

Digital Marketing Communication Model for Encouraging Tourism Visits in Langkat Regency, Indonesia

Dewi Kurniawati

Correspondence: Dewi Kurniawati, Faculty of Social and Political Sciences, Universitas Sumatera Utara, Medan, Indonesia.

Received: June 30, 2023

Accepted: August 29, 2023

Online Published: September 12, 2023

doi:10.11114/smc.v11i7.6199

URL: <https://doi.org/10.11114/smc.v11i7.6199>

Abstract

The purpose of this research is to examine the digital marketing communication model as well as the driving and inhibiting factors in promoting tourist destinations in Langkat Regency, Indonesia. This study employed a qualitative approach with the data collected through in-depth interviews and focus groups. Purposive sampling was used to select informants from the Langkat Regency government, the Ministry of Tourism of Medan city, and the surrounding community. Based on the findings, it is concluded that the Tourism and Culture Board (TCB) of Langkat Regency should strategically adopt a comprehensive digital marketing communication model to amplify tourism promotion efforts effectively. To this end, the integration of social media marketing, content marketing, and search engine optimization (SEO) emerges as a compelling approach. This multifaceted model harnesses the power of modern communication platforms to engage diverse audiences, showcase Langkat Regency's attractions, and create a vibrant online presence. The recommendation of this study includes the action should be taken by TCB to focus on creating diverse and captivating content that highlights the unique cultural heritage, natural landscapes, and local experiences that Langkat Regency offers.

Keywords: digital marketing communication, Langkat, new media, tourism communication, tourist destination

1. Introduction

1.1 *The Background of the Study*

Tourism development must be based on sustainable criteria, which means that it can be environmentally sustainable in the long run while also being economically viable, ethical, and socially equitable to the community. Tourism marketing is a type of communication that aims to provide tourists with information in order to meet their needs (Gato et al., 2022). Langkat regency is one of the favourite tourism area in North Sumatra, Indonesia is very interesting to study due to the decrease in the number of tourists visiting the area.

Langkat regency has a relatively large potential for natural tourism, including waterfalls, river rapids, forest tourism, natural caves, and elephant breeding tourism (such as the Bukit Lawang and Tangkahan areas). Langkat regency is made up of 23 districts with a total area of 6,273.29 km² and a population of 1,041,775. It is well known that the local community's participation in the management of the area and its tourism potential adds value to the Tangkahan ecotourism area.

Environmental interpretation activities still need to be improved in terms of quality, with new interpretation activities, as well as planning and monitoring (Kamijo & Huang, 2016). Tourism planning is critical for improving quality and achieving better development as tourism phenomena become more complex, having both positive and negative impacts, with increasingly competitive levels and promotions, and with a strong influence on many people to actively participate in tourism planning (Suryadana & Octavia, 2015). Local managers have been unable to preserve local culture while also managing administrative data effectively. One of the reasons for the decline in tourist destinations is that managers' promotional efforts are still insufficient. Collaborations between institutions are required to improve the quality of promotion. Social media is now used for a variety of purposes in the digital world, including tourism promotion.

To synergize in developing tourism attractiveness by sharing activities on digital media, the use of digital media as a means of tourism promotion still requires support from five important elements namely government, media, private/entrepreneur, academics, and community roles. This can also contribute to an increase in tourist visits. The more people who use social media, the more opportunities there are to promote products or services to attract users (Bungin, 2020).

Content and channels will become increasingly important in the future. Many businesses are developing omnichannel strategies in which various channels are integrated rather than separate. The future of public relations and marketing is a combination of online and offline experiences across customer paths. Content development presents challenges for brands and institutions. These difficulties include how to integrate online and offline experiences in the customer experience and perception of the brand or institution (Hutabarat, 2021).

According to Alimudin and Dharmawati's research, depending on the situation and condition, there are two ways to reach the target market. The first method is direct face-to-face communication, in which discussions can be held to determine tourists' seriousness in using tourism services. If face-to-face communication is not possible due to certain conditions, the second option is online communication, such as a WhatsApp group chat with potential tourists (Alimudin & Dharmawati, 2022).

Several factors influence audience decisions, including integrated marketing communication across multiple media such as digital marketing, public relations, advertising, and others. Other factors that influence audience decisions include persuasive messages from friends and family, personal knowledge and attitude toward the brand based on previous experiences, and personal knowledge and attitude toward the brand based on past experiences (Hutabarat, 2021).

Advertisements or social media content used in digital marketing communication media influence audience purchasing decisions (Rizkyawan et al., 2019). This demonstrates that factors such as integrated marketing communication have a significant impact on the audience's decision to choose a brand or institution. The use of integrated marketing communication will result in relationship unity, such as marketing communication, good cooperation relationships, and media use (Kitchen & Brugmann, 2015).

It is critical to conduct research on this digital marketing communication model in order to encourage tourist visits to Langkat regency. "How is the appropriate digital marketing communication model to encourage tourist visits in Langkat regency?" is the research problem. Given the importance of this research, the researchers formulated the problem comprehensively from various academic perspectives and reasons.

The findings of this study will be very beneficial for the development of tourism, not only to support regional economic growth but also to preserve natural resources, the environment, and will have an impact on the community's socio-cultural life, particularly the local population. This can generate local revenue, create new business and job opportunities, and help to maintain and preserve natural and biological resources. This study is expected to contribute to the development of knowledge on digital marketing communication models to encourage tourist visits in Langkat regency.

1.2 Literature Review

a. Communication Model

A communication model is an ideal description of what is required for communication to take place (DeGroot, 2018). A model can aid in the organization of data into a conceptual framework that demonstrates the relationship between communication components. A model is a loose representation of a theory that is used to explain or apply it. In other words, a model is a condensed version of a theory. A model depicts not only communication elements, but also relationships and the direction of relationships that describe a sequence of activities from start to finish or repeatedly. A model can help us identify the elements that are vulnerable to disruptions and how to overcome them.

b. Tourism Communication Marketing

Tourism is defined as the entire network and phenomena associated with foreigners' stays in a location, provided that they are not there for important work that provides permanent or temporary benefits. Tourism communication marketing (TCM) is the study of overall communication marketing in the context of tourism. This section defines the 4Ps (product, price, place, and promotion) as a combination of marketing mix elements such as the process, people, and physical evidence, communication mix, marketing mix, and TCM issues. This field covers TCM in both theoretical and practical contexts, but it does not cover specialized contexts. Tourism 4.0 is the application of tourism is already in the use of technology that is able to enrich the tourist experience in information search and processing, and the use of technology that supports the productivity of the tourism industry (Mardhiyani, 2020).

c. New Media

New media refers to media that is currently developing and will continue to develop with the times (Humaizi, 2018). These media are evolving in terms of technology, communication, and information. The internet, computers, mobile phones, and websites are examples of new media. Aside from technology, new media is inextricably linked to the digital world.

d. Digital Marketing

Digital marketing is the use of the internet and digital technology to achieve specific goals through communication.

According to Ridwan & Tarigan (2009), digital marketing encompasses marketing activities, such as branding, that make use of web-based media such as blogs, websites, emails, adwords, or social networks. Of course, digital marketing does not solely refer to internet marketing. According to Chaffey & Chadwick (2016), digital marketing is: "As digital applications and online channels (web, email, database, mobile / wireless and digital tv) that contribute to marketing activities that aim at achieving customer benefits and retention (in the multi-channel buying process and customer lifecycle) by increasing knowledge (profile, behavior, value and loyalty) and advancing the delivery of integrated communication and online services to the wishes of customers."

e. SWOT Analysis

SWOT analysis is a method for developing and evaluating a problem, project, or business concept based on internal (within) and external (outside) factors such as strengths, weaknesses, opportunities, and threats. This method is commonly used in business evaluation to identify and implement strategies. SWOT analysis only describes the situation at hand; it does not solve the problem. The four components of a SWOT analysis are strengths, weaknesses, opportunities, and threats (Widianti & Wiksana, 2020).

2. Method

This study employs qualitative research, which has great potential for Tourism Communication Marketing because it emphasizes the importance of intuitive intelligence or sensitivity, particularly in reading and understanding tourist preferences. In this study, the researcher meets with informants and listens to their various experiences and opinions. The qualitative research approach states that research is conducted in a naturalistic setting with the goal of interpreting the phenomena that occur and is carried out using existing methods (Sugiyono, 2011). The goal of qualitative research is to create detailed, formed, and complex views of the subjects being studied through the use of words, holistic descriptions, and complexities.

The qualitative research referred to in this study aims to elicit information as deeply as possible without disturbing or influencing the informant's thinking. This study used a qualitative approach with a positivist paradigm. Purposive sampling was used to select research subjects based on the informant criteria required. The informant criteria in this study were parties involved in tourism management in Langkat regency.

Data collection techniques were carried out by conducting in-depth interviews and focus group discussions (FGDs), in which researchers and participants discuss topics in depth and researcher direct participants towards research objectives.

In this qualitative study, data analysis consists of three simultaneous activities: data reduction, data display, and conclusion drawing (Miles et al., 2014). Data reduction entails summarizing, coding, tracing themes, generating ideas, partitioning, and creating memos. The data reduction/transformation process continues after the field research until the final complete report is compiled. Drawing conclusions/verification is actually carried out by researchers in the field, and these conclusions are tentative, temporary, and approached skeptically because they will be tested in the field. Final conclusions may not emerge until the end of data collection because they are constantly verified, including when these conclusions are discussed among colleagues to be developed.

Creswell (2014) describes the steps of data analysis as follows:

1. Process and prepare data for analysis. This step entails transcribing interviews, scanning materials, typing field data, or sorting and organizing the data into different types depending on the source of information.
2. Read the entire data set. At this stage, qualitative researchers write specific notes or general ideas about the data collected.

Begin by coding all data. Coding is the process of organizing data by collecting pieces (or text or image parts) and categorizing them within certain constraints. This step entails taking the previously collected written or image data and categorizing the sentences (or paragraphs) or images. Then, label these categories with specific terms that are often based on terms/language provided by the participant directly.

The research is carried out in Langkat regency, North Sumatra, one of the 34 regencies in Sumatera Utara. As evidenced by the number of domestic and foreign tourists visiting tourist destinations such as Bukit Lawang and Tangkahan, the area has well-known tourist destinations both in Indonesia and abroad. In fact, there are still many tourist destinations in this Langkat regency area that can be promoted. This is what researchers are concerned about when looking for the best digital marketing model to promote tourist destinations in this area.

3. Results and Discussion

Suryadi, a publication analyst at the TCB of Langkat regency, stated that the Langkat regency has a high tourism potential. According to data in the Langkat Regional Regulation for 2020-2025, there are 82 potential tourist attractions, also known as Regional Tourism Strategic Area or *Kawasan Strategis Pariwisata Daerah* (KSPD). These 82 KSPDs are spread across

21 Regional Tourism Destinations or *Destinasi Pariwisata Daerah* (DPDs).

The detailed information on each of the 21 DPD and their respective KSPD (Kawasan Strategis Pariwisata) is listed below:

1. DPD Pematang Jaya
 - a. KSPD Salahaji
 - b. KSPD Serang Jaya Hilir
 - c. KSPD Sungai Mano
2. DPD Besitang
 - a. KSPD Pantai Buaya
 - b. KSPD Aras Napal
3. DPD Pangkalan Susu
 - a. KSPD Pantai Berawe
 - b. KSPD Makam Keramat Panjang Pulau Kampai
 - c. KSPD Makan Mas Merah Pulau Kampai
 - d. KSPD Pantai Tanjung Apek Pulau Sembilan
 - e. KSPD Pantai Jigo
 - f. KSPD Pantai Teluk Kerang
 - g. KSPD Wisata Mangrove Beras Basah
 - h. KSPD Pantai Teluk Aru
4. DPD Brandan Barat
 - a. KSPD Lubuk Kertang
 - b. KSPD Wisata Mangrove Lubuk Kasih
5. DPD Sei Lapan: KSPD Air Terjun Lapan Pancasila
6. DPD Babalan: KSPD Wisata Mangrove Pantai Tiram
7. DPD Gebang: KSPD Pantai Pasir Hitam Kwala Gebang
8. DPD Tanjung Pura
 - a. KSPD Mesjid Azizi Pekan Tanjung Pura
 - b. KSPD Museum Daerah Langkat
 - c. KSPD Pantai Pasir Hitam
 - d. KSPD Pantai Kwala
 - e. KSPD Getek Online Pematang Serai
9. DPD Padang Tualang: KSPD Wisata Religi Besilam
10. DPD Batang Serangan
 - a. KSPD Tangkahan Namo Sialang
 - b. KSPD Batu Rongring Sei Musam
 - c. KSPD Air Panas Sei Glugur
 - d. KSPD Pantai Waras
11. DPD Hinai
 - a. KSPD Agrowisata Suka Jadi
 - b. KSPD Wisata Ziarah Makam Paya Rengas
 - c. KSPD Wisata Budaya Batu Malenggang
12. DPD Wampu
 - a. KSPD Taman Lyza

- b. KSPD Kampung Bali
- c. KSPD Ampera
- 13. DPD Secanggang
 - a. KSPD Jaring Halus
 - b. KSPD Wisata Mangrove Kwala Besar
- 14. DPD Stabat
 - a. KSPD Taman Asrin
 - b. KSPD Kolam Renang Dendang Tirta
 - c. KSPD Mesjid Raya Stabat
 - d. KSPD Bendungan Waduk Sei Wampu
 - e. KSPD Pantai Gemi
 - f. KSPD Inti Kota Stabat
- 15. DPD Binjai
 - a. KSPD Agrowisata Sendang Rejo
 - b. KSPD Wisata Sejarah Rumah Peninggalan Belanda
- 16. DPD Selesai
 - a. KSPD Pantai 46 Pekan Selesai
 - b. KSPD Taman Mini Wisata Langkat
- 17. DPD Sei Bingai
 - a. KSPD Pantai Rudang Mayang
 - b. KSPD Pantai Karo Indah
 - c. KSPD Pantai Florida
 - d. KSPD Pantai Muara Tambak
 - e. KSPD Pantai Yundai
 - f. KSPD Pantai Sengon
 - g. KSPD Pantai Sentabi
 - h. KSPD Pangkal Namu Sira-sira
 - i. KSPD Air Terjun Teroh-teroh
 - j. KSPD Kolam Tongkat
 - k. KSPD Kolam Abadi
 - l. KSPD Pelaruga
 - m. KSPD Puncak Ratu
 - n. KSPD Rumah Pohon Habitat
 - o. KSPD Puncak Akui
 - p. KSPD Puncak Santai
- 18. DPD Kuala
 - a. KSPD Pemandian Babarsari
 - b. KSPD Air Terjun Namo Belanga
 - c. KSPD Pemandian Tapin Gelugur
 - d. KSPD Air Terjun Sampuran Ganjang
 - e. KSPD Sumur Keramat Garunggang
 - f. KSPD Air Terjun Lingling Tumbuk

- g. KSPD Agrowisata Aren Garunggang
- 19. DPD Salopian
 - a. KSPD Pantai Biru Pamah Tambunan
 - b. KSPD Telaga Asri Naman Jahe
 - c. KSPD Bandar Telu
 - d. KSPD Rambung Merah
- 20. DPD Kutambaru
 - a. KSPD Air Terjun Saringgana
 - b. KSPD Sungai Sulkam
 - c. KSPD Air Panas Simolap
 - d. KSPD Gua/Air Terjun Marike
- 21. DPD Bahorok
 - a. KSPD Bukit Lawangg
 - b. KSPD Batu Katak
 - c. KSPD Landak River
 - d. KSPD Danau Kemuning
 - e. KSPD Goa Pintu Angin

The vice governor of North Sumatra on behalf of the government of North Sumatra is currently focusing on tourism in the Langkat regency, particularly in Bukit Lawang and Tangkahan. The development of Bukit Lawang and Tangkahan has taken center stage in a number of provincial gatherings. He also adds that Academicians from Universitas Sumatera Utara (USU) and the Medan State Tourism Polytechnic (MSTP) should also participate to support the development of these tourism areas.

A Memorandum of Understanding between MSTP and the TCB of Langkat regency has been signed. The involvement of academics has been carried out through volunteer work, specifically the work of MSTP in Batu Katak and the work of the Universitas Sumatera Utara's Architecture Study Program in Besilam. Good internal relationships will be developed through collaboration with external parties. This is consistent with earlier research that indicates collaboration with outside parties is necessary to advance the development and management of a region with the potential for tourism (Amin & Priansah, 2019a).

The strong tourism potential of Langkat regency has not been backed up by good infrastructure, simple access, and successful marketing and branding. For instance, the road to Bukit Lawang, particularly Tangkahan, needs improvement in terms of access and infrastructure. The Bukit Lawang-Tangkahan route is being developed in relation to this. so that those who wish to travel to Bukit Lawang won't have to turn around and return or travel to Binjai or Stabat first. In the end, the distance between Bukit Lawang and Tangkahan will only require 1.5 hours to travel.

This is one of the initiatives the government of North Sumatra to maximize the region's tourism potential. It is unquestionably consistent with community expectations that it will be challenging to increase domestic and international tourist arrivals if a tourist destination area lacks the necessary infrastructure. In order to compete with other tourist destinations, the management and marketing of the tourism area must be done in accordance with the needs of the target audience. Maintaining the tourism area's originality is important for management and marketing because it will draw the target market's attention (Suryadana & Octavia, 2015).

The TCB of Langkat regency is in charge of marketing communications for tourist destinations. The lack of human resources is one of the challenges in marketing or promoting tourism in Langkat. They only started using social media in 2020. In 2021, the Langkat Tourism website and app were developed. They began using marketing and promotion tools after hiring professional staff, and even then, there are only a few people working there. The website for TCB of Langkat regency is currently fairly current, comprehensive, and sophisticated. One of the two regions with its own tourism application linked to the website is TCB of Langkat regency. In this situation, marketing media is crucial to the growth of the tourism industry and efforts to reach the target market. Being competitive in a crowded market can be done effectively with digital marketing communication (Gorlevskaya, 2016). The audience can use digital marketing communication with ease. The ease of accessing the media will encourage viewers to fulfill their desired needs (Rizaldi & Hidayat, 2020).

Mr. MS (another informant) claims that the buzzers of Langkat greatly aid TCB Instagram engagement. However, in terms of comments and discussions about Langkat tourism on Facebook, Langkat residents are typically more active. Due to this, even though Instagram engagement is also thought to be stable, Facebook engagement tends to be higher than Instagram. Social media should be used effectively to give institutions the chance to develop their personalities and identities. As was already mentioned, social media plays a part in the publication of content. In addition, social media has the ability to track hot button issues. Social media has the potential to involve the audience, which will increase audience engagement (Hutabarat, 2021).

Based on the FGD activity that has been conducted, it obtains some conclusions that Langkat regency has a significant advantage in terms of tourism. Its shortcomings, however, include inadequate facilities and accessibility as well as a lack of staff at TCB to handle advertising and marketing. To improve the marketing and promotion of tourist attractions, competent and skilled human resources are required. This means that in order to assess the efficacy of a tourist attraction's marketing and promotion, quality control, qualification standardization, and competency certification are required (Suryadana & Octavia, 2015).

3.1 Model Digital Marketing Communication

TCB of Langkat regency has only had Instagram and Facebook accounts since 2020, and a website and Langkat Tourism application in 2021. The Instagram account of TCB, @disparbudlangkat, has 2,487 followers and 471 posts. The most recent post was made on August 26, 2022. Meanwhile, the Facebook page with the same username as the Instagram page has 4,998 followers, with the most recent post on August 15, 2022. This indicates that their social media accounts are not yet active or updated. The majority of their posts are about the department's activities. This could be a consideration to focus on introducing the beauty of Langkat regency's tourism destinations in their social media posts.

The website of TCB of Langkat regency is modern and sophisticated, with a visually appealing layout. The website also includes a list of several tourism objects in Langkat regency, along with photos of the tourist objects, but they do not yet include complete explanations or information about the tourist objects.

According to previous research, presenting photos or videos with information about tourism areas will pique the interest of the audience on social media. The number of social media searches will generate interest. This will encourage people to visit not only on social media but also in person. High levels of activity will have an effect on sharing, as audiences will spread and recommend visiting a tourist destination (Kurnianti, 2018). According to the explanation above, TCB of Langkat regency has social media accounts and has not yet implemented a specific digital marketing communication model for promotion and marketing. To increase engagement on their social media accounts and build branding, the department can begin using social media and content marketing.

At this time, digital approaches via social media are required. Social media is used extensively to expand and engage our audience, express our brand, and gain influence (Hutabarat, 2021). This is consistent with the fact that social media provides a space for dialogue, including involving the audience, which is TCB of Langkat regency's target, to be a part of the department's experience. They can also increase the number of media visits by using SEO articles and consistent use of hashtags that encourage clicks on each social media post. A good SEO strategy begins with a website design that is easy for the target audience and search engines to read and find. This is consistent with the emphasis on keyword research in marketing communication. As a result, it will form an optimal content foundation that will provide a rank for the newly formed website (Hutabarat, 2021).

The strong tourism potential in Langkat regency is the driving factor in promoting tourism destinations. Langkat regency has abundant natural resources and has the potential to become a popular tourist destination. Furthermore, the government of North Sumatra is focusing on tourism in Langkat regency. This is evident from the construction of the Bukit Lawang-Tangkahan road and discussions with the provincial government about the development of Langkat tourism in several meetings.

Accommodation facilities, according to Suryadana & Octavia (2015), must be well planned in the development and determination of a tourism location. Accommodation facilities near tourist attractions are very important in tourism because they determine whether or not tourists visit the tourist attractions. Meanwhile, the lack of human resources specifically trained to manage media, create promotional content, and other tasks is impeding tourism promotion in Langkat regency. The lack of training provided to promotion staff, as well as the exclusion of village residents from promotional activities. This demonstrates that traditional PR principles, such as stakeholder strategies and information distribution management, are still relevant in this study (Hutabarat, 2021). By combining digital roles, this strategy can create a positive and favorable image.

When it comes to opportunities, Langkat regency has a fantastic opportunity to become a tourist destination. Despite insufficient promotion and infrastructure, Langkat tourism destinations such as Bukit Lawang and Tangkahan are well-

known not only locally, nationally, and internationally. It is clear from the large number of foreign tourists who visit Bukit Lawang and Tangkahan. The lack of awareness and empowerment of existing human resource potential, on the other hand, will be a threat and impediment to promoting and developing tourism in Langkat regency.

The promotion and goal of making Langkat a tourist destination can be realized if the relevant government and community recognize and utilize Langkat regency's strong tourism potential. This means that the Langkat regency Dinas Pariwisata dan Kebudayaan must approach community relations differently and make better use of its social media channels.

In addition to digital media, public relations can be used as a marketing communication strategy. Public relations is a two-way communication activity that occurs between an organization (the Langkat regency Dinas Pariwisata dan Kebudayaan) and the public (community) in order to support the function and objectives of improving cooperation and fulfilling common interests (Alimudin & Dharmawati, 2022).

4. Conclusion, Recommendation, and Limitation of the Study

Based on the research findings, it is concluded that TCB of Langkat regency should promote tourism through digital marketing communication models such as social media marketing, content marketing. Furthermore, the driving factors for tourism promotion in Langkat regency are strong tourism potential and support from North Sumatra Provincial Government, while the limiting factor is a lack of human resources in managing the Langkat regency tourism promotion media.

In light of the research findings, several recommendations are put forth to guide the enhancement of tourism promotion strategies in Langkat Regency such as TCB should focus on creating diverse and captivating content that highlights the unique cultural heritage, natural landscapes, and local experiences that Langkat Regency offers. This content can be tailored to resonate with different target segments, thereby widening the tourism appeal. Then, in strengthen social media engagement, the emphasis should be placed on active and consistent engagement across various social media platforms. Regular updates, interactive posts, and multimedia content can foster a sense of community among potential tourists and encourage them to explore the regency. In optimizing digital visibility, utilizing SEO techniques will ensure that Langkat Regency's tourist attractions feature prominently in relevant online searches. Strategic keyword integration and website optimization can substantially increase the visibility of Langkat Regency as a desirable travel destination.

Collaborative efforts among the Langkat Regency government, local businesses, and communities can amplify the tourism promotion initiatives. Partnerships can yield a holistic and unified approach to showcasing the regency's offerings. Addressing the shortage of human resources for managing promotional media is crucial. Investment in training and capacity building for managing digital marketing tools can empower TCB to navigate the digital landscape effectively.

The digital marketing communication model presented in this study, combined with the driving factors of tourism potential and government support, presents a promising avenue for promoting Langkat Regency as a thriving tourist destination. By implementing the outlined recommendations, Langkat Regency can not only overcome barriers but also unlock the full potential of digital marketing to attract travelers and enrich their experiences.

There are some limitations of this study. The study's sample size might limit the generalizability of findings. Expanding the scope to include a broader range of informants from different demographics could provide a more comprehensive understanding of the digital marketing landscape for tourism in Langkat Regency. Then, the study might not account for external factors such as economic changes, political situations, or global events that can impact tourism dynamics. Exploring these factors could enhance the understanding of the tourism promotion landscape.

Further research can be done by delving deeper into how tourists interact with and respond to the digital marketing efforts employed by Langkat Regency. Understanding the effectiveness of different communication strategies could optimize engagement. Then, further researcher can also explore how the cultural heritage and local traditions of Langkat Regency can be effectively integrated into digital marketing campaigns. Investigate how to strike a balance between modernity and preserving cultural authenticity. Then, further study can be conducted by comparing studies with other regions or countries to identify best practices in digital marketing for tourism promotion. This cross-cultural analysis could provide insights into universally effective strategies.

Acknowledgments

We address our sincere thankfulness to the Research Institute of Universitas Sumatera Utara for the funding given to this research, and every participant and informant of this research.

Authors contributions

Dr. Dewi Kurniawati was responsible for collecting data, analyzing the data, drafting until the revision of this manuscript.

Funding

This work was supported by the Research Institute of Universitas Sumatera Utara under Talenta Scheme with project

number 137.UN5.2.3.1/PPM/KP-TALENTA/2022.

Competing interests

The author declares that there is no competing interests.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

Open access

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

References

- Alimudin, M., & Dharmawati, D. M. (2022). Strategi Komunikasi Pemasaran Digital Dalam Meningkatkan Minat Pariwisata Pulau Pari (Mix Method: Exploratory Sequential Design). *Jurnal Ekonomi Dan Manajemen Teknologi (EMT)*, 6(2), 343-350.
- Amin, M. A. S., & Priansah, P. (2019a). Marketing Communication Strategy to Improve Tourism Potensial. *Budapest International Research and Critics Institute (BIRCI-Journal) : Humanities and Social Sciences*, 2(4), 160-166.
- Amin, M. A. S., & Priansah, P. (2019b). Marketing Communication Strategy To Improve Tourism Potential. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 2(4), 160-166. <https://doi.org/10.33258/birci.v2i4.575>
- Bungin, B. (2020). *Komunikasi Pariwisata (Tourism Communication): Pemasaran dan Brand Destination*. Kencana.
- Chaffey, D., & Chadwick, F. E. (2016). *Digital Marketing 6th Edition: Strategy, Implementation, and Practice*. Pearson Education.
- Creswell, J. W. (2014). *RESEARCH DESIGN: Qualitative, Quantitative, and Mixed Methods Approaches, Fourth Edi* (4th ed.). SAGE Publication.
- DeGroot, J. M. (2018). A Model of Transcorporeal Communication: Communication Toward/With/to the Deceased. *OMEGA - Journal of Death and Dying*, 78(1), 43–66. <https://doi.org/10.1177/0030222816683195>
- Gato, M., Dias, Á., Pereira, L., da Costa, R. L., & Gonçalves, R. (2022). Marketing Communication and Creative Tourism: An Analysis of the Local Destination Management Organization. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(1), 40. <https://doi.org/10.3390/joitmc8010040>
- Gorlevskaya, L. (2016). Building Effective Marketing Communications in Tourism. *Studia Commercialia Bratislavensia*, 9(35), 252-265.
- Humaizi. (2018). The Correlation between Broadcasting Spill-Over of Malaysian Television and Radio on Islamic Religious Knowledge of Community Members in East Aceh. *Jurnal Komunikasi, Malaysian Journal of Communication*, 34(1), 202-217. <https://doi.org/10.17576/JKMJC-2018-3401-12>
- Hutabarat, P. (2021). *Stay Relevant and Make a Difference*. Stiletto Indie Book.

- Kamijo, T., & Huang, G. (2016). Improving the quality of environmental impacts assessment reports: Effectiveness of alternatives analysis and public involvement in JICA supported projects. *Impact Assessment and Project Appraisal*, 34(2), 143-151. <https://doi.org/10.1080/14615517.2016.1176402>
- Kitchen, P. J., & Brugmann, I. (2015). Integrated Marketing Communication: Making It Work at a Strategic Level. *Journal of Business Strategy*, 36(4), 34-39.
- Kurnianti, A. W. (2018). Strategi Pemasaran Digital Sebagai Penggerak Desa Wisata Kabupaten Wonosobo Provinsi Jawa Tengah. *Jurnal Riset Komunikasi (JURKOM)*, 1(1), 180-190.
- Mardhiyani, N. L. (2020). Tourism 4.0: Strategi Komunikasi Pemasaran Pariwisata Kota Semarang. *Jurnal Kajian Media*, 4(1), 40-52.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis: A methods sourcebook (3rd ed.)*. Sage Publication Inc.
- Ridwan, & Tarigan, J. (2009). *Creative Digital Marketing*. PT Elex Media Komputindo.
- Rizaldi, A., & Hidayat, H. (2020). Digital Marketing Communication Strategy. *Jurnal Entrepreneur Dan Entrepreneurship*, 9(2), 101-110.
- Rizkyawan, Vinza, A., & Ervianty, R. M. (2019). Penggunaan Media Komunikasi Pemasaran Digital Sebagai Alat Pencapaian Kesadaran Merek Pada Produk Kitchendo. *The International Journal of Applied Business*, 3(1), 59-72.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Suryadana, M. L., & Octavia, V. (2015). *Pengantar Pemasaran Pariwisata*. CV Alfabeta.
- Widianti, C., & Wiksana, W. A. (2020). *Digital Marketing dalam Promosi Kunjungan Wisata*, 6(2).