

DIGITAL MARKETING COMMUNICATION STRATEGY IN WEST SUMATRA TOURISM THROUGH THE SUMBAR HUB APPLICATION

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ABSTRACT

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The development of technology, information, and communication is increasing the number of internet users continue to grow throughout the world every year, there is same in Indonesia. The West Sumatra Provincial Government utilizes the application as a means to provide information and serve the community more easily and reliably regarding tourism in the Province of West Sumatra by using the Sumbar Hub Application. The purpose of this study is to determine the Digital Marketing Communication Strategy in West Sumatra Tourism through the Sumbar Hub Application. Marketing is a planning process carried out company to do activities aimed to get good reviews from consumers and create profitable exchanges (Kotler & Keller, 2009). This study uses a qualitative approach and descriptive method. Data collection techniques from interviews, observations, and documentation. The results of the study stated that the marketing carried out was in accordance with the desired functions and duties of the government, but was not yet well known to the public due to its limitations. This tourism digital marketing refers to geographical segmentation, the brand image of Sumatra Hub application is easy to use and reliable because of the characteristics of the appearance of the application and appropriate content ranging from photos to captions contained tourism information which is managed directly by the government of West Sumatera.

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1. Introduction

The increasing development of technology, information and communication has made the number of internet users continue to grow worldwide every year, and Indonesia is no exception. Provincial and city governments in Indonesia are required to have expertise in utilizing technology. By utilizing technology, provincial or city governments can carry out their roles more easily. One of the uses of technology is by utilizing media such as new media

and the internet. One of the media that is widely used in providing information is the application. In application, the provincial government cooperates with Kominfo to create digital mass media in the form of applications, in its utilization as a forum for carrying out their professional duties. The government uses the application as a means to provide information to the public where the application is expected to be able to assist the provincial government or agencies in providing information and serving the community as a form of strengthening public closeness.

West Sumatra is a province consisting of 19 cities and regencies, has a tropical climate which has extraordinary natural wealth and luckily almost all areas of West Sumatra have natural tourist objects that can be utilized by the surrounding community to improve the regional economy. West Sumatra has many tourist destinations that are visited by many domestic and foreign tourists. Not only does it have many destinations that must be visited, but it is also famous for culinary tours to Rumah Gadang, and the beauty of the island, therefore the Provincial Government of West Sumatra, launched the Sumbar Hub application as a communication medium.

Sumbar Hub is a mobile application that can guide tourists who are visiting West Sumatra or areas in West Sumatra. The Sumbar Hub application aims to guide tourists who want or are currently visiting West Sumatra or areas in West Sumatra and contains updated information and activities in West Sumatra (Sumbar Hub, 2021). The role of using this technology is managed by the Communication and Information Office of West Sumatra Province and utilized in providing information and promotion to the public. The Sumbar Hub application is one of the media that is used for common interests and goals. Promotion according to (Tjiptono, 2008) is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brand and products. Marketing communication according to (Prisgunanto, 2014) are all promotional elements of the marketing mix which involve the process of communication between an organization and its target audience through various media that affect marketing performance.

Promotion or marketing in the field of domestic tourism using applications is of interest to researchers because tourism promotion is usually carried out by visiting distant countries or cities and spending high costs. Currently promotions can be carried out by uploading photos or videos that can attract tourists to come for a trip to Indonesia, especially in West Sumatra without having to spend a lot of money and take up time. With a fast internet connection, the right time, emphasizing visuals, varied features, easy to use and efficient makes researchers want to know about the Digital Marketing Communication Strategy for West Sumatra Tourism through the Sumbar Hub Application by the Provincial Government of West Sumatra

2. Method

This research uses a descriptive method with a qualitative approach. The Descriptive Qualitative method research is a type of research that provides an overview or comments about the situation as clearly as possible without any treatment of the object researched (Kountour, 2003).

The object of research is the Sumbar Hub Application and the subjects are from related informants.

In this research, data collection was carried out by means of interviews, observation and documentation. The interview method used is structured interviews and to obtain data regarding Strategy Digital Marketing Communication in West Sumatra Tourism Through The Sumbar Hub application is by interviewing Key Informants and Informant. The Observation is a data collection technique using make direct observations on the object of study. In this research are made by looking at how photos are selected and content presented in the Sumbar Hub application during October 2021 to January 2022 and matched with the results interview. This observation method is used to complete the data obtained from previous interviews. The Documents are records of past events in the form of writing, drawings, or someone's works. Documents make the results of interviews or observations more detailed believable or concrete. In the research conducted, source documentation obtained from the Sumbar Hub application such as photos and caption.

Data analysis techniques through data collection, data reduction, data display, verification and confirmation of conclusions, These four stages are used by researchers in analyzing data.

3. Results and Discussion

Sumbar Hub is a mobile application that can guide tourists who are visiting West Sumatra or areas in West Sumatra. The Sumbar Hub application aims to guide tourists who want or are currently visiting West Sumatra or areas in West Sumatra and contains updated information and activities in West Sumatra (Sumbar Hub, 2021). This application was made by the Government of West Sumatra, in collaboration with the Liaison Agency for West Sumatra Province (Badan Penghubung), the Office of Communication, Information and Statistics (Kominfotik), and the Office of Tourism of West Sumatra Province. Sumbar Hub can be downloaded on Android and Iphone using the Play Store and App store.

The researcher determines that the interviewees are part of the strategy carried out by the West Sumatra Government to find out how the Digital Marketing Communication Strategy for West Sumatra Tourism is Through the Sumbar Hub Application.

The Provincial Government of West Sumatra through the Liaison Agency for West Sumatra Province (Badan penghubung) which is located in the Capital City has a duty function to promote tourism in West Sumatra, because there are many opportunities to work with other OPD agencies so that they can promote tourism on a national and international level and can attract many tourists who come to West Sumatra, the Liaison Agency for West Sumatra Province submitted an application for the West Sumatra Hub application to the West Sumatra Communication, Information and Statistics Service (Diskominfotik). The elements in the marketing communication strategy for the Sumbar Hub application are sourced from the West Sumatra government and the message conveyed is to promote or market West Sumatra tourism to people outside West Sumatra so that many tourists come to visit West Sumatra. The marketing concept in forming initial awareness was due to the lack of optimal tourism marketing in West Sumatra, the West Sumatra government in collaboration with the Liaison Agency (Badan Penghubung) and the West Sumatra Communication, Information and Statistics (Diskominfotik) wanted to intensify tourism promotion and marketing with those who previously did not know information due to difficulty accessing information, the government is currently making the Sumbar Hub application, so that it is easier to find tourism information in the West Sumatra area. It is hoped that with the innovation of

digitizing tourism information through this Sumbar hub, people and tourists who are aware of the existence of this application can use it properly so that the convenience offered by the application is useful and can change the behavior of people or tourists to always use the Sumbar Hub application to search for information. information about tourism in West Sumatra.

The purpose of market segmentation is to try to save marketing efforts by first focusing on buyers, besides that market segmentation can be more targeted and more effective, in the Sumbar Hub application, market segmentation refers more to geographical segmentation, namely people who live or are outside West Sumatra who want to visit West Sumatra or tourists who are looking for tourist attractions in West Sumatra.

The Provincial Government of West Sumatra through the Sumbar Hub application has evaluated the development of applications and market segments, and from this evaluation it was found that most of the users who downloaded the application after a socialization event about the Sumbar Hub application were held and most of those who downloaded were adults and young people such as students. After the evaluation was carried out, the Liaison Agency (Badan Penghubung) and the West Sumatra Government began to carry out promotions and tighten socialization again to the target market.

Elements of the 7P marketing mix in the Sumbar Hub Application, namely the Product in this study is West Sumatra Tourism which presents information related to tourism in West Sumatra, through the information contained in the tourism options in the Sumbar Hub application, it is hoped that it will make it easier for tourists who want to visit West Sumatra to find out what tours they will go on. The price element in the Sumbar Hub application regarding tourism does not exist, but the application made by the Provincial Government of West Sumatra is of course made with a lot of funding. The place for marketing is already known, namely the Sumbar Hub Application, because in this modern era we can get information quickly and easily through internet access using the Sumbar Hub Application. Promotions held by the West Sumatra provincial government, especially at the liaison agency to market tourism through the Sumbar Hub application, are by socializing at every government event and campus event, also by distributing flyers at activities such as Sunday Morning and making banner stands placed in strategic places such as hotels and tourist attractions like Taman Mini Indonesia Indah. Then the other element is physical evidence as explained in the promotion element that physical evidence supports marketing is the existence of brochures and banner stands regarding the Sumbar Hub Application which explains how to use the application so that you can access tourism options, this is also a factor support for marketing promotions. The next element is people who influence a company or organization in providing internal and external marketing. People do not only play a role in the production process and run company operations, but people also function to make direct contact with consumers. Everyone who is directly involved in this process will create a good image for the company or organization. People have 2 elements, namely service people and customer elements. In the service people for the Sumbar Hub Application, the person in charge of the application, the coordinator or organizer of the application, namely the Head of the West Sumatra Liaison Agency and his staff, besides that also from the Office of Communications and Information Technology and the Office of Tourism of West Sumatra Province. The last element is the process used by the West Sumatra Provincial Government in providing services and all activities in providing a flow of activities to consumers, namely by socializing the existence of the Sumbar Hub Application and providing information also by

distributing brochures and displaying standing banners, then interested consumers or tourists can directly download the West Sumatra Hub application and use it easily, quickly and efficiently because data regarding tourism is obtained directly from the West Sumatra Provincial Government so that consumers feel satisfied and guaranteed so that they can influence the use or download of the Sumbar Hub application and influence West Sumatra Tourism even better.

The content packaging strategy in the Sumbar Hub application can be seen from the photos or images displayed as well as the caption, namely in the form of writing or short text above or below the image that describes the image or explains additional information, and usually the caption only consists of a few words or sentences. In the Sumbar Hub application, the content of photos or tourism images displayed only includes tourism in West Sumatra. Most tourism in West Sumatra is natural tourism, and the photos or pictures taken must show all aspects so that the impression of tourism is not lost.

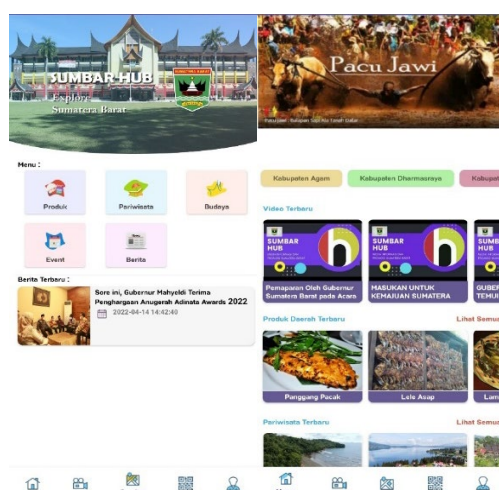


Figure 1 : Application page and Home of sumbar Hub

On the application page, a picture is displayed of the governor's office of West Sumatra and the symbol of the provincial government which becomes an icon as a signifier and is signified or indicates that this application is indeed an application owned by the provincial government of West Sumatra and there is a symbol of Sumbar hub with three colors typical of West Sumatra, namely red, black and yellow which are the signifiers also indicate that this application belongs to the West Sumatra government. On this page there is a menu feature for the sumbar hub, that is products, tourism, culture, events and news. Then on the Home page there are highlights of cultural events as well as the latest video from the government about the latest activities in West Sumatra, and from this menu the researcher chose to research the tourism menu, because the researcher wanted to know about West Sumatra tourism content packaged by the Sumbar hub. The marketed or promoted also by the sumbar hub. It can be concluded that the placement of tourism features in the Sumbar hub application is very effective and easy to access, before we go deeper into tourism content, we can see pictures of tourism places in West Sumatra where that is a signifier as well.

After selecting the tourism page, users will see the main page and on that page there are also choices of cities and districts in West Sumatra which aim to make it easier for users looking for tourism in certain cities in West Sumatra.

Through the tourism feature page and the city's tourism page, you can see how to take pictures or photos that are presented in the Sumbar Hub application to display the content. Of course, the photos in this content are all landscape photos and when viewed from a technical point of view, the shooting technique uses an angle technique, which is a technique used when taking pictures by focusing on the point of view or the position of the camera on the main object being viewed and will be shot, so the Angle taken is the Bird Eye Angle. This technique has a wider and more complex range of areas so that the resulting image really shows a detailed view of the scene being seen. In the content in the Sumbar Hub application, the shot size is Extreme Long Shot or can be abbreviated as XLS or ELS Also referred to as a very wide shot or a very wide angle shot Traditionally used in exterior shooting covering a wide field of view, therefore forming an image showing a large number of environments in a photo space. Extreme Long Shot on photo content in the Sumbar Hub application aims to take the whole picture because most of the images are natural landscape tourism which requires a wide and clear space. The composition of the images in the content in the Sumbar Hub application is Diagonal Depth, which is a guide for taking long shots and extreme long shots. Diagonal depth requires that every time you take a picture, the cameraman should consider diagonal elements as a component of the image. Diagonal elements are important to give a deep impression, and with diagonal elements it will give a three-dimensional impression. Objects located in the center must also appear clear, strong and prominent, while background elements add dimension to the image. Because the shot used in the content photo for the Sumbar Hub application is an Extreme Long Shot which should be combined with a Diagonal Depth composition and it is proven that most of the content is like that to make it look wider and more attractive.

The content in the Sumbar Hub application consists of photos and captions or written descriptions about tourism, but the content is not original, only from the Liaison Agency (Badan Penghubung) and the Communication and Information Office of West Sumatra Province (Kominfotik) because the content in the Sumbar Hub is a combination of content from West Sumatra Province and the outside community. its content created directly by the Sumbar Hub, in accordance with the explanations from Key Informants, Informants 2, and Informants 3 that the flow of content formation is through selection, for content originating from the Liaison Agency team as the application organizer this, the flow is that the team from the Liaison Agency submits several photos that you want to display on the application, then the photos are selected which are the most appropriate according to the head of the liaison agency and with the SOP that has been set by the West Sumatra Communication and Information officer, that the photos are clearly visible and do not contain SARA. After passing the selection, the content can be uploaded to the Sumbar Hub application, then for writing the caption, it describes the place more clearly using formal language so that it is easy to understand.



Figure 2 : The content of Sumbar Hub Tourism

Content or data in the West Sumatra Hub application can also be obtained from the West Sumatra Provincial Tourism Office and related OPDs. The Tourism Officer requests data in the form of photos and tourism descriptions to the tourism offices in the Regency and City areas and then collects them for processing by the tourism officer before submitting it to the Communications and Informatics Service. Content that has gone through the Tourism Office is certainly more reliable, seen in the description caption which is written in more detail and explains more deeply about tourism itself.

Based on the results of research to find out the situation is already in which the current marketing achievement stage is carried out by the West Sumatra government, after being analyzed through STP (Segmentation, Targeting, Positioning), in the segmentation of the Sumbar Hub application it refers more to geographical segmentation, that people who live or are outside West Sumatra who want to visit West Sumatra or tourists who are looking for tourist attractions in West Sumatra. Then the target users who download the application are mostly adults and young people such as students. And in this case the Sumbar Hub Application which markets tourism products certainly wants to place a product image to consumers, namely West Sumatra. Placing tourism as a tourist attraction that can be easily accessed and trusted. In conclusion, the Sumbar Hub application, which aims to easily and reliably promote West Sumatra tourism, is not very well known to the public.

This is also related to the SWOT analysis (Strength, Weakness, Opportunity, Threat) manage content and promote these applications which require costs that are not in the budget and lack of human resources (HR) to manage applications and content in the Sumbar Hub, and this application does not have social media, and there are no comment and testimonial features so it cannot interact with the user. Opportunity to make tourism in West Sumatra attractive to tourists, of course because now people need a lot of information about tourism and the Sumbar Hub application is easy to use and reliable because the data is taken directly from the government if you look directly into the application and other opportunities also exist in collaboration with OPD other. The threat is that there are Content Creators or other

applications that have the same goal as the Sumbar Hub Application to provide information about tourism in West Sumatra that is more interesting or up to date so that this application can be uninstalled and switched to another. For conclusion, the digital marketing communication strategy for tourism through the Sumbar Hub application is not well known by the public because of its limitations.

4. Conclusion

The Sumbar Hub application is in accordance with its duties and functions, this application refers more to geographical segmentation that people who live or are outside West Sumatra who want to visit West Sumatra or tourists who are looking for tourist attractions in West Sumatra. The target users who downloaded the application are adults and young people such as students. The Sumbar Hub application places product images to consumers about West Sumatra. Placing tourism as a tourist attraction that can be easily accessed and trusted. In conclusion, the Sumbar Hub application, which aims to easily and reliably promote West Sumatra tourism, is not very well known to the public.

The content in the Sumbar Hub application consists of photos and captions or written descriptions about tourism which are in accordance with Kominfotik provisions and do not contain SARA, the content in the Sumbar Hub is combined content from West Sumatra Province and the outside community, for the arrangement of photo content is Landscape and the technique of taking the picture angle is Bird Eye Angle, then the shot size is Extreme Long Shot and the composition of the picture is Diagonal Depth. On the application page, a picture of the West Sumatra governor's office is displayed and there is a provincial government symbol which becomes the icon as the signifier and the signified indicates that the application This is indeed an application belonging to the Government of West Sumatra Province and the existence of the Sumbar hub symbol with three distinctive West Sumatra colors, that is Red, Black and Yellow which are the signifiers which also indicate that this application belongs to the West Sumatra government.

The strengths or advantages possessed by the West Sumatra government are in the West Sumatra tourism data that is in the Sumbar Hub Application because it belongs to the government directly which is definitely trusted but the weakness or deficiency is in managing content and promoting the application which requires costs that are not in the budget and limitations Lack of Human Resources to manage applications and content in the Sumbar Hub. Opportunity to make tourism in West Sumatra more attractive to tourists because now people need a lot of information about tourism and the Sumbar Hub application is easy to use and reliable because the data is taken directly from the government if you look directly into the application and other opportunities also exist in collaboration with organizations Other Regional Devices. The threat is that there are Content Creators or other applications that have the same goal as the Sumbar Hub Application to provide information about tourism in West Sumatra that is more interesting or up to date so that this application can be uninstalled and switched to another. Therefore the digital marketing communication strategy for tourism through the Sumbar Hub application is not well known by the public because of its limitations.

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