majalengka Regency Tourism and Culture Bureau has several official accounts in the social tools program that are also used, including Instagram, Facebook, Twitter, Tiktok, and Youtube. The results of this research prove the exploitation of social tools, especially Instagram as an advertence tool is a logical and efficient option. A kind of this is explained in the results of research first by (Ramaputra & Afifi, 2021). The advertation offer of the Tourism and Culture Bureau by providing darmawisata or open trip packages that are compiled and sold with expedition agencies or agent tours. Through the ijob of the tourism package that has been made, Disparbud wants this effort to be able to share the interest and increase in tourist visits to travel.

The existing tourism package was created from the results of cooperation between Disparbud and expedition agencies or tour agents.

Conclusions

The use of social tools for tourism advertivity is tried through various programs owned, such as Instagram, Facebook, Twitter, Tiktok, and Youtube. The strategy of developing content advertivity of educational tools that are planned and innovative is raised in a prolonged way. These various sales communication strategies have contributed to the increase in brandawareness and returned the attention of residents to Indonesian tourism which was also affected by the Covid-19 endemic. The purpose of IMC is basically to influence customer attitudes with the advertivity section as a result of being able to share a direct impact, in the form of cognitive impact (making data understanding on customers), affective impact (sharing the consequences of carrying out purchases), and conative impact (making audience patterns to carry out repurchases). IMC also covers the advertence section as well as other tourism sales activities in a synergistic way, where that part is known as the advertence mix. Advertisement, personal selling, sales promotion, direct marketing, public relations, and Word-of-Mouth (WOM) Marketing.

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