



A STUDY ON COMMUNITY READINESS IN THE IMPLEMENTATION OF DIGITAL MARKETING ON TOURISM ATTRACTIONS IN TELUK WONDAMA REGENCY, PAPUA BARAT PROVINCE

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ABSTRACT

Tourism in this days is developed and becoming one of income generating for a village, a city, a regent, a province, even a country. To make it success, promotion is one among many factors that can help in selling a product. In this modern era, promotion is shifting from manual to digital. What is more, digital promotion can give benefits for customers and sellers, because it can be accessed widely by many people from different countries in this world. Thus, this qualitative study was conducted to explore the community readiness in the implementation of digital marketing tourist attractions in Teluk Wondama Regency. The participants of this study consisted of 30 participants from local tourism awareness group (POKDARWIS) of Teluk Wondama Regency. Through FGD discussion with the 30 participants, it is found that (1) the majority of them did not familiar with issues related to digital marketing, (2) limited workshop related to digital marketing, and (3) the existence of problems of the insufficient supporting facilities related to digital marketing. Therefore, local governor is suggested to support this community through the Department of Tourism by preparing facilities needed. This is aimed to develop this regency from the tourism aspect.

Keywords: *readiness, digital marketing, tourism attraction, local tourism awareness group (POKDARWIS).*

1. INTRODUCTION

The tourism industry can become one of the income generating for a village, a city, a regent, a province, even a country. Within two decades, tourism industry in the world is developed increasingly and massively including Indonesia. During pandemic Covid-19 attack, all sectors including tourism all over the world is suffered losses. People are required to stay in their places and countries. Thus, people movement is restricted as long as the pandemic blast that becomes no tourism traffic in this world. This situation brings big impact to the decrease of tourist movement. However, the tourism sector has moving forward as recovery action, and has reported will increase up to 30 % globally in 2023 (EIU, 2023). It is because the head of the UN WHO already announced about the end of the Covid-19 as global health emergency

(UN News, 2023). Therefore, all industry sectors are starting to recovery and moving forward.

In Indonesia, tourism industry is also in a move due to stabilize the condition from a massive turbulence. Indonesia is famous with another name called Indonesia Archipelago because of thousands of islands lay from the East part with Papua Island to West part with Sumatra island which have abundant exotic natural resources that can become an attractive tourist destination if the places are managed properly. Besides, Indonesia has more than 99,000km coastline features (Worldpopulationreview, 2023) that presents a wide variety of landscapes which offering beautiful scenery, varies of viewpoints, natural ambience, etc. By attracting visitors, it can give influence to surrounding such as social mobility, economic growth, and knowledge development of the community in related areas (Cianga & Sorocovschi, 2017).

In development of tourism industry in Indonesia, it cannot be set-apart from both the government and the community. It is stated on the Law No. 10/2009, Article 1, Point 3 that variety of tourism activities are supported by various facilities and services that provided by the community, businessmen, government, and local government (Trisanti et al., 2022). In the 2020-2024 National Medium-Term Development Plan (RPJMN), the Indonesian Government declares related to the increasing of economic value added, that the linkage of tourism sector becomes one of the basis for synergy and integration of cross-sector policies (Hayati, Lestrai, & Setyawan, 2022). In line to that, Megawati et al. (2023) claim that to obtain maximal resolution in developing tourism industry, the most important element is the community. It is because in the run on of the process in daily basis, the community has the biggest change to have a direct contact to the tourists. Hence, it is required to give provisions of knowledge and awareness to the local community.

1.1. Teluk Wondama Rengency’s Profile

Teluk Wondama Regency is one of the regencies in West Papua Province of Indonesia located at 0°.15" to 3°.25" South Latitude and 132°.35" to 134°.45" East Longitude. It consists of 13 districts, 75 villages, and 1 sub-district, with an area of 14,953.8 Km2 (BPS, 2020), as can be seen on the map below:



Pic. 1: Map of Teluk Wondama Regency
Source: Papua business.com (2018, online)

Based on BPS (2020), the total population of Teluk Wondama Regency is 41,644 people. The total male population is 22,036 people, and the total female population is 19,608 people. Most of the population of the Teluk Wondama Regency lives in the coastal area. This is because the geographical area of Wondama Regency is mostly coastal. At least 7 out of 11 districts have a population distribution scattered in coastal areas.

Overall, the total number of tourist objects in Teluk Wondama Regency is 44, which are divided into 3 different types namely marine-based natural is the highest spots, cultural is the second highest spots, and religious is the third as can be seen on Figure 1 (wondamakab.go.id, n.d.).



Fig. 1. Tourist object 2020

Teluk Wondama Regency has been visited by 9,603 foreign tourists in a period of 5 years from 2016 to 2020. Apart from foreign tourist visits, the number of domestic tourist visits is also quite high, with a total of 1,576 domestic tourists as stated on Figure 2 (wondamakab.go.id, n.d.).

Fig. 2. Visitors 2016-2020



By looking at the data of tourist object and visitor of Teluk Wondama Regency above, it can be said that promotion on the tourism industry area is essential due to increase the visitors. To implement the promotion is not that easy. Especially, the promotion in this era is shifting from manual into digital. Related to promotion in this digital era, many kinds of product promotion or product marketing are boosting through online that can be accessed widely through the internet, web page, emails, blogs, social media, forums, and mobile Apps which can be called as ‘digital marketing’, ‘online marketing’, ‘internet marketing’, or ‘web marketing’ (Sathya, 2015). Therefore, tourism can also be promoted as one of marketing type out of many products that can be sold widely through internet, and this study aims to determine the readiness of local community in applying digital marketing in tourism sector.

1.2. Previous Study Related

A study on the community readiness has been already done by many researchers in Indonesia such as Azizurrohman, Martayadi, Najmudin, Fathurrahim, and Bratayasa in 2023 write about tourism industry and community readiness: a case study of the Mandalika special economic zone (KEK). This is a qualitative study aims to see how the residents of Kuta Mandalika Village

welcome the tourists by taking account of the cognitive, emotional, and conative components of community readiness. The results show that the residents are well prepared to host tourism, but they are not yet prepared to participate in the tourism industry. In 2021, Huzain, Saifudin, and Ahmad have done a research entitled *Community Readiness in the Implementation of Local Tourism Village in Alas Sumur Bondowoso*. This research aims to determine community acceptance of tourism village and analyze how tourism is handled in the context of community readiness in managing local tourism villages of Alas Sumur Bondowoso. Descriptive qualitative method is applied and interview is conducted to collect the data. The result informs that public knowledge of *Sapta Pesona Tourism* does not implemented, and the master plan of local tourism village implementation does not run well. Besides, Noor, Suryana, and Sholihati have done a research on *E-business readiness in Indonesian small medium size travel agencies in 2019*. The purpose of this research is to understand the readiness of small medium size travel agencies in West Java, Indonesia in doing E-business. The results emerge that all small medium size travel agents which taking part of this research are eager to do the E-business especially for those are in the city that supported by adequate infrastructure needed. However, for those at the suburb areas, they are limited by the supporting infrastructure.

Even though this research is having close relation to the three studies mentioned and seems like they have similarities, but there are differences in term of setting, time, technique in collecting data, and focus of study.

2. LITERATURE REVIEW

2.1. Digital tourism marketing

Nowadays, the rapid growth of technology revolutionized the way of business, including in the sector of tourism industry. Technology has been shaping and affecting the way of product promotion and service promotion digitally. Digital marketing appears as powerful way for promotion. Digital marketing or online marketing which is also known as internet marketing, web marketing, and search engine marketing which consists of a set of instruments that used to promote products and services through the internet (Priya, 2018). Satya (2015) states that digital marketing is “an umbrella” to all term of marketing products.

Digital tourism marketing refers to the use of digital tools to organize, manage, and enhance the travel experience (Righini, 2020). It involves a range of strategies and techniques to attract visitors to a specific place, such as hotels, cities, countries, attractions, and other places related to leisure and business trips through web based. Overall, digital tourism marketing is a way of communicating with visitors and customers more effectively, engaging with your existing audience, and accessing new markets (VisitBritain, 2021).

2.2. Components of Digital Marketing

There are several components should be prepared to run the digital marketing covers. Priya (2018) explains some components of digital marketing namely social network, social network application, social news, online favourite and bookmarking, Real Simple Syndication (RSS) feeds, Search Engine Optimization (SEO), web banner, internet forum, analyzing marketing, affiliate marketing, blogging, email marketing, SMS marketing, search engine, press releases, and automated inbound marketing. In addition, Sathya (2015) mentions that some devices for digital marketing has to be utilized such as tablet, smart phones, TV, laptops or computers, internet, and lot other to support.

2.3. Advantages of digital marketing (seller & consumers)

There are many advantages of digital marketing for both consumers and sellers sides such as the communication can be conducted bidirectional through phone-call and chat, the promotion preparation consume shorter time, the campaign mostly through social media, websites, chat, and email that can reach global audience easily, the changing of the campaign if any will be easier to design and re-posting, stay up-date to the product or services, easy to compare with others, all time (24 hours, 7 days) shopping or access, and easier to evaluate. In addition, online marketing can give benefits such as growth in potential, enable instant purchase, reduced expenses, elegant communications, better control, improve customer service, competitive advantages, overcoming geographical barriers, suitable for different size of company like starts-up, small, medium, even bigger size company, and facilitates the tracking and analysis of competitor's action (Sathya, 2015; Yasmin, Taneem, & Fatema, 2015; Priya, 2018; Veleva & Tsvetanova, 2019). From the long list of advantages mentioned, the digital marketing for sure can give more benefit to the tourism industry promotion for the Teluk Wondama Regency case.

3. METHODOLOGY

This research apply qualitative paradigm by using Focus Group Discussion (FGD) in collecting data with aims to determine the readiness of local community of Teluk Wondama Regency toward the implementation of digital marketing to promote tourist attractions from this area. The FGD is divided into 3 sessions due to the big amount of participants in this study. Those 3 groups discuss the same issues. The purposive sampling is utilized to recruit the participants. There were 30 participants agree to become participants in this study, and all of them are the local community of Wondama Bay Regency. They are the member of local tourism awareness group or '*kelompok sadar wisata*' (POKDARWIS) in this regency.

4. RESULTS AND DISCUSSION

The findings are started from the basic information related to the research participants as can be seen on the table bellow:

Table 1. Respondents' information

Gender:	Total:	Percentage:
Male	17	56.7
Female	13	43.3
Age:		
20 - 29	12	40
30 - 39	5	16.7
40 - 49	5	16.7
50 - 59	4	13.3
60 - 69	4	13.3
Educational Background:		
Elementary	12	40
Junior High School	3	10
Senior High School	9	30
Vocational School	4	13.3
University	2	6.7

The table above informs that from the whole participants, male respondents are a bit more than female with the total participants are 30. The age of participants here is unique, it has quite big gab because it is ranged from 20s to 60s. The participants with age range from 50s to 60s are only 8 participants, but this is intriguing because of their concern to the local tourism development, and all participants are interested in developing and expanding their tourism aspects to be promoted. Surprisingly, participants with Elementary background of education are the highest with 12 people or 40% in total. While the university level is the lowest with 2 people or only 6.7% in total.

The community mostly live along the coastal area. Thus, the developed area that became city of Teluk Wondama, districts, and villages are situated along the coast. The basic and common transportation there is canoe and boat. In daily life, this community live from fishing. They are not really gardening or farming. Apart from that, they realize that their places are beautiful, and they learn from people who come and visit their places. They understand that by attracting many tourists or visitors to come to their areas can contribute in increasing the community's and region's income generating, and develop local economic in general. As acknowledged by Cianga and Sorocovschi (2015), Azizurrohman et al. (2023) that one of the positive impact of tourism activities can accelerate economic development.

4.1. Information related to digital marketing

Digital marketing is a kind of marketing that nowadays being used enormously to promote products or services to the customers who use digital channel different countries (Yasmin, Taneem, & Fatema, 2015). Because by using digital marketing, people from all over the world is connected. This situation is understood by the local community of Teluk Wondama that trigger them to move from manual style promotion to digital promotion connected to the tourism aspect. However, based on the FGD, the majority participants knew only a little bit about the issue related to digital marketing. This is so, because they have live with the limited access of mobile phone (smartphone or android) and also internet access. This condition may not support the digital marketing for tourism of this area. To use digital marketing, there are some aspects like devices and human resources that should be prepared to accelerate the program such as stable internet based, stable power supply, standard digital tools or gadget, person who can operate the program, person who can use English fluently both in oral and written, and also person who knows the digital marketing strategy.

4.2. Activities related to the readiness on the implementation of digital marketing

All participants are agreed to have activities such as workshop and training related to digital marketing due to their development in tourism sector. Such activity is important and needed for them because they are members of POKDARWIS in this regency, so that they need to up grading their skills and knowledge. The community is already aware that they have to move from old style marketing into digital marketing if they want more people acknowledge their place and to get more income generating from the tourism aspect. Consequently, activities like workshops, counseling, accompaniment, and other activities that relate to the community readiness in implementing digital marketing for tourism are required due to develop their understanding and skills to operate and manage the sites. Apart from that, the activities may help the local community to be prepared in terms of their readiness for the accommodation, transportation, services, places to visit, and other things needed. This kind of activities will give more support and stimulation to the local community to be ready for welcoming visitors anytime.

4.3. Obstacles

In the implementation of digital marketing, there are some problems facing by the community at the moment for instance the insufficient supporting facilities related to digital marketing such as:

- (1) Internet access. There is very limited access to the internet in most of the areas in this regency, especially at the villages, even in some villages there is no internet access.

- (2) Smartphone, android, or mobile phone. To access the internet, using handphone is the simplest way than laptop. However, most of the local community can't be able to purchase this kind of handphone.
- (3) Camera. the existence of camera is crucial for the promotion issue, because camera can be used to capture many and varies of beautiful pictures from the areas that can be used as tourism promotion. However, the local community cannot afford to but camera.
- (4) Computer or laptop. To work on and set a web page will be easier by using computer or laptop because sufficient screen, especially to use for editing. Therefore, computer or laptop is becoming important to support the digital marketing.

Beside that, other problems are also hinder the development of tourism in this place, for example activities like work shop or short course for participants' selves development are very limited. Also the price of gas and oil for their boat is a bit too expensive for the local community. Even though they already get the ticket for free gas for their boats, but it does not enough yet, because it is limited for each family. Consequently, they will not be able to do other business such as accompany the tourist to go around the area from island to island. The gas and oil just used for daily needs or fishing. This condition causes the high cost of transportation for the visitors, and this situation can become obstacle for the local community to earn more money. This phenomena can make people restrain to come and visit Teluk Wondama Regency.

5. CONCLUSION

In conclusion, local community of Teluk Wondama Regency are aware of their beautiful tourism attractions places, they also aware of the movement from old style promotion to digital promotion of this era, and they understand that visitors from local, national, or international can increase the income generating of the community, village, as well as the regency. However, they are still facing difficulties with the limited accessibility of facilities such as internet, gadget (smartphone, mobile phone, or android), camera, computer or laptops, and also limited in selves development, training related to tourism issues, tourism management, and also the availability of gas, and oil.

6. RECOMMENDATION

Therefore, it is strongly recommended that the department-related and the local government make a move to maintain programs, activities, and procurement of facilities that can develop the local community due to the improvement and development of tourism aspect management and income generating. As also suggested by Satya (2015) if a company wants to succeed in digital promotion, it needs to improve technical advancement in promotion, provide a transparent and good service to the customers before and after purchase, create awareness

among the people about digital marketing, and complete the description needed about the product to the online shoppers.

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