



Integrated Digital Marketing at the KEE of Jantung Nusantara Tourism Village, Masakambing Island

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Abstract

Rural development is key to improving prosperity, yet challenges such as the lack of Human Resources Development (HRD) and insufficient digital marketing often pose obstacles. A concrete example can be found in Pokdarwis Beka' Island, Masakambing Island, which focuses on conserving the endangered Yellow-crested Cockatoo. Despite efforts in ecotourism, constraints in digital marketing and limited promotion hinder optimal results. This research aims to empower Pokdarwis through the implementation of integrated digital marketing in the Jantung Nusantara Tourism Village, Masakambing Island. By applying integrated digital marketing strategies, a significant increase is expected in reaching online audiences, creating a positive impact on the overall marketing sector, and supporting the economic growth of the village through the tourism sector. The research methodology involves mixed methods, focusing on integrated digital marketing training involving 33 members of Pokdarwis Beka' Island. From the research findings, it can be concluded that empowerment occurs in three stages: preparation, implementation, and evaluation. This includes observation, interviews, preparation of training materials, discussions, and evaluation of digital marketing results. The final conclusion indicates that integrated digital marketing can be an effective solution for enhancing the village's economy through the tourism sector.

Keywords: Empowerment, Integrated Digital Marketing, Exclusive Ecosystem Area

1. Introduction

The village plays a crucial role in the development of a country because it is the closest representation to the community. Even and optimal development at the village level has a direct impact on the improvement of well-being indicators. This is related to the findings of Kolopaking et al. (2019), where the government, through Law No. 6 of 2014 concerning Villages, provides opportunities for rural communities to plan, implement, and evaluate development at the village level. One significant potential in villages is the natural landscape, which serves as a potential sector for ecotourism. The development of ecotourism in villages can contribute to increased income for the community and the enhancement of human resource development in those areas (Suryade et al., 2022).

The conditions on Masakambing Island, administratively part of Masalembu sub-district, Sumenep Regency, East Java Province, go beyond being a potential site for ecotourism. The utilization of natural resources on Masakambing Island also involves the conservation of an endangered endemic species, the Yellow-crested Cockatoo (*Cacatua sulphurea abbotti*), locally known as Beka'. The conservation urgency for *Cacatua sulphurea abbotti* is recognized by the



government, leading to the issuance of Governor's Decree No. 188/166/KTSP/013/2020, designating Masakambing Island as an Essential Ecosystem Area (KEE). This designation is prompted by the alarming decline in the total population of *Cacatua sulphurea abbotti*, with only 22 individuals remaining in their natural habitat in the year (Ihsannudin et al., 2022).

Despite the hope for optimal in situ conservation of the *Cacatua sulphurea abbotti* on Masakambing Island, challenges persist due to the local perception that the Yellow-crested Cockatoo poses a threat to crops and is traded on a large scale to Singapore and other countries (Irni, 2022). The belief that *Cacatua sulphurea abbotti* is a crop pest is based on observations by residents regarding the bird's habit of perforating coconuts, as shown in Figure 1.1.



Figure 1. The yellow-crested cockatoo (*cacatua sulphurea abbotti*) is currently perforating a coconut

The existence of these problems cannot be underestimated, as the community plays a crucial role in the conservation efforts of the Yellow-crested Cockatoo (*Cacatua sulphurea abbotti*), requiring active participation from the community. Therefore, based on interview results conducted as a pre-research activity with Mr. Alam Islami, the chairman of the Tourism Awareness Group (Pokdarwis) on Beka' Island, efforts are made to provide feedback through the development of ecotourism on Masakambing Island to increase community income. This approach aims to address concerns about potential coconut damage by providing an alternative income source through ecotourism. In the development of ecotourism, several attractions include a jungle track through the mangrove area to observe nests of the Yellow-crested Cockatoo in the midst of the mangrove and the observation of these birds in the plantations and local community settlements (Ihsannudin et al., 2022).

Despite promotional efforts by the Tourism Awareness Group (Pokdarwis) on Beka' Island at the Essential Ecosystem Area (KEE) of Jantung Nusantara Tourism Village on Masakambing Island, such as the branding "Beka' Masakambing," the marketing approach has not been fully optimized and has focused only on specific communities. As a result, the increase in the number of tourists visiting Masakambing Village has not been significant. Empowerment is needed in



terms of marketing services for tourism, specifically for the Tourism Awareness Group (Pokdarwis) on Beka' Island at the Essential Ecosystem Area (KEE) of Jantung Nusantara Tourism Village on Masakambing Island. One empowerment effort in terms of marketing and technology utilization in the era of digital 4.0 is integrated digital marketing because this marketing concept can reach customers from various provinces in Indonesia or those planning to visit the tourist destination (Nugroho et al., 2022).

2. Research Method

This research employs a qualitative approach since the data used are non-numeric, consisting of information gathered from training activities and interviews with Pokdarwis regarding the ease and challenges of implementing integrated digital marketing. The research was conducted from August 9, 2023, to August 24, 2023, in Masakambing Village, located in the Masalembu sub-district, Sumenep Regency. The subjects of this research are partners who are to be provided with an empowerment program in the form of integrated digital marketing training, specifically Pokdarwis Beka' Island, involving a total of 30 individuals, including the chairman and members of Pokdarwis Beka' Island. The data collection techniques employed in this research include observation and interviews. The data analysis technique used is descriptive, aiming to provide a clear elaboration on the stages of empowering Pokdarwis (Tourism Awareness Group) on Beka' Island through Integrated Digital Marketing at the Essential Ecosystem Area (KEE) of Jantung Nusantara Tourism Village on Masakambing Island.

3. Results and Discussions

The results of this research are presented based on three aspects: starting from the training preparation, the implementation of the training, and finally, an evaluation of the training activities. The preparation for this training is carried out through several stages, generally aimed at ensuring that the training runs smoothly and meets the needs of Pokdarwis Beka' Island related to the marketing strategy for tour packages through digital means (Dawam & Ruski, 2022). The preparation stage begins with an initial survey at the research location to gain an overview of the tourist destination that will be promoted in the tour package. Additionally, interviews with the chairman of Pokdarwis Beka' Island, Mr. Alam Islami, are conducted. The interviews aim to gather information related to the use of digital media in marketing tour packages, the challenges faced by Pokdarwis Beka' Island in implementing this marketing strategy, and the needs for the development of integrated digital marketing to address these issues.

From the interviews, it was revealed that Pokdarwis Beka' Island has been using social media, specifically Instagram, to showcase conservation activities, offer tour packages, and provide updates on cockatoo conservation on Masakambing Island. The issues or challenges faced by Pokdarwis Beka' Island in implementing social media marketing include a lack of detailed



information in their posts. For example, details about home stay services were not clearly explained, and there was no location marking for each tourism service. Pokdarwis Beka' Island requires training to enhance skills in managing digital marketing that can provide comprehensive information regarding tourism marketing on Masakambing Island. Dempster & Lee (2015) state that the application of digital marketing is expected to have a positive impact on the target market's attention to Pokdarwis Beka' Island and increase the number of visitors to Masakambing Island.

After identifying the issues and needs of Pokdarwis Beka' Island in managing marketing through social media, the next step involves the development of training materials based on these needs. The details of the training material creation in this research are outlined in the following table.

Table 1. Training material preparation

| No. | Theme | Material |
|-----|---|---|
| 1. | Introduction | What does IDM mean Purpose IDM Media used in IDM Using Canva for content Marketing communication on social media marketing |
| 2. | Implementation of <i>Integrated Digital Marketing</i> (IDM) | Implementation IDM Rule 1-3-6 in content Application SEO (<i>Search Engine Optimization</i>) How to take photos and aesthetic videos Google Maps Spot Location Creation |
| 3. | Evaluation | Editing with HP Social Media Maintenance Problems Solution Closure |

Source: Data processed (2023)

Referring to the table related to the preparation of some of these materials, it is known that the sessions in this training were carried out with three sessions with each session held for 1 day, this is because the training implementation time was carried out at night when members of Pokdarwis Beka' Island had time and finished working as fishermen and farmers during the day. The training time in each session starts from 19.00 to 22.00. At the end of the training or closing session, a discussion was also held with Pokdarwis Beka' Island regarding the plan to implement *integrated digital marketing* and evaluation related to the training activities.

The implementation method in this training uses a discussion and sharing approach with Pokdarwis Beka' Island, so that on each presentation sheet carried out, participants in this case, namely members of Pokdarwis Beka' Island are given the opportunity to ask questions and convey



their experiences related to the topic and delivery in presentation activities. An overview of the implementation of this training is shown in the following figure.



Figure 1. Training with a discussion approach

Referring to the picture above, it is known that one of the training participants, Mr. Hisyam who is a member of Pokdarwis Beka' Island, explained his experience in implementing marketing through social media, especially Instagram. So that with the implementation of the discussion method, training participants can be actively involved in training activities optimally. After participants submit their questions or refutations, the researcher responds and provides solutions to the problems previously submitted. Researchers provide responses related to the experiences that have been conveyed by participants, the form of responses submitted by researchers is then connected with integrated digital marketing.

In the last stage, an evaluation and closing were carried out related to *integrated digital marketing* training activities on Pokdarwis Beka' Island. Evaluation is a critical step in Integrated Digital Marketing training activities that is very important to understand the extent to which the objectives have been achieved and the extent to which participants have mastered the skills taught. In the rapidly evolving digital era, the ability to understand and implement digital marketing strategies is a must. Evaluation provides an in-depth understanding of the success or failure of a training program, enabling organizers to identify areas that require improvement or improvement. At this stage, several social media account results that have been successfully created in training are described and can be used by Pokdarwis Beka' Island in tourism service marketing activities. Some of these media are presented in the following table.



Table 2. Media integrated digital marketing

| Type of Social Media | Account | Function |
|----------------------|--|--|
| Email | pulaukakatua@gmail.com | <ul style="list-style-type: none"> • Google Service account login • Professional mailing |
| Facebook | PulauKakatua | <ul style="list-style-type: none"> • Long-form videos • Adult and old market reach |
| Instagram | pulau_kakatua jantungnusantara explore_masakambing | <ul style="list-style-type: none"> • 1-minute video • Market reach of the younger generation |
| YouTube | @PulauKakatua | <ul style="list-style-type: none"> • Videos 1-15 minutes long • Acquisition of adsense and endorsement |
| TikTok | pulau_kakatua | <ul style="list-style-type: none"> • 1-minute video • Market reach of the younger generation |
| WhatsApp Busines | +62812-4254-3625 | <ul style="list-style-type: none"> • Two-way direct means of communication • View a travel service catalog |

Source: Data processed (2023)

Several social media that have been developed with Pokdarwis Beka' Island as a medium to promote tourism with the concept of integrated digital marketing, namely by integrating every social media owned by Pokdarwis Beka' Island, one of which is by using the same account name in the form of branding, namely Cockatoo Island. The evaluation stage in this study was also carried out so that participants could receive constructive feedback on their progress and adjust their approach in facing digital challenges. In addition, the evaluation also allows organizers to assess the relevance of training materials to the latest developments in the digital marketing industry. Thus, the urgency of evaluation in Integrated Digital Marketing training activities not only improves the quality of participants' learning, but also ensures that the program remains relevant and responsive to the changing dynamics of the digital market. Integrated Digital Marketing training is very important in the context of promoting tourism activities, where digital marketing strategies can be the key to success to increase the visibility and attractiveness of tourist destinations. Through this training, participants can gain a deep understanding of various digital marketing tools and techniques, such as social media, SEO, digital content, and online advertising campaigns.



Figure 2. Information related to parrot conservation

Source: Instagram: jantungnusantara (2023)

The information in the image is not only related to conservation, but also intended to target relevant audiences, utilize interesting stories about the destination, and use visual content to promote the unique experience offered by the place. Specific aspects such as online reputation management, use of online booking platforms, and data analysis to measure campaign success can also be a focus in this training. Thus, the Integrated Digital Marketing training not only equips participants with technical skills, but also ensures that they have a deep strategic understanding of how to effectively apply digital marketing concepts in the tourism industry, to increase attractiveness and optimize the results of tourism promotion activities.

4. Conclusions

The empowerment of Pokdarwis (Tourism Awareness Group) Beka' Island through integrated digital marketing in KEE Desa Wisata Jantung Nusantara Pulau Masakambing is carried out with three main stages, namely preparation, implementation and evaluation. The preparation activities were carried out by making direct observations to Masakambing Island and conducting interviews with the head of Pokdarwis Beka' Island to find out the needs and prepare training materials consisting of introductions related to integrated digital marketing, the process of taking pictures or videos, the editing process, effective communication methods and material in evaluation. At the implementation stage, it is carried out by presenting the material that has been prepared with a discussion and sharing approach with training participants. The last stage is the evaluation stage which is carried out by reviewing the results of IDM media that have been made and conveying the next steps for the development of tourism marketing through integrated digital marketing.



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