



Digitalization of Madura Tourism Branding in the New Normal

Bani Eka Dartiningsih^(✉), Mas'amah, and Surokim

Communication Science Study Program Universitas Trunojoyo Madura, Bangkalan, Indonesia
bani.eka@trunojoyo.ac.id

Abstract. The COVID-19 pandemic had a negative impact on the tourism sector which had to experience a decline in income. During the COVID-19 pandemic. One of the areas affected was Madura. Madura Island has enormous tourism potential, because in addition to having natural aesthetics it also has cultural diversity and norms that grow and develop among Madurese people. The COVID-19 pandemic has become a nightmare for all sectors of the tourism industry in Madura. COVID-19 has caused the revenue budget from the tourism sector to decline. This is due to the government's ban on opening businesses that have the potential to invite large crowds of people due to the need for physical distancing, as an effort to prevent the transmission of COVID-19. The COVID-19 pandemic that has hit the world has caused various sectors in Indonesia to experience a drastic decline, including tourism and the creative economy which struggling to survive in difficult times becomes a complicated matter. The purpose of this research is to find out the digitization of Madura tourism in the new normal era as an effort to make this sector successful, it requires strategic skills in managing existing tourism asset. Method used is case study. The results of this study are that since the enactment of the new normal, the tourism sector has made improvements. The rapid growth of internet and smartphone use is currently having an impact on the tourism industry which is moving towards digital. By utilizing digitalization, branding and marketing tourism products can be more effective and efficient in the current new normal era. Branding digitalization through Facebook and Instagram social media, tiktok and the guide book application is expected to increase the number of tourist visits.

Keywords: Digitization, Branding, Madura, New Normal

1 Introduction

Madura is an island that has a lot of tourism potential, which includes biodiversity, beautiful landscapes, natural tourism potential, historical/cultural heritage, religious tourism. This potential if utilized for tourism activities and can improve people's welfare. Tourism in Madura is very numerous and unique, but these unique and interesting tourist objects are not widely known outside the local community. The tourism potential in Madura is not only cow races, sea tourism and culture are very good. East

© The Author(s) 2024

Z. B. Pambuko et al. (eds.), *Proceedings of the 4th Borobudur International Symposium on Humanities and Social Science 2022 (BIS-HSS 2022)*, Advances in Social Science, Education and Humanities Research 778, https://doi.org/10.2991/978-2-38476-118-0_48

Java deserves to be proud of having the island of Madura because apart from being a salt producer it also has a lot of tourism potential.

Digital Tourism can be said as a trend. With this digital tourism trend, it will later become a big stepping stone for the tourism sector and the creative economy in Madura. Because digital tourism has made people understand and adapt more in technological developments in tourism. Business actors must be able to display their existence well, even though the situation does not provide sufficient gaps to be productive as usual. Good adaptation, innovation and collaboration skills must be owned by tourism actors as the main capital to survive in the midst of a pandemic.

With the convenience of tourism indirectly through various social media platforms, it provides space to choose and prepare for potential tourists. Efforts to promote Madura tourist destinations will easily reach a large number of tourists. Therefore, the effort to create and make various tourist sites suitable for tourists is one of the strategies for promoting tourist attractions in Madura for free in an effort to increase tourist visits. Because now everything has been digitized.

The rapid development of technology in the tourism sector in Madura, later the trend of digital tourism will continue to have an impact and try to move quickly to follow these developments in order to achieve the true trend of digital tourism. So that it can create new tourism trends after the COVID-19 pandemic in Madura. The hope is that Madura can become a tourism destination that is widely targeted and planned to be included in the list of tourist attractions that are relied on and coveted by tourists in order to support tourist areas in Madura as a tourism destination that promises a convenient location according to tourist needs.

2 Method

This research uses the case study method or tradition which contains comprehensive descriptions and explanations regarding various aspects of an individual, a group, an organization (community), a program or a social situation [1]. The selection of case studies must not only be in line with the research objectives which are to obtain a description or picture that can help understand the unrevealed details of a case. "to see unexplored details of the case" [2], as well as the reasons contained in the discussion of this approach

3 Result and Discussion

From the results of the research conducted by the researchers, it was found that digitalization of promotional media for Madura tourism after the current COVID pandemic can be said to have begun to use a lot of social media for promotion. The media for digital promotion of Madura tourism that currently exist are classified as website media and social media in the form of Facebook and Instagram, TikTok. This media discusses information about Madura which is presented in various types and one of them is in the tourism sector starting from nature tourism, culinary tourism, tourism history, and religious tourism spread across four districts on Madura Island. Digital

promotions, both on the website and social media, can be accessed easily anywhere and by anyone using the internet. Currently the media is used by Madurese people to promote their tourism sector to the wider community, both local and foreign tourists.

Madura which has many tourist attractions and has great potential to become a tourist destination, because it has three main elements that distinguish it. This is an attraction for tourists to visit Madura. The three elements are society (people), nature (nature heritage) and culture (cultural heritage), so that a communication strategy is needed to be able to continue to develop and become a tourist destination.

The Digital Tourism Strategy is a marketing strategy that utilizes information technology that is growing. The implementation of this strategy in a business must pay attention to various internal and external factors to determine its suitability and to determine the most appropriate strategy. The main objective of implementing the Digital Tourism strategy is to build communication between producers and potential tourists, more precisely to communicate and introduce tourism potential in Madura. The application of digitization will make it easier and provide more interesting information and knowledge. The application of digital technology tools will enhance the impression of tourists. These technological tools can be in the form of mobile applications, augmented reality, and various interactive multimedia.

Digitalization of tourism can make a way of working or a strategy to increase tourist visits in a professional manner, support operational ease and get results from consumer behavior quickly and with more precision. The use of digital platforms in the world of tourism promotion also provides promotion and marketing convenience to reach a wider target of tourists globally, due to the ease of accessing a destination or information that is tourism in nature [3].

The media for digital promotion of Madura tourism that currently exist are classified as website media and social media in the form of Facebook and Instagram. This media discusses information about Madura that is presented in various types and one of them is in the tourism sector ranging from natural tourism, culinary tourism, historical tourism, and religious tourism which are spread across four districts on Madura Island. Digital promotions, both on the website and social media, can be accessed easily anywhere and by anyone using the internet. Currently the media used by the tourism office and tourism village managers for tourism promotion to the wider community, both local and foreign tourists, is:

Website Madura Island. The website is a site that has been developing since 2012 (Fig. 1). Through this site, local and foreign tourists can find out many things about Madura, including nature tourism, historical tourism, and religious tourism which are spread across Bangkalan, Sumenep, Pamekasan, and Sampang districts. Apart from exhibiting natural, historical and religious tourism, through this site tourists can also obtain information about the history of Madura, hotels and culinary delights in Madura and can also obtain information about traditions and events that are being or will be held in Madura. This website discusses architectural tourism both in religious tourism and historical tourism. The architectural building information provided on this site can be said to be complete. The discussion begins with a brief history of the building,

which is then followed by a brief explanation of the building and its development and then information on the location of the building is also given.

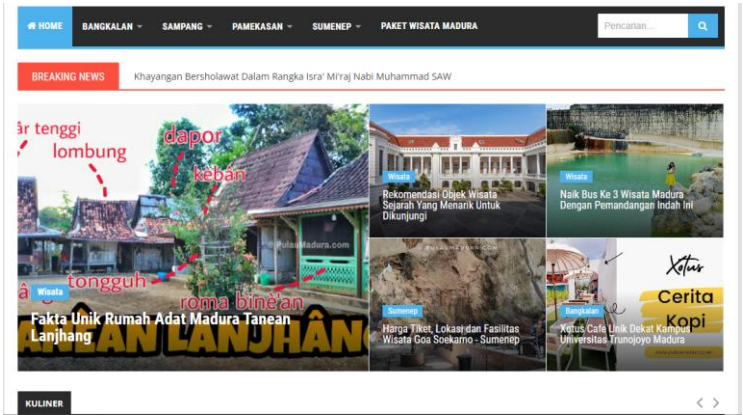


Fig. 1. Website of Madura Island (source: website www.pulaumadura.com)

Facebook. Facebook Madoera Tempo Doeloe is the group of community that was created in 2017 (Fig. 2). This community is open to people outside Madura to join this page. On this platform, they discuss a lot of events, culinary, tourist destinations in Madura. Most of the members of this group are local people who share their experiences. However, the things that were shared were out of context, and the information was minimal. Also, the quality of the shared images or videos is lacking. Things like this need to be developed from the creativity of human resources in Madura.



Fig. 2. Account Facebook of Madoera Tempo Doeloe

Instagram. As one of the media that is widely used in Indonesia, Instagram was recorded in the Hootsuite.org survey that there were 80% of active users. Madura Island

utilizes this media to promote existing events, tourist and culinary destinations (Fig. 3-6). On this media, the image quality and the arrangement of the feeds are good. The information on each photo is also sufficient, starting from showing the location of the tourist location or events that have been, are being, and will be taking place on Madura Island. It's just that Instagram is less active, so it can't reach new followers. In addition, there is not much information about architectural building tours through Instagram media.



Fig. 3. Instagram of Dispora Bangkalan



Fig. 4. Instagram of Dispora Sampang

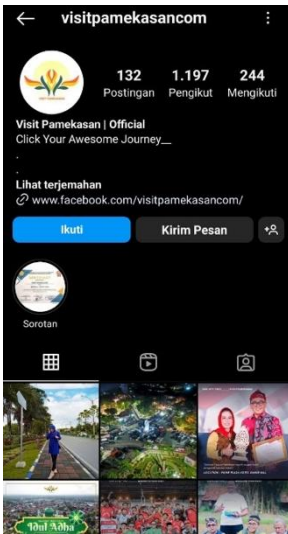


Fig. 5. Instagram of Visit Pamekasan

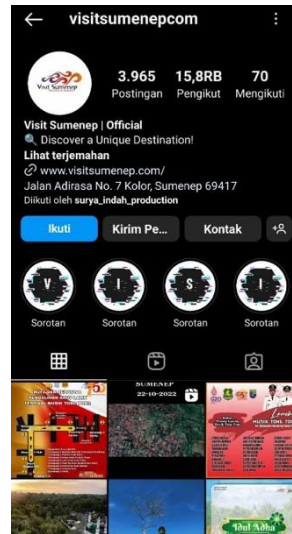


Fig. 6. Instagram of Visit Sumenep

Promoting the potential of Madura Island through several social media such as Instagram, Facebook, Youtube and the official tourism website, can make Madura Island better known by the wider community so as to be able to improve the Madura economy with the emergence of new business opportunities in the tourism sector. This development effort can also be supported and collaborated with the local tourism agency and invite related professionals such as graphic designers in creating websites and digital marketing, as well as architects for infrastructure development efforts and others.

Digital tourism means the use of information and communication technology to increase the efficiency of the tourism sector, to offer various tourism services to customers and to facilitate the implementation of tourism marketing in the form of telematics [4]. Digital tourism is present as support in digital form for the tourist experience before, during and after tourism activities are carried out. The form of digital tourism is a form of recommendation to help someone find suitable destinations and accommodations during a tourism trip.

And one of the supporting technologies is the use of mobile phones as a means of communication. Digital tourism is supported by the existence of electronic devices so that it is often also called e-tourism. So the relationship between the internet and mobile phones as a means of communication is very broad in one developing model. Then developed an information system in the form of a mobile application. Internet application in e-tourism is a condition where the tourism distribution system from traditional leads to internet intermediaries. The mobile application is specially designed to be compatible to be installed on smartphones and tablets. In one application will integrate information about all tourism activities [5].

Among the 4 regencies in Madura, Sampang district is a district that is actively developing mobile applications as a medium for tourism promotion. This application is named Tourism Guiding Book of Sampang (Fig. 7). As a digital tourism destination, Sampang Regency is able to increase the number of tourists visiting each year. The tourism potential of Sampang Regency must be demonstrated through the use of new media. Dissemination of information that is fast and broad will make it easy to show the potential and existence of existing tourism.

The Tourism Guiding Book of Sampang application was initiated by the Sampang Regency Youth, Sports, Culture and Tourism Service (DISPORABUDPAR) to optimize its tourism promotion. This application is designed in the form of a digital guidebook. This application provides more updated information compared to conventional tourism guidebooks which are created in printed form in general. This information is packaged into digital features that display tourist objects and tourism attractions in Sampang Regency.

The Tourism Guiding Book of Sampang application as a form of new media provides information presentations in various forms of multimedia elements so that application users feel that this application is very useful to be used as a medium used to plan tourism travel plans. With this application, it is hoped that it will make it easier for consumers or tourists to plan tourism visits. Tourists can also schedule activities to be carried out while on vacation, and tourists can find out information about the distance to tourist attractions to be visited without surveying these tourist attractions, and

tourists can also get various information about tourist attractions to be visited, then the use of this application is more efficient and effective for tourists besides making it easier for tourists to also get a lot of profit to help improve the economy in tourism areas.

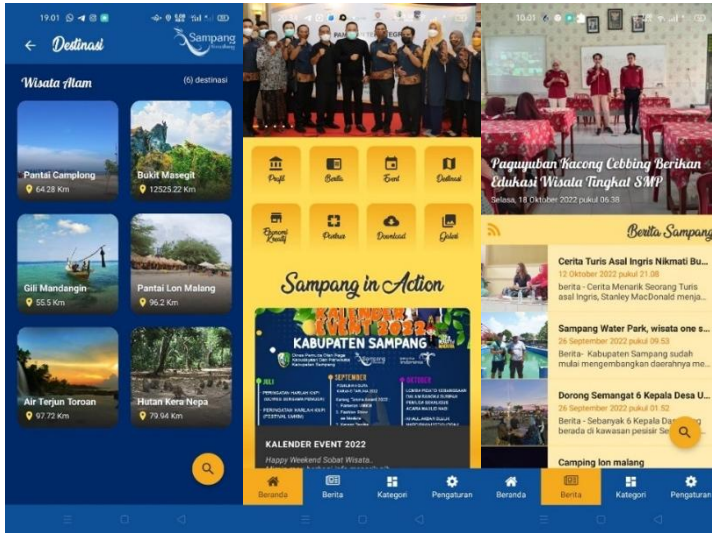


Fig. 5. Application Guide Book of Sampang

The Tourism Guiding Book of Sampang application is used as a promotional medium that is useful for introducing Sampang Regency tourism to a wider audience. Application by utilizing the internet network.

“As a guidebook and information dissemination in various menus in the application. And this application is also the main promotional media for tourism and that earlier, as a media for the creative economy of Sampang Regency”

The existence of an application is able to bridge the community or creative economy entrepreneurs who are not yet digitally literate. The Disporabudpar of Sampang Regency acts as a facilitator for the tourism industry in Sampang.

4 Conclusion

From the results of the study, it was concluded that the digitization of Madura tourism in the new normal era has begun to utilize existing social media, because of several conveniences and advantages of social media. Several social media applications such as Instagram and Facebook, as well as web and smartphone applications can be accessed by all potential tourists. Several things that must be considered are strengthening digital infrastructure in the form of qualified services and human resources,

increasing synergy between stakeholders that strengthens policies that can accelerate digitalization, and tourism branding in Madura.

References

1. D. Mulyana, "Metodologi penelitian kualitatif: Paradigma baru ilmu," *Bandung: Rosdakarya*, 2006.
2. J. W. Creswel, "Research design: Qualitative, quantitative, and mixed methods approaches," *Los angeles Univ. Nebraska-Lincoln*, 2009.
3. A. T. Sulistiyani, "Manajemen sumber daya manusia: konsep, teori dan pengembangan dalam konteks organisasi publik," 2019.
4. N. M. Y. W. A. Yanti and A. Dwirandra, "The effect of profitability in income smoothing practice with good corporate governance and dividend of payout ratio as a moderation variable," *Int. Res. J. Manag. IT Soc. Sci.*, vol. 6, no. 2, pp. 12–21, 2019.
5. I. S. Oktavianti and W. O. N. Yani, "Komunikasi Pariwisata E-Tourism," *DIALEKTIKA*, vol. 4, no. 1, 2017.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

