



Digital Platform Based Marketing Strategy in Tourism Website of Cikakak Tourism Village, Banyumas

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Abstract. Cikakak Tourism Village is known for the Saka Tunggal Mosque which is hundreds of years old, the Tame Monkey community, and the Antap Tourism Market which has only been built since 2021. The trend of tourism villages is a choice for traveling during a new normal vacation. Tourism Awareness Group (Kelompok Sadar Wisata) *Saka Tunggal* utilize digital platforms like websites, IG, Tiktok as media to promote tourism villages and increase tourist visitation. Cikakak Tourism Village mainly utilize website: desawisataticakak.com developed by community service program “KKN - PPM STP NHI Bandung” for promoting tourism attraction, amenities, accessibility. In the future development there will be difficulty to reaching nearby tourist and foreign tourist are less aware of the existence of the Cikakak Village. Data collection methods: field observations, interviews and literature studies. The conclusion is that the communication strategy through promotion using digital social media and websites can introduce this tourism village to local and foreign tourists.

Keywords: Tourism Village · Marketing Strategy · Website · Rural Tourism

1 Introduction

One approach to developing alternative tourism development is tourist village for sustainable rural development in tourism. Tourism village is a rural area that has some special characteristics to become a tourist destination. In this area, the inhabitants still have tradition and culture that is still original. In addition, several supporting factors such as typical food, agricultural systems and social systems also become potential to a tourist village area. Beyond these factors, nature and environment are still original and awake is one of the most important factor of a tourist destination. (Arida etc., 2017). Aspects of natural resources, culture, customs, religion, and character of local community contribute to this holistic [1].

Cikakak Village is one of the tourist villages in Banyumas Regency which is determined based UU no. 5 Tahun 1992 dan PP no. 10 Tahun 1993 [2]. Cikakak Village was

designated as a traditional village by the Kementrian Dalam Negeri Dirjen PMD dalam Pilot Proyek Pelestarian Adat dalam Budaya Nusantara Tahun 2011. Two main potentials possessed by Cikakak Village are religious tourism at the Saka Tunggal Mosque and Antap Tourism Market. Saka Tunggal Mosque is the oldest mosque in Banyumas Regency. The mosque was founded by Mbah Thalih and is one of the oldest and most unique mosques in Indonesia, because the mosque has one pillar in it, and the pillar is hundreds of years old. Saka Tunggal Mosque which was founded by KH. Mustholih or local people often call him Mbah Thalih, has been around for hundreds of years even long before Indonesia's independence. This is stated on the writing on the pillar of the mosque that uses Arabic numerals that read 1288 AD.

The nature is still beautiful and also the monkey wildlife which adds to the unique of the Saka Tunggal Mosque. Although the monkeys are wild, they are not fierce to visitors. In addition, the friendly community and the customs of the people who are still thick add to the attraction of tourists who want to visit to unwind in the mosque environment.

The basic problem of the Cikakak Tourism Village is related to product marketing. Even though the manager has taken the initiative to develop tourism products in order to increase visits to improve their welfare. However, this is constrained by problems around marketing and the lack of variety of tourism products and lack of good management. Marketing strategy according to Tjiptono (2010) is a fundamental and fundamental tool designed to achieve the goals of the company by developing superior and sustainable competitiveness [3].

Based on the existing problems, an appropriate and effective marketing strategy is needed. However, it is necessary to first examine the marketing mix that has been used by the manager. According to Kotler and Armstrong (2012: 92) marketing mix (marketing mix) is a good marketing tool that includes product, pricing, promotion, distribution, combined to produce the response the target market wants. Then according to Kotler and Keller (2012:25) the marketing mix consists of 4Ps, namely: product, price, place, and promotion [4].

On the other hand, today's marketing through cyberspace has become an absolute must for business people, especially the managers of tourist villages. However, this has not been done much by the managers of the Cikakak Tourism Village due to limited knowledge and funds. In addition, the lack of variety of existing tourism products so far is less able to attract tourists who will come to visit Cikakak Village, coupled with the lack of a management and operational climate that makes village managers Cikakak Tourism is feeling overwhelmed face these challenges. Therefore, internet/digital-based marketing can be a practical solution in marketing tourism products especially after the pandemic since 2020.

Internet marketing or also known as online marketing according to Kotler and Armstrong (2008:37) is a form of business company or organizations in marketing their products or services as well as building relationships with customers through internet media [5]. According to datareportal.com: Indonesia's total population was 277.7 million in January 2022. Data show that Indonesia's population increased by 2.8 million (+1.0 percent) between 2021 and 2022. Also 49.7 percent of Indonesia's population is female, while 50.3 percent of the population is male. At the start of 2022, 57.9 percent

of Indonesia's population lived in urban centers, while 42.1 percent lived in rural areas. There were 204.7 million internet users in Indonesia in January 2022.

Indonesia's internet penetration rate stood at 73.7 percent of the total population at the start of 2022. For perspective, these user figures reveal that 73.05 million people in Indonesia did not use the internet at the start of 2022, meaning that 26.3 percent of the population remained offline at the beginning of the year. However, issues relating to COVID-19 continue to impact research into internet adoption, so actual internet user figures may be higher than these published numbers suggest. Thus, through digital-based marketing, it is expected to be able to bridge existing problems, so that efforts the marketing development of tourism products produced by the manager of the Cikakak Tourism Village can be overcome and get maximum results.

Based on the background in the research object environment that has been described, the partner problems can be formulated as follows: (1) Lack of marketing efforts through the internet, especially the media website make existence Tourism village Cikakak is not well known by potential tourists both locally, nationally and internationally; (2) Less variety of tourism products offered by candidate tourists; (3) Lack of climate adequate management and operations in receiving tourist visits in Cikakak Village supported by a competent team in the field of tourism is expected to be able to parse and overcome the problems that exist in the community.

2 Research Methods

The problem-solving method at the research location is carried out using an approach based on local economic potential and local wisdom that is owned and developed in accordance with market opportunities and demands. Next, the method is implemented in four stages, namely: (1) Socialization; (2) Observation; (3) Production Training/Workshop; (4) Monitoring and Evaluation. With this method, it is hoped that the existing problems can be decomposed and get the right solution in accordance with the expectations of the community. While the research method using descriptive method with a qualitative approach. The data collection technique is by participatory observation, interviews, literature studies and document studies. Activities in the field by engaging with the community directly have supported the data needed in the research (Fig. 1).

3 Results and Findings

On the south side of Banyumas Regency, there is a village called Cikakak Village which was inaugurated as a tourist village in 2020. Cikakak village area at least 595,400 Ha. The facilities in Cikakak Village, although still relatively new, the village community is very ready to accept tourists, which is marked by the number of residents' houses being used as homestays. Several Working Groups/Kelompok Kerja (POKJA) are also ready to facilitate tourists by synergizing with the Tourism Awareness Group/Kelompok Sadar Wisata (POKDARWIS) to sell tour packages that tourists can choose individually. In 2021, Cikakak Tourism Village has made it into the top 50 of the Indonesian Tourism Village Award (ADWI), 1st Winner of the Central Java Provincial Pokdarwis Jamboree, and is the Best Tourism Village in the Central Java Province Tourism. Below here

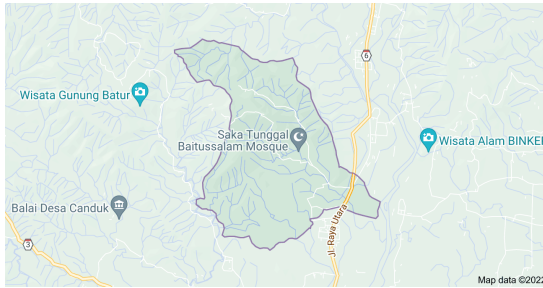


Fig. 1. Cikakak Vilage Map via Google map

Table 1. Total Visitor per Month visiting Saka Tunggal Mosque and Antap Market, Cikakak During 2021

NO	Month	Visitor	
		Saka Tunggal	Antap Market
1	JANUARY	666	1894
2	FEBRUARY	286	2063
3	MARCH	1162	4149
4	APRIL	lockdown	lockdown
5	MAY	896	1110
6	JUNY	602	995
7	JULY	lockdown	lockdown
8	AUGUST	lockdown	lockdown
9	SEPTEMBER	lockdown	lockdown
10	OCTOBER	350	390
11	NOVEMBER	lockdown	590
12	DECEMBER	lockdown	lockdown
	TOTAL	3962	11191

source: Pokdarwis SakaTunggal (2022)

total visitor in Cikakak village during 2021. Lockdown policies forced some tourism destination closed to avoid Covid-19 spread (Table 1).

In terms of marketing, producers are usually faced with the problem of marketing mix. According to Tjiptono (2005), the marketing mix is a set of tools that marketers can use to shape the characteristics of services offered to customers, which include products, prices, places, and promotions [6]. Here Marketing Strategy Based on the 4P's Marketing Mix founded in Cikakak Village:

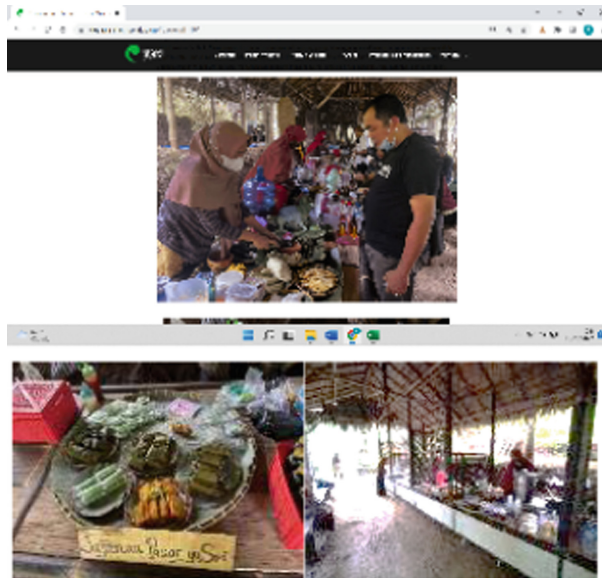


Fig. 2. Screenshot Traditional Food in <https://desawisatacikakak.com/>

1) Marketing Strategy Based on the 4P's Marketing Mix founded in Cikakak Village

a) Product

Products according to Kotler (2008), are all things that can be offered to the market to get attention, be bought, used or consumed that can satisfy desires or needs [5]. Products can be physical objects, services, people, places, ideas, organizations, or all forms earlier. Meanwhile, according to Yoeti (2005) [7], tourism products are a number of facilities and services provided and intended for tourists consisting of three components, each of which are: resources and facilities contained in a tourist destination, and transportation that brings tourists from its place of origin to a particular tourist destination [7].

The first tourism product made by offered by the manager of Cikakak Village is quite affordable. For example, several kinds of typical culinary delights such as traditional food and drinks can be purchased and enjoyed by tourists who visit in Antap Market. The type of cuisine displayed are: Ayam Gechok, Wajik Ketek, Es Badeg, Tirta Brahma, etc. These traditional food also shown in desawisatacikakak.com (Fig. 2).

In more detail, it was explained that it started from the living culture of the courtiers which was finally adapted with a little modification so that it could be used as an educational tourist attraction in Cikakak Tourism Village. With these ideas, various educational tourism product programs were born, including: (1) Cooking Class-based on dishes in the style of the cikakak Village; (2) Learn to make traditional handcraft; (3) Learning Traditional Dance and Gamelan (Fig. 3).

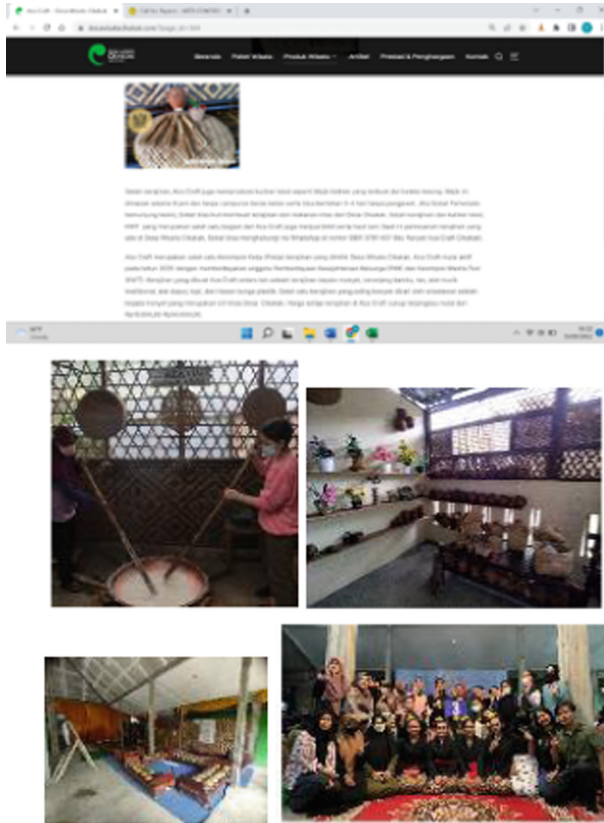


Fig. 3. Screenshot tourism product homemade industry Aza Craft in <https://desawisatacikakak.com>

b) Place

Tourist activities in Cikakak Village continues to operate secretariat “Desa Wisata” and Pendopo “Desa Cikakak” as meeting and resting place. This place also functions as a creative home for local residents who are fostered by the activists of the Cikakak Tourism Village community. Some traditional instrument like gamelan, can be used by tourist or visitor to practice (Fig. 4).

Famous Monkey statue also located in near secretariat, known as icon for Cikakak Tourism Village (Fig. 5).

c) Price

Sianipar (2019) mention that Price is the most important weapon of competition and even very important for companies because, price affects the total revenue for companies

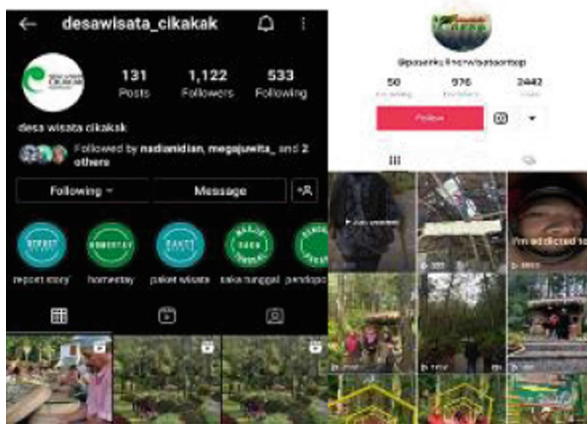


Fig. 7. *Tiktok and Instagram Cikakak Tourism Village*

d) Promotion

Morrison (2010) state that promotion is a part of communication in marketing that provides information and knowledge to tourists in an informative and persuasive way [9]. According to Sianipar (2019), Promotion is one of the important factors, a buyer will be interested in buying a product if the offer or promotion is good and can attract the buyer's interest. Promotion of one of the marketing strategies that must be carried out so that the product being sold can reach information to consumers or the public. Thus the better the promotion to attract someone's interest, the purchasing decision will also increase [8].

Digital marketing applications that are used include websites, social media, online advertising, web forums, mobile applications (Heliany, 2019) [10]. Promotion in the mass media, information from partners, and advertising by marketers will be able to encourage the creation of increasing the volume of Interest in Returning to Cikakak Tourism Village.

Promotions carried out by Pokdarwis SakaTunggal use conventional media and social media such as Tiktok and Instagram. However, some products tours or tour packages do not have containers or home based digital (website) to display products in detail along with product descriptions and prices. So that potential tourists who want to enjoying and buying tourism products is only limited to potential tourists from social media (Tiktok and IG) accounts who follow (followers) (Fig. 7).

According to datareportal.com, TikTok had 92.07 million users aged 18 and above in Indonesia in early 2022. In early 2022, 66.0 percent of TikTok's ad audience in Indonesia was female, while 34.0 percent was male. Pokdarwis SakaTunggal utilize content video in Tiktok for promoting Cikakak Tourism Village to millenials tourist. For media Instagram, it had 99.15 million users in Indonesia in early 2022. In early 2022, 52.3 percent of Instagram's ad audience in Indonesia was female, while 47.7 percent was male. It's also worth noting that Instagram's ad reach in Indonesia at the start of

2022 was equivalent to 48.4 percent of the local internet user base (regardless of age). There two media have higher chance to promoting Cikakak Tourism Village digitally.

2) Website Development as a Marketing Media

a) Website Creation

According to Salim And Som (2018) [11], the main aspects of tourism promotion and marketing the destination on the website are language and visual elements [11]. Combination of green and white colour choosed to decorate desawisatacikakak.com website background. Green represent nature, white represent simpleness. The development of information and communication technology is now constantly experiencing a rapid increase in its increasingly diverse utilization in accordance with modern and sophisticated human activities. One aspect that is currently in the spotlight is the use of information and communication technology as a medium of information and promotion.

Promotional media are no longer limited to print media, television and radio-based electronics at high prices, but there is another alternative at a low cost that is very possible to reach is to use the internet. Directly interact with potential clients. One of the ways to use the internet is to build a website.

The internet is one of the marketing media that is global in nature, where information can be quickly and easily obtained and disseminated. Apart from being a means of promotion, the internet also provides information about an institution itself.

Pokdarwis SakaTunggal is a Tourism Awareness Group located around Cikakak Village who independently took the initiative to start organizing various local tourism activities, especially development of Antap Market and Embung Sabang Maz which newly turned out to be very potential to be used as a cultural tourist attraction.

However, this potential is often hampered by the lack of promotional media that can reach various levels of society. As iswebsite It is hoped that this information will be an effective means of information for Pokdarwis in Cikakak Village (Fig. 8).

b) Website Design and Content

Design and content from website Cikakak Tourism Village Tour features: a blend of local traditions of the village community around the Saka Tunggal Mosque with progress technology information as an effective promotional strategy. Various pages are presented in website. These include various tour packages. On this page, there are various menu are presented, including tourism attraction, homestay, culinary, tradition, art, accessibility, and various other interesting cultural tour packages in Cikakak Tourism Village.

Next is the "About Us" menu. On the page there is a description of the historical background of the information of the tourism awareness group from the Cikakak Tourism Village. The next menu page is Articles. The page contains various articles related to activities that have been held in Cikakak Tourism Village, and various tourism-themed news, This Article menu also feature the testimonial page. With this menu, it is hoped that it will become a liaison between clients who want to share various travel experiences in Cikakak Tourism Village.

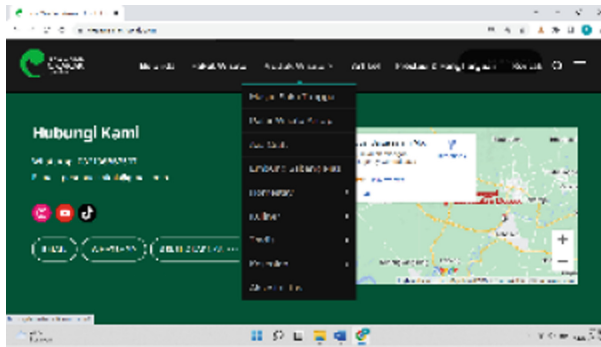


Fig. 8. Design Website Cikakak Tourism Village (<https://desawisataticakak.com/>)

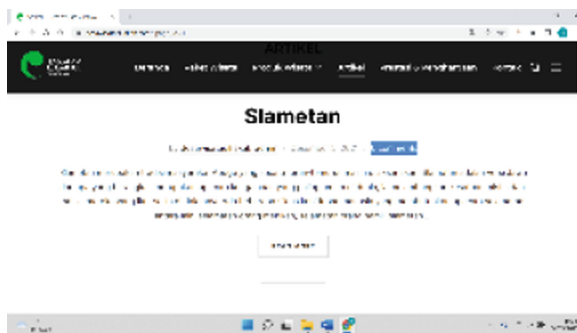


Fig. 9. Comment/Testimonial feature in Article Menu

Based on interviews with website managers, the web has not been used optimally. Some menu like homestay, culinary, tradition, art still under development. It need add some web widget like visitor count and button linked to commercial video (Fig. 9).

Besides functioning as a means of testimonial and communication, mass media like website is also a means for its users to gather tons of information [12]. One of the efforts to increase tourism marketing can be through social media management development as one of the drivers of the development of tourism villages (Indhiarti, Manipuspika, & Sudarwati, 2020) [13].

4 Conclusion

Based on the findings in the field, the Cikakak Tourism Village already has tourism products that can be marketed to potential tourists. However, conventional- based marketing media and limited social media are obstacles for managers in marketing and introducing existing tourism products. The use of digital marketing media in the form of: website Cikakak Tourism Village is a solution strategy that can be used by managers to market and provide information on various products. Website Cikakak Tourism Village can be

a home (home) digitally that can help tourists get information or buy the products displayed, so this strategy is expected to increase the number of tourist visits and improve the economic welfare of the people of Cikakak Village, Banyumas regency.

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