

ONLINE MARKETING CAMPAIGN

Fikri Boften¹⁾, Naafi' Syahna Firdhaus Biya²⁾

¹⁾Geological Engineering, Gorontalo State University
fikriboften12@gmail.com

²⁾Geological Engineering, Gorontalo State University
biyanafi@gmail.com

A. Introduction

In the 20th century, the third industrial revolution began with the invention of the computer in 1969. Since then, human technology has developed very rapidly. At this time, humans began to automate industrial activities by using machine power to do simple to heavy work to replace human labor.

Within 50 years after the third industrial revolution, humans have developed very rapidly and entered the fourth industrial revolution where almost all human activities are based on the internet.

Digital Marketing (DM) or Online Marketing Campaign (OMC) is one of the results of the fourth industrial revolution. Digital Marketing or Online Marketing Campaign is a marketing activity carried out by utilizing technology with the internet as a market. In this era where all human activities depend on the internet, indeed making Online Marketing Campaign vital for business development.

Without us realizing it, we often encounter the practice of Online Marketing Campaigns in our daily lives from postings on social media, web search results, and through e-commerce applications.

This is indeed an advantage for business actors because they can introduce their products to a comprehensive range than if they did marketing with conventional methods. So this will also have a good influence in terms of income.

B. Discussion

1. The Role of Online Marketing Campaign in Tourism

These days, the government is developing the infrastructure sector in Indonesia, one of them is through tourism development. Therefore, in promoting a tour we are not only fixated on conveying from one person to another.

With the current 4.0 era, surely, it is very supportive in promoting tourism. The revolution of the 4.0 era certainly has the effect of accelerating tourism promotion and bringing closer between producers and their target market.

One part of this 4.0 era revolution is the change in traditional marketing methods to online marketing or what is commonly called Digital Marketing. In this digital marketing, producers promote their products/brands through the internet by placing advertisements on the internet, Facebook, YouTube, Instagram, and other social media platforms.

In Indonesia, internet usage in January 2021 reached 202.6 million and was ranked as the 4th largest in the world (kompas.com: 23/02/2021), this is surely really supportive in promoting tourism and existing tourism products.

In promoting tourism, the role of digital media has been widely used. In several studies, founded that technological advances and changes in consumer behavior extremely affect the extent of product sales, especially in the tourism sector (P, Fauziyyah, H. 2017).

The role of today's technology is increasingly advanced, providing enormous convenience in marketing. We can see that someone can order a product without going to the shop/store, with only by utilizing existing technology, the product could be ordered from home.

This good opportunity certainly cannot be left alone by travel agents. This digital marketing can improve the tourism industry in the future. In reality, many tourists using digital media to book and plan their travels.

Online marketing or digital marketing is very useful for promoting tourism in a modern and accessible way. Tourists can get information whether it's hotels, tour guides, and also tourism products anytime and anywhere. This of course will also help in improving the economy in the area.

2. Media and Promotion of Online Marketing Campaign

Social media as a marketing strategy in promoting a product has been widely used. In the tourism sector, social media is used by travel agents as their means to promote and offer various things to tourists.

There are many social media platforms that you can use, such as Instagram, Facebook, Website, Youtube, and TikTok. This social media platform has also provided features for marketers to promote their products through the Marketplace and also advertisements

2.1. Instagram

Instagram is a platform used to share photos or videos with other users. Instagram itself is a very popular application among teenagers, adults, and parents. Instagram presents a platform in the form of photos and videos that are different from Facebook or Twitter.

There are several options on Instagram for us to promote a product, we can use Instagram Feeds, Instagram Ads, or Instagram Stories.

In promoting a product, of course, we must display something interesting about the product. There are several tips provided by Instagram directly through the Product Sales Guide on Instagram, namely::

- We must regularly post about our products on Instagram, either through Instagram Feeds, or Instagram Stories
- When posting something, we must display all the variations that exist in our products ranging from colors, sizes, and types of materials
- Regularly, we must be able to update our product stock availability
- We must display photos or videos of people who have used our products. This is a testimony to be able to convince consumers.
- In promoting tourism, we should post photos or videos that can attract tourists to visit these tours.
- Strengthen our interactions with consumers to build trust in our market

2.2. Facebook

Facebook is one of the most popular social media platforms. The presence of Facebook since 2004 by Mark Zuckerberg has made its users interact with each other around the world. Facebook presents a feature where we can share our stories or experiences with each other, whether it's just text or included with photos and videos.

In this social media, the available features are not much different from Instagram. Where we can upload or promote our products through status posts, stories, or Facebook Ads. Some of the ways or guidelines provided by Facebook in us promoting our products..

- Before starting marketing, of course, we must have a Facebook account. After having a Facebook account, we must create a business page. On this business page, we will later promote our products.
- If we already have a business page, this is where we will start to create our shop. It is in this shop that we will start managing the catalog to display all of our products and organize them according to their categories.
- In addition to promoting through business pages, we can also use Facebook Ads or Facebook Ads. Here we can determine who the target of our ad is and also set how long our ad will be displayed. The thing to consider when placing ads on Facebook is the fee. For the advertising payment system on Facebook, it is adjusted to the time how long we will serve the ad.

2.3. Website

A website is a page that contains information about certain things and can be accessed by all people. So many people use the website as a platform in marketing a product (digital marketing).

The website makes it very easy for consumers to interact with the seller, where a website has features that are directly connected to email, phone numbers, and social media.

The website has an unlimited reach where we can connect with anyone at any time without time and space restrictions. On the website, the delivery of information about our products is very clear and detailed. Of course, this will make our products sell faster and easier.

The website as a marketing platform is certainly very effective. Continuous promotion greatly affects the level of productivity of our market. The website provides several forms of promotion that we can do, which can be in the form of advertisements, content, information, and several services regarding our products.

There are several ways and things that we need to pay attention to if we are going to do promotions using the website.

- We must use keywords that are frequently visited by people. This is because it will make it easier and faster for other people to find our website pages. The choice of keywords must be by our market. If we focus on tourism, then the keywords we can use are things related to tourism.
- The content that we present on our website must be of high quality and continuously updated.
- In addition to managing website pages, we can also place advertisements on Google Ads, and our social media. This is indeed quite instant because consumers no longer need to search for our page. If they see the ads that we use, of course, they will immediately see and connect to our website pages

2.4. YouTube

Youtube is a social media platform where we can share videos. Youtube has been around since February 2005 by Steve Chen, Chad Hurley, and Jawe Karim. Youtube has been used from all walks of life around the world, many people share videos whether it's their daily activities, education, entertainment, or videos for the promotion of a tourist place or product.

The use of YouTube as a promotional platform is the best innovation, where we can get a very large income. Not only get income from what we promote, but we get additional income from youtube if we meet the existing requirements.

In promoting a product on Youtube, we need to do some strategies to get good results.

- Before starting a promotion on Youtube we need to create our business YouTube channel. After we need to verify our account we will be able to get income from Youtube.
- After that, we need to pay attention to the Terms and Conditions provided by Youtube, from the presentation of videos to uploading videos.
- We need to determine the video format that we will display in our channel. If we are going to focus on promoting a tourist spot, we need to show interesting things from the tour.
- In terms of uploading videos we must have a consistent upload schedule. This surely will affect the assessment of the Youtube algorithm, such as the duration of watching, the number of impressions, and also likes and dislikes.
- As often as possible actively socialize with the audience, by always replying to comments given by the audience.
- If necessary, we can collaborate with Influencers. However, it should be noted that we must choose credible influencers, who can be trusted by the audience.

2.5. TikTok

Tiktok is known as a social media platform where we can share music videos of short duration. Tiktok was first launched in September 2016 by Zhang Yiming.

Tiktok has a lot of fans, the content on TikTok is very diverse, be it creative, unique videos, viral things, or selling products. This is a great opportunity that we can use to promote our products through Tiktok. However, there are some things that we need to pay attention to so that our products can be reached by many people.

- The first thing we need to know is how TikTok works. Yes, it's not just uploading videos, but we have to understand what terms and conditions are given by Tiktok. This of course prevents unwanted things like our products from being banned by Tiktok.
- In posting videos, we must include hashtags or hashtags in the video caption. This will help people quickly find our product videos.
- If we promote a tourist spot, of course, we have to show the attractive side of the tourist spot.
- Similar to Youtube, on Tiktok we also have to have a consistent upload schedule.
- Always respond to comments from viewers, to build interaction between viewers and us.
- Another thing we need to use in promoting our products on TikTok we can use TikTok Ads which work the same way as advertising services on other social media.

3. Improving the Economy through online marketing campaign

Economy aspect is one of tourism values assessment (Arifin et al, 2021). Tourism activities can increase the local community income level and also the Gross Domestic Product (GDP) of a country.

During the current Covid-19 pandemic, many Micro, Small, and Medium Enterprises (MSMEs), one of which is in the tourism sector, are experiencing a decline in income. Marketing that is done manually is still hampered by the Covid-19 pandemic where many MSMEs are out of business due to not being able to adjust to current conditions.

Digital Marketing or Online Marketing is the most effective and easy tool to use in terms of marketing and promoting a product, especially during this pandemic.

Social media as a tool is the opening gate to promote products to the virtual world which has a very wide and unlimited target market reach. In addition to using low costs, the use of social media as a digital marketing opportunity to get consumers is very easy to achieve.

According to several studies on increasing the income of MSMEs who apply digital marketing in promoting products, they say it has a very positive and relevant influence on income levels. The use of social media provides good response in terms of marketing, especially for business owners and consumers, which is very easy.

The increase in MSMEs in Indonesia is expected to be able to support the Indonesian economy. The existence of a digital marketing strategy is very helpful in increasing the income of MSMEs in Indonesia. This of course resulted in the growth of MSMEs increasing and opening up new job opportunities.

4. Online Marketing Campaign in Botubarani Village

Botubarani Village is one of the villages located in Kabila Bone District, Bone Bolango Regency, Gorontalo. This village is one of the stub Geopark Village of Gorontalo, wherein Botubarani Village there is Whale Shark Tourism and the Mythology of the Origin of Botubarani, the namely warrior "Ti Barani.

The two tours above have enormous potential in increasing the economic income of the people in Gorontalo Province, especially in Botubarani Village. The current problem faced in Botubarani Village is the same as the other places, the Covid-19 pandemic, just like other tourist attractions.

This also affects the number of visitors that decreasing. Therefore, affects the decrease in income from tourism activities and MSMEs that are around tourist attractions.

In developing Botubarani Village as the first Geopark Pioneer in Gorontalo, the application of the Online Marketing Campaign is very necessary to introduce Botubarani Village and its natural wealth and potential, as well as the right solution during this Covid-19 pandemic.

The following is an Online Marketing Campaign strategy that has been carried out in Botubarani Village

4.1. Website

The Botubarani Village website contains information about programs and tours in Botubarani Village. The Botubarani Village website can be accessed via the <https://www.botubaranitourism.com>.

4.2. Social Media Marketing

The Social Media Marketing strategy in Botubarani Village has been carried out using several social media such as Instagram, Facebook, and Twitter with the username Botubarani Tourism.

4.3. Video Marketing

Video Marketing in Botubarani Village is done through the YouTube website and Tik Tok Botubarani Tourism.

C. Conclusion

Digital Marketing (DM) or Online Marketing Campaign (OMC) is one of the results of the Fourth Industrial Revolution. Digital Marketing or Online Marketing Campaign is a marketing activity that uses the internet as a market.

Online marketing or digital marketing is very useful in promoting tourism in a modern and very accessible way. This, of course, will also help in improving the economy in the area.

In the tourism sector, social media is used by travel agents as a platform to promote and offer various things to tourists. Many social media can be used, such as Instagram, Facebook, Website, Youtube, and TikTok, as well as other platforms that have provided features for sellers to promote their products.

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Glossary

Internet:	A network system that facilitates global communication.
Technology:	The practical application of science to solve problems or create goods or things that are useful to mankind.
Platform:	A system that becomes the basis on which process, application, and other technology can be run and developed in one system.

Biography

Fikri Boften



Born in Ampana on March 10, 2000, and raised in Bunta, Banggai Regency. He was the second children of three siblings. Fikri started his education in college in 2018 at Gorontalo State University and currently he is in the 7th semester. In 2020, Fikri joined the Holistic Program of Village Development and Empowerment team and qualified funded by the Ministry of Education and Culture. This program was held in Botubarani Village for 5 months. The team become one of Top 20 Best National Team of the program. Fikri is also active in organizations on campus. He is the member of the organization HMTG J.A.K. UNG, SM-IAGI UNG, SC-MGEI UNG and also PERHIMAGI. He has served as Chairman of the Socialization Division of The SM-IAGI UNG organization.

Naafi Syahna Firdhaus Biya



Born in Gorontalo on September 5, 2000. Naafi is a student at the Geological Engineering major, Gorontalo State University. Naafi has participated in the Village Development and Empowerment Holistic Program as a member along with 12 other Geological Engineering students. This program was implemented for 6 (six) months in Botubarani Village, Bone Bolango Regency. Naafi participated in the PERMATA SAKTI program at the Institut Teknologi Sepuluh November Surabaya and the International Credit Transfer (TKI) at Ehime University, Japan.