

# PROCEEDING

## **INTERNATIONAL CONFERENCES ON HOSPITALITY & TOURISM STUDIES ICONHOSTS 2023**

**ICONHOSTS**

INTERNATIONAL CONFERENCE ON  
HOSPITALITY AND TOURISM STUDIES  
(ICONHOSTS)



TOURISM DIPLOMA PROGRAM  
UNIVERSITY OF MERDEKA MALANG  
EAST JAVA-INDONESIA

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## **FOREWORD**

Assalamualaikum wr.wb.

International Conference on Hospitality and Tourism Studies ICONHOST 3 held by Diploma of Tourism Universitas Merdeka Malang. It is an absolute privilege to stand before you today as we embark on this exciting journey of knowledge sharing, collaboration, and innovation.

ICONHOST 3 brings together brilliant minds from Indonesia, Thailand, and the Philippines, all driven by a common goal – to explore, discuss, and advance the frontiers of hospitality, sustainable tourism, and innovation. In a rapidly changing global landscape, where the way we travel, explore, and provide hospitality services is evolving at an unprecedented pace, our collective efforts become more crucial than ever. From sustainable practices that protect our planet to cutting-edge technologies that enhance guest experiences, this conference promises to be a catalyst for transformation.

ICONHOST 3 isn't just about information exchange; it's about forging connections and fostering collaboration. We encourage you to engage in lively discussions, network with your peers, and take advantage of the platform to share your own insights and experiences.

I would like to express my heartfelt gratitude to organizing committee, speakers, and participants for making this event possible. Together, we will chart the course towards a more sustainable, innovative, and inclusive future for the hospitality and tourism industry.

So, without further ado, let's embark on this incredible journey together at ICONHOST 3. I wish you all an enriching and inspiring experience.

Thank you, and let the conference begin!

Wassalamualaikum wr wb.

## **PREFACE**

Tourism today is an organized activity, which serves a variety of travelers entertainment needs, but at the same time brings financial resources to the places that receive visitors. Therefore, the process of tourism development is largely related to what a place has to offer in terms of natural and cultural resources and services, and is a positive economic process which brings financial resources to the place that develops it. Given the definitions above, it is understandable that many people struggle to see much of a distinction between the tourism industry .

Indeed, there is clearly a significant overlap between the two, and many of the businesses and services that cater to tourists also cater to travelers more generally. Nevertheless, there are some notable differences. Essentially, the tourism industry is concerned with people traveling for business or pleasure purposes, staying at their destination for at least one night, and returning. By contrast, tour and activities industry has a wider scope, covering more travel purposes and durations.

## **Keynote Speaker**

### **Social Value Tourism Through Sustainable Tourism**

**Prof. Dr. Diena M. Lemy, A.Par., M.M., CHE**

Social values are defined as standards, which individuals and social groups employ to define personal goals and essentially shape the nature and form of social order in a collective i.e., what is acceptable and not acceptable, what ought or not to be, what is desirable or nondesirable. Social Value refer to socially collective beliefs and systems of beliefs that operate as guiding principles in life. Social Value is not just about creating projects that have a big impact but also looking at what we can do individually day to day; for example how we treat the people we come in contact with, how we look after all living things (animals, insects and trees/plants) and what we can do to lower carbon emissions which contribute to climate change etc.

## **Keynote Speaker**

### **Tourism Trends 2023 “Sustainable Tourism”**

**Assistant Prof. Dr. Noppadol Dharawanij**

Sustainable tourism has become an essential part of our industry, and tour operators are at the forefront of this movement. In a recent expedia survey, 90% of consumers said they look for sustainable options when vacationing. This means there is significant demand for sustainable travel providers. Furthermore, euro-monitor international reports that “73.8% of travel executives see increased interest in sustainability from their customers in 2022.” As an added bonus, people who want to travel sustainably are also inclined to visit off-the-beaten-path destinations for a more authentic and sustainable experience, which can be an incredible opportunity for companies operating in emerging destinations. All around the world, mass tourism has been linked to environmental degradation, the depletion of natural resources and an increase in pollution. Many destinations have chosen to implement various kinds of taxes to help offset the negative impacts of over-tourism, while travel companies and hotels have looked at ways to reduce emissions associated with overnight stays and food consumption.

## **Keynote Speaker**

### **Sustainable Tourism in Malang, Indonesia: Challenges and Opportunities**

**Dr. Andini Risfandini, S.E., M.Sc**

Sustainable tourism implementation in Indonesia is a topic of great importance due to the country's rich natural and cultural resources. The government of Indonesia has recognized the potential of tourism as a major economic sector and has made efforts to promote sustainable tourism development (Anele, 2021). Sustainable tourism aims to balance the environmental, social, and economic aspects of tourism to ensure long-term benefits for local communities and the preservation of natural resources (Uchiyama et al., 2022). Sustainable tourism definition can be sum up as a tourism that has a responsibility to maintain and to preserve the natural environment and at the same time to gain economic advantage for local community and its various stakeholders (Risfandini & Sunardi, 2017).



## **Keynote Speaker**

### **Update on Sustainable Tourism Development in the Food Service Sector in the Philippines**

**Assoc. Prof. Rodolfo E. Cabardo**

Update on sustainable tourism development in the food service sector in the Philippines needs to be considered is the importance of sustainable tourism in the food service sector, paying attention to key initiatives and recommendations for further development in the food service sector can be seen from key reasons, crucial sustainable food service, climate change mitigation, cultural preservation, local communities and long term economic viability.

Therefore, collaboration between all food service and environmental stakeholders is needed, education and training related to sustainable tourism and incentives for those who prioritize sustainability in every food service activity.

## Promotion of City Sports and Tourism Brands Through Digital Marketing Strategies in Bogor Regency

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### ABSTRACT

One of the destinations that is currently developing marketing through digital-based promotion strategies is Bogor Regency which now also has a new tagline for destination brands namely "The City of Sports and Tourism. In addition to prioritizing the City of Sports and Tourism program, the Bogor Regency government will also develop tourism in rural areas, by holding Village Festivals to building infrastructure and building sports venues as supporting facilities. Because Bogor Regency also wants to promote its regions and tourist objects not only depend on its new destination brand, the government plans to create digital-based promotions, websites, applications and digital platforms. This study aims to promote digital promotion strategies that are ideal for promotion use in Bogor Regency. In this study, using qualitative research. The results of this study are of 112 tourist attractions visited by tourists who are attracted by tourists are Puncak, Taman Wisata Matahari and Cainten Bakukung Tourism in Leuwiliang. The reason tourists choose Bogor Regency as an average tourist destination is because it is close to the city because tourists found are from Jakarta. Get more information about Bogor Regency through social media, no one knows about advertisements or print magazines or billboards and videotrons. The government currently divides its website into 2 namely websites for travel news needs and special websites for tourism information. The government still needs to update data and increase promotions in electronic media so that tourists are more interested in visiting tourist sites than in the Peak Area.

**Keyword: Brand, Tourism Digital, Tourism Promotion, Bogor Regency**

### Introduction

### Background

Competition in the era of globalization is now increasingly tight and dynamic. Various sectors compete in order to increase regional income and even the country's foreign exchange. One sector that is currently developing and also one of the largest foreign exchange contributor sectors in several countries is tourism. In line with the statement of the Minister of Tourism of Indonesia, Arief Yahya at the opening of the national seminar at the Ministry of Tourism (2017), "tourism is one of the fourth largest foreign exchange earners after oil and gas, coal, and palm oil". Several countries have considered tourism as an important sector for earning foreign exchange for their countries, including Spain, France, Thailand, Macau and Japan (cnnindonesia, 2018). These countries can develop because they can keep up with the times and update information about their tourism through technology that can be accessed by all groups, making it easier for tourists if they want to travel to these countries. In the current era of digitalization, every country is required to always innovate and develop their creativity in order to advance their country's tourism so that they are not left behind by

other countries, especially their competitors in terms of technology. People, especially the millennial generation, use gadgets more to interact and seek information and even to purchase products and services.

Based on the realities that are happening in today's digital world, it is clear that the internet has changed how individuals communicate and how the world does business. Since 2015 the Ministry of Tourism and the creative economy has carried out a roadmap towards go-digital and now it has been determined that Indonesia is at the stage of the Fourth Industrial Revolution (4.0), which means prioritizing technology in the trade aspects of the product and service industry, for example artificial intelligence, internet of things, big data analytics, robots, augmented reality, cloud computing, blockchain (digital transaction records based on their structure), and so on, this is various technologies which are now often referred to as Technology 4.0. Along with the availability of data that can be analyzed online, digital-based marketing with data sources on the behavior and motivation of travelers who travel can be known easily through online platforms such as trip advisor, zomato, google review and instagram.

Several destinations in Indonesia have implemented certain promotional strategies and are said to be quite successful in marketing their brands, for example Enjoy Jakarta, Stunning Bandung, Majestic Banyuwangi, Semarang The Port of Java.

**Figure 1. Policy Directions and Strategies for Strengthening Creative Economy Ecosystems**



Source : Renstra Kemenparekraf 2020-2024

The Ministry of Tourism and Creative Economy Strategic Plan for 2020-2024 is in line with the Bogor Regency Strategic Plan on the aspects of Industrial Revolution 4.0 and Digital Economy wherein the strategic plan says that digital technology also assists the development process in various fields including education through distance learning, government through e-government, financial inclusion through fintech, and MSME development as e-commerce develops. The presence of technology plays an important role in facilitating people's lives. There has been a growth in digital

media users in the world throughout 2020 with an emphasis on social media (13.12%) or an increase of 490 million. The average social media user spends more than two hours on their favorite platform. This is an opportunity to be present in their midst throughout the entire series of a tourist's journey starting from building awareness, considering steps, to converting to buying products through digital platforms.

One of the destinations that is currently carrying out marketing development through a digital-based tourism promotion strategy is Bogor Regency which also has a new tagline for the destination brand, namely "The City of Sport and Tourism". Tourism promotion strategies according to Kenneth E. Clow (2016) are steps taken by stakeholders to introduce and market new products or old products that have been updated to bring in tourists. In the 2018-2023 Regional Medium-Term Development Plan (RPJMD), the Bogor Regency government launched The City of Sport and Tourism program on the grounds that there are at least 11 international standard golf courses, Pakansari Stadium, Sentul Circuit, Paragliding Puncak, Pongkor Geopark, which is the main branding for the Bogor Regency brand. Apart from prioritizing The City of Sport and Tourism program, the Bogor Regency government will also develop tourism in rural areas, by holding Village Festivals and building infrastructure and sports venues as supporting facilities. Bogor which is known as the city of rain, is perfect as a place to unwind, apart from not being too far from the capital city, Bogor's cool atmosphere is the reason Bogor is the main weekend destination for Jakartans. The number of tourists visiting Bogor Regency has increased along with the availability of information regarding tourist objects other than the Puncak area which are now showing popularity such as the Curug Area on Mount Salak Endah, paragliding tours which were previously not widely known by tourists, annual festivals.

**Table 1. Number of Tourists in Bogor District 2017-2019**

Type of Traveler	Number of Tourists				
	2017	2018	2019	2020	2021
Domestic & International Tourists	355.33	7.513.209	9.484.957	28.367	1.764.888

Source : opendata.jabarprov.go.id, 2023

Based on the table above, it can be seen that the level of tourist visits as a whole is always increasing. However, it can be seen that during the Covid 19 pandemic in 2020, the level of tourist visits around the world decreased drastically due to restrictions on people's movements. Current technological developments cannot be considered trivial to help not only increase the level of tourist visits but maintain loyalty or repeater numbers for tourists. To continue to increase the level of

tourist visits to Bogor Regency, tourists who are traveling or who are planning to travel to Bogor Regency need convenience in accessing information about tourism in Bogor Regency. The data and information cover matters related to tourist attractions, public and tourist facilities and infrastructure, as well as regarding accessibility to various tourist destinations in Bogor Regency.

Technology-based tourism promotion in Bogor Regency has not been fully utilized as can be seen from the billboards, megatrons/videotrons where there is no information about Bogor Regency tourism. According to Ridwan Sanjaya & Josua Tarigan (2009) digital marketing itself is a marketing activity including branding that uses website-based media sharing. Examples are blogs, websites, e-mail, adwords, and various social media networks. These are important strategies that must be utilized so that the delivery of Bogor's new brand, namely The City of Sport and Tourism, can be accepted by tourists currently in Bogor and potential tourists and is expected to become brand awareness in the future.

### **Research Objectives**

Referring to the known background, the focus of this research is to find out the weaknesses and shortcomings as well as digital-based tourism promotion strategies that must be carried out by the Bogor Regency Government so that the information and messages conveyed regarding tourist objects can be well received by tourists. Tourism promotion in Bogor Regency through digital has not been optimally and sustainably utilized. A digital-based tourism promotion strategy can also promote the tagline for Bogor Regency's newest branding, namely "The City of Sport and Tourism" where the focus will be on promoting the locations of sports and tourism facilities in Bogor Regency. The question to be examined in this research is what is the ideal digital marketing-based tourism promotion strategy to be used as a promotional tool in Bogor Regency.

### **Literature Review**

Marketing communication is an attempt to convey messages to the public, especially consumers, regarding product differences in the market. Marketing communication activities are a series of activities to realize a product, service, idea, by using a promotion mix, namely advertising, face-to-face selling (personal selling), sales promotion, public relations and publicity as well as direct marketing (Sutisna in Amir Purba, 2006).

In service marketing Kotler dan Armstrong (2016), it has several marketing tools called the 7P marketing mix consisting of product, price, place, promotion, people, physical evidence, process. Product is managing the elements of goods or services including planning and developing the right

product or service to be marketed by changing existing products or services by adding and taking other actions that affect a variety of products or services. Price is a company management system that will determine the appropriate base price for the product or service. Place is the management of trade channels that are used to distribute products or services and also to serve the target market. Promotion is a tool used to inform and persuade the market about a new product or service for a company through advertising, personal selling, sales promotion or publication. People are all actors who play an important role in the presentation of services so that they can influence buyer perceptions. Physical Evidence is a real thing that also influences consumer decisions to buy and use the products or services offered. process are all the actual procedures, mechanisms, and flow of activities used to deliver services

### **Methodology**

Lodico, Spaulding, and Voegtler in Emzir (2011) argue that qualitative research is a methodology borrowed from disciplines such as sociology and anthropology that is adapted to educational settings. Qualitative research uses inductive reasoning methods and strongly believes that there are many perspectives that can be expressed. This research is qualitative because it aims to gain an understanding of the general phenomena experienced by research subjects in Bogor Regency. This understanding is not predetermined, but is obtained after conducting an analysis of the social reality that is the focus of the research. Based on this analysis, conclusions are drawn in the form of a special understanding of the facts (Hadjar in Basrowi, 2008:23). The research subjects or informants in this study were the Head of the Promotion Section of the Bogor Regency Culture and Tourism Office, the Head of the Data Section of the Bogor Regency Culture and Tourism Office, the Secretariat of the Bogor Regency Culture and Tourism Office, Operational Staff CV. Sinaro and tourists visiting Bogor Regency. Data collection techniques using interviews, field observations, personal documentation (interview data, photos, observations), official documentation (official data belonging to the Bogor Regency Culture and Tourism Office) and literature review (previous research, scientific journal articles).

The analysis technique used in this qualitative study uses 3 data processing components according to Mile and Huberman (2014), namely "data reduction, data display and conclusion". In this study, data reduction was carried out by selecting research information, recording the required information and developing propositions. Presentation of data is done by compiling data into a narrative form that is simple and easy to understand and eliminating unnecessary information. The next stage is the data obtained in the field is recorded carefully and in detail. Reducing data means



summarizing, choosing. the main things, focusing on the things that are important, searching for themes and patterns and finally removing unnecessary things. Reduced data will provide a clear picture and make it easier for researchers to carry out further data collection and look for it if needed. When reducing data, the researcher sharpens, classifies and discards unnecessary data manually so that the data will later be written down. After the data is reduced, the next step is to display the data. Data displays. in qualitative research it can be done in the form of brief descriptions, charts, relationships between categories or flowcharts. The expected conclusion in qualitative research is a new finding that has never existed before. Findings can be in the form of a description or description of an object that was previously unclear, so that after research it becomes clear. After the data has been reduced and written down in scientific writing, the data is drawn conclusions to serve as the final findings of the research and also reference material for further research.

## Results and Discussion

After the digital era became one of the important aspects of development in various sectors, digital culture is in a wedge between real and virtual or virtual life. This digital culture helps people to imagine and develop their creativity in the field of tourism, one of which is to promote tourism destinations. This promotion strategy can also increase the competitiveness of Bogor Regency tourism against other destinations that are in line with the Bogor Regency Tourism vision and mission.

**Table 2. Tourism Destinations Bogor Regency by District**

No	Destinasi Wisata Perkotaan	No	Destinasi Ekowisata	No	Destinasi Wisata Warisan Budaya dan Pendidikan	No	Destinasi Wisata Kreatif	No	Destinasi Wisata MICE dan Rekreasi
1.	Cibinong	1.	Nanggung	1	Ciampea	1	Gunungputeri	1	Cisarua
2.	Citeureup	2.	Sukajaya	2	Cibungbulang	2	Cileungsi	2	Megamendung
3.	Bojong Gede	3.	Pamijahan	3	Cigudeg	3	Klapanunggal	3	Ciawi
4	Tajurhalang	4.	Tenjolaya	4	Dramaga	4	Jonggol	4	Ciomas
5	Babakan Madang	5.	Leuwisadeng	5	Rumpin	5	Cariu	5	Tamansari
6	Sukaraja	6.	Leuwiliang	6	Tenjolaya	6	Sukamakmur	6	Cijeruk
7	Gunung Sindur			7	Jasinga	7	Tanjungsari	7	Cigombong
8	Parung			8	Parung Panjang			8	Caringin
9	Ciseeng								
10	Kemang								
11	Ranca Bungur								

Source : RIPPARDA Bogor Regency, 2022

The promotion element in the service marketing mix has an important role in helping to communicate the positioning of services to consumers. In this study the researchers used the 7P marketing mix consisting of product, process, price, place, physical evidence, people, promotion.

## **Product**

Tourist objects in Bogor Regency are approximately 112 objects in 40 sub-districts and several tourist objects are well known nationally and internationally, for example the Puncak area, sports tourism such as golf courses and circuits in the Sentul area and waterfall tours in the Mount Halimun Salak National Park area. From all tourist objects located in Bogor Regency, superior tourist objects were selected to be used as data processing material for making one of the digital-based promotional tools, namely promotional videos. According to the Tourism Information System PIC in CV. Sinaro said the products that will be produced for promotional tools besides tourism promotion videos are websites, applications and digital platforms which will become information facilities at the Bogor Regency Culture and Tourism Office and the Tourist Information Center (TIC). Determination of selected tourist objects based on the existence of these objects for tourists and then proceed with exploring other tourist objects.

## **Physical Evidence**

The Bogor Regency Culture and Tourism Office is committed to marketing tourism and culture, therefore in 2019 a cultural tourism exhibition was held through a roadshow held at Blu Plaza (Bekasi) attended by 20 tourism stakeholders and MSMEs in Bogor Regency. There is also an annual routine roadshow that is held and attended by the Bogor Regency Culture and Tourism Office, namely A Land of Harmony Visit Bogor. The existence of a tourist destination cannot be separated from the events that have been held in that destination. For example, the Jember Fashion Carnival is now a regular annual festival and is effective enough to attract foreign tourists. Bogor Regency also tries to always make events that are expected to become annual routine events and attract domestic and foreign tourists to come to the event. Besides that there are many other events such as music festivals which are currently popular with millennial tourists, coffee festivals, Bogor Tourism Mart and Expo and Bogor Wonderful Golf. Based on data from the Bogor Regency Tourism and Culture Office for 2021, several of these tourist objects are in great demand by domestic and foreign tourists, including Masjid Atta'Awun, Kampoeng Wisata Cinangneng, Paralayang Bukit Gantole Puncak, Curug Kiara, Arung Jeram Alamanda, Camp Hulu Cai, Water Kingdom Mekarsari, Taman Budaya Sentul, Eco Art Park, Telaga Cikeas, Agrowisata Bukit Hambalang, Jungleland, Curug Leuwi Hejo, Curug Cilember, Wisata Agro Gunung Mas, Taman Wisata Matahari, Gua Gudawang, Curug Cigamea dan Taman Safari Indonesia.



Figure 2. Bogor Regency Sport and Tourism Brand Design

Source : Data Disbudpar Kab. Bogor, 2022

### Process

The cooperation in making this promotional tool was initially carried out in 2018 by the Bogor Regency Culture and Tourism Office and CV. Sinaro. In 2019 a data update was held. Even though it is under the auspices of the district government, the Sinaro team still encounters difficulties in terms of searching for data in the field, namely the difficulty for private parties such as hotels to provide the required data. The weather in Bogor, which is known as the city of rain, is also an aspect of the difficulty of finding data on nature tourism because the majority of natural tourism in Bogor Regency are mountains, hills and waterfalls so that access to tourist objects can be said to be slippery and dangerous for the data search team. The next thing that becomes a challenge in the data search process is that the team that is owned is always changing so that the process of controlling and synchronizing data must always be explained from the beginning.

### Price

Based on interviews with tourists visiting Bogor Regency, the prices for food and drink needs as well as entering tourist objects are said to be quite affordable. As said by one of the groups from Jakarta, when he traveled to Puncak, even though the Puncak area is an area that is in great demand by tourists from the capital city, according to him, the prices for roadside food stalls with beautiful views are not set too high as happened in the Anyer area. when pricing is unreasonable for tourists. However, there must still be a price list for the food and drink menu because sometimes the prices given by traders are different for each person. Likewise, what was said by tourists from Bandung who at that time were traveling to the Mount Pancar Pine Forest. According to him, the price of entrance tickets for tours to tourist objects in Bogor Regency is still affordable for the lower middle class. The Bogor Regency Culture and Bogor Agency provided information that the entrance ticket prices for tourist objects are managed by the local community on average and very few are managed

by the private sector, so the price offered is relatively cheap, around IDR 5,000 – IDR 20,000 per person.

### **Place**

It is commonplace when visiting Bogor Regency on weekends or the holiday season to find car number plates originating from Jakarta because many tourists in the capital city have little time off but want to travel and relieve boredom. In accordance with the reason one of the tourists from North Jakarta who was interviewed while at Curug Leuwi Hejo why chose Bogor Regency for a tour, namely wanting to take a moment from his work routine in Jakarta. Even though from North Jakarta, many tourists choose to go to the tourist areas of Mount Bunder Sentul or Mount Halimun Salak National Park and skip the Peak, some have reasons because the Peak is already boring and mainstream and some tourists give reasons to avoid the peak area because they don't want to be exposed to the situation. long traffic jam on the highway. Some tourists complain about infrastructure problems which are not entirely good. For example, according to Iwan, access to Mount Batu is still very damaged, so it is a bit of a waste of time. Some of the locations visited by the researchers also did not have direction signs available, such as when the researchers wanted to visit the Gold Mine Tourism on Mount Pongkor. There are no signboards and even though they use Google maps, tourists will feel confused because the online directions continue to rotate, even though they are planning to tour the Mount Pongkor Gold Mine which is managed by PT. The various mines will become one of the leading tours in 2020, but according to the gatekeepers, it cannot be accessed by anyone, not even the government.

### **People**

According to the head of the promotion section of the Bogor Regency Culture and Tourism Office, the target market for tourists every year is to retain Middle Eastern tourists who are currently known to have a kind of separate area in the Cisarua area called Kampung Arab. According to him, apart from the Middle East and Jakarta, tourists from outside the area who mostly come to Bogor Regency according to the data are tourists from Yogyakarta. According to him, the target of tourists for the following year is to focus on expanding the tourism market by visiting Korea and the Philippines to market Bogor Regency. The people who were interviewed around the tourist sites also felt helped by the new tourist objects. For example, Curug Love in Nanggung District, which used to be just cliffs of waterways, but the local community sees a tourism potential where the cliffs have unique carved patterns and can be used as a tourist attraction. So the place was opened for tourists

and local people who have stalls and restaurants feel helped because not only is Curug Love located in that area, but there is also the Cikaret Tourism Area and the Cikaret Fruit Park.

## Promotion

Tourism promotion through advertising needs to be done to provide information about tourism destinations and tourist attractions. Advertisements can be in the form of electronic media or print media. According to the Head of the Promotion Section for the Bogor Regency Culture and Tourism Service, the distribution of advertisements has been carried out both online and offline through advertisements in cinemas, television advertisements at Soekarno Hatta airport, guide books to Bogor and tourist information. However, when visiting the airport, researchers have not found television advertisements at Soekarno Hatta airport. According to the secretariat of the Bogor Regency Culture and Tourism Office, Bogor Regency tourism has marketed its tourist objects through billboards, advertisements on airport electronic boards, advertisements on buses, through certain events. However, at the time of the research, in the city of Bogor itself where the main videotron facilities are always seen by tourists through the entrance to Bogor, namely the Baranangsiang toll exit, the Jalan Baru toll exit and the BTM mall roundabout, these main locations have not been properly utilized. good for tourism marketing. Videotron can be used for the promotion of tourist attractions through videos that contain interesting information about these objects. In fact, the billboards also have no information about tourism in Bogor Regency.

**Figure 3. Videotron Location in Bogor**



Source : Researcher Documentation, 2022

**Figure 4. Bogor Regency Tourism Print Media**



Source : Researcher Documentation, 2022

## **Conclusion**

The promotion strategy that has been carried out by the Bogor Regency Culture and Tourism Office can be said to be varied because it does not only rely on one promotional tool even though there are still many shortcomings in running the system. Disbudpar already has a tourism-specific application which, although it is in the maintenance stage, information about tourism activities and news is quite up-to-date. The newest Bogor Regency tourism website and the Pesona Kabogor application are expected to become promotional tools that will become a reference for tourists in seeking information. Meanwhile, interactive marketing in the form of promotions through billboards or videotrons in Bogor has not been carried out because the district government has focused on placing advertisements at the airport. There are also few advertisements on television regarding Bogor Regency tourism news. Tourists still have to search independently for the information they want to find through Instagram and YouTube social media. From this research it is known that tourists rely heavily on the media to search for information, the local government should keep updating the data not only in the form of tourism activities and news but detailed information on other matters such as access to tourist sites, entrance ticket prices, what is allowed and what is not allowed to do, accommodation around, and others. Thus, to realize an ideal digital-based tourism promotion strategy, strategic steps are needed to manufacture and manage it. Some suggestions that can be implemented by the Department of Culture and Tourism are always making promotion strategies for Bogor Regency, including the promotional video content selected for tourism marketing should include a description of the location of the attraction object, installation of short duration videos or animated videos about Bogor Regency tourism which are shown on videotron, inauguration of the branding of The City of Sport and Tourism which is in accordance with the current Bogor Regency tourism theme in order to focus on tourist target



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