The Potential for Tourism Development Based on Natural Wealth with a Digital Marketing Approach

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Abstract. Taking vacations is an activity that is enjoyed by people universally. Someone is willing to spend a lot of money just to enjoy the beautiful scenery in a remote location. With so many interests in traveling as a person's choice in activities, serious efforts are needed for tourism managers to develop tourism into attractive tourist attractions and an appropriate marketing strategy. There is a lot of potential that can be explored to introduce these tourist attractions to the public. One of them is the potential for natural wealth which can be explored for its charm by utilizing digital marketing as an effort to convey messages to the public which is then expected to attract public attention and interest in visiting tourist sites. The purpose of this study is to determine the potential for developing tourism based on natural wealth with a digital marketing approach. The research method is to use a descriptive qualitative approach which leads to a detailed and in-depth description of the potential for the development of natural wealth-based tourism with a digital marketing approach. The analysis was carried out on the concept of digital marketing on social media accounts developed by a tourist spot. The results of this study are that there are several photos and videos displayed on social media accounts that depict natural wealth with the concept of digital marketing in the form of views of blue sea and white sand; view of sunrise and sunset; view of *Cemara Udang* trees; and views of Mangrove trees. This study shows that the potential for tourism development can be carried out by utilizing natural resources which then with a digital marketing approach will be able to display a good appearance, namely in the form of displaying photos or videos on social media accounts so that the public can be interested in visiting tourist sites.

Keywords: Tourism Development Potential, Natural Wealth, Digital Marketing

1   Introduction

It is undeniable that currently one of the most popular activities for everyone is going on vacation. Someone is willing to spend a lot of money to be able to enjoy precious moments that are just enjoying the scenery in a remote location, even if they are willing to go outside the area, go outside the island or even go outside the country. If you have a lot of money then it's not a difficult problem, no matter how far your feet go it will be easy to do. All of this is done solely to satisfy the desire to refresh the atmosphere from all the worldly noise that has ensnared human life. A study shows that green open spaces have many functions, one of which is a psychological function where green open spaces themselves reduce crowds, density and chaos which

psychologically can cause stress or depression [1]. Therefore, going on vacation to a natural tourist spot is a positive thing to do.

Another benefit that can be obtained by carrying out tourism activities is being able to establish a closer relationship with someone. Vacationing makes the closeness between families even more intertwined [2]. Not only family, but anyone who wants to build a better relationship. Moments of vacation by visiting a tourist spot is something valuable that can be obtained by someone with loved ones, such as with a partner, with family, friends or colleagues, colleagues in the office where someone works. This will add to the harmony and become a special memory for them to cement a deeper relationship. Therefore, visiting tourism is an option for someone to create beautiful memories with the person they want.

Apart from some of the things above, namely as a form of release from the fatigue of life and forging better close relationships, vacations to tourist attractions have even become a lifestyle that needs to be done for some people. Traveling / tourism has become a lifestyle for the people of Indonesia and the world, this is reinforced by the increasing number of both foreign and domestic tourists vacationing in Indonesia [3]. Going on vacation with traveling is considered a prestige so that one's social status looks better. The need for the appearance of a classy lifestyle, a lifestyle full of happiness sometimes for someone it needs to be displayed for public knowledge. Some people display this lifestyle on social media so that many people can see it and create a good lifestyle perception in the eyes of the public.

Apart from the reasons above, it is clear that going on vacation to a tourist spot has many positive impacts on humans. Taking a vacation to a tourist spot will be able to foster a person's psychology for the better. Someone needs entertainment so that his life can be more fun. If life feels good it can affect one's health. Therefore, going on vacation to tourist attractions is an alternative that can be done to foster a feeling of happiness and efforts to always be healthy and fit as long as this is done properly and correctly.

With so much demand for tourist attractions as a person's choice of activities in human life, it is necessary for serious efforts for tourism managers to develop these tourist sites, especially for tourist attractions that have just been established and do not have much capital to promote these tourist attractions. There is a lot of potential that can be explored to introduce these tourist attractions to the public.

This world was created very perfectly by the Almighty. The Creator has provided many things for humans to use. The available natural wealth must be preserved and its beauty maintained so that it does not become extinct. Natural wealth that is maintained and maintained indicates that it is very rich in natural resources that can be utilized by humans. Provided that natural resources are used in a proper and correct manner.

One of the simplest forms of natural wealth is the appearance of a very extraordinary natural landscape for which we must be grateful for its beauty. Mountains, beaches, forests, deserts, all nature in this world is very beautiful if its authenticity and beauty are really maintained. Unfortunately, there are many places that are not well maintained so that the beauty becomes extinct and cannot be repaired like before. At present, many places have lost their beauty and have even turned into metropolitan places with the construction of high-rise buildings or other buildings that have lost the beauty of the natural landscape. Therefore, the beauty of exotic natural

scenery is something that some people are still looking for as a reason to become a place for a vacation.

This extraordinary natural landscape is one of the attractions for someone to visit and enjoy its beauty. This is used by several regions to serve as a tourist spot and increase income in the development of the area. Therefore, it needs careful observation by tourism managers in revealing this natural wealth in order to attract tourists to visit. One of them is by utilizing digital marketing as an effort to attract more tourists to visit the place.

Currently, the digital era is no stranger to humans. Harahap and Adeni reported from Bisnis.com that in 2020 internet users in the world have reached 73.7% of the population [4]. Everyone has used digital as a form of mobilizing someone in their activities. So that using digital in the realm of marketing is the right thing and has the potential to make these tourist attractions increasingly known and in demand by many people. The use of the internet and social media is the most impossible thing left by humans in this era. Everyone has a social media account. Everyone spends a lot of time in their daily lives just viewing or interacting with social media accounts. So that social media is a very effective medium to introduce something to the public.

Likewise in the world of marketing, social media can be put to good use so as to make marketing more effective. This will make it easier to introduce the product to the public. Marketing using the digital world is called digital marketing. According to its definition, Digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, e-mail, databases, mobile/wireless and digital TV to increase target consumers and to know profile, behavior, product value, as well as loyalty of customers or target consumers to achieve marketing objectives [5]. The definition of digital marketing is in line with what was stated by Syukri and Sunrawali that digital marketing is promotional activities and market search through online digital media by utilizing various means [6]. Sagita re-wrote the notion of digital marketing as marketing activities that use various web-based media [7]. From some of these meanings, in addition to words based on internet, digital marketing is also synonymous with business, which is an attempt by marketing parties to convey promotional messages through the use of the digital world, namely internet-based or online media.

In this paper, we will examine several digital marketing concepts for a tourist spot in exploiting the potential for tourism development based on natural wealth. The tourist attractions taken are tourist attractions that have just been established because for new tourist attractions, marketing is a challenge in itself that must be taken seriously so that a business can develop further. With the benefits of marketing technology, it will be easier and cheaper to use digital marketing and it will be very beneficial for newly established tourist spots.

The research location was taken from a very remote area and still far from developing areas. This is due to the lack of facilities provided by an area, this tour is actually able to survive independently and utilize digital technology, precisely digital marketing in an effort to develop tourism based on natural wealth. The Legend Madura Indonesia Beach is a beach resort that just opened in 2021 [8]. This beach was founded because of the initiative of village youths who wanted to develop their village into a productive village by taking advantage of the beauty of the beach scenery which can be used as a place for refreshments or holidays [9]. This beach is

very young and should be appreciated because the management is so good in terms of digital marketing that this place is visited by many tourists. The legend beach is taken from the name of the location village, namely Padelegan, which is then spoofed into a foreign language, namely The Legend, to make it look cooler according to current trends.

2   Method

This study uses a qualitative approach, leading to a detailed and in-depth description of the potential for tourism development based on natural wealth. with a digital marketing approach. The study was carried out on the concept of digital marketing on social media accounts developed by The Legend Beach tourist attractions, namely Instagram accounts and Tiktok accounts as accounts that are widely used by many people at this time. The subject of this research is The Legend Beach as a tourist spot that has just been established, which is only one year old but has utilized the potential for developing tourism based on natural wealth with a digital marketing approach in marketing its tourist attractions to the public.

3   Result and Discussion

The Legend Beach is a newly established tourist spot utilizing the potential for tourism development based on natural wealth which is currently still very beautiful with beautiful and exotic views of the beach and is worth visiting as a vacation spot with your partner, friends or family. There are many natural resources that can be enjoyed as a form of refreshing the mind and peace of mind from the daily routine that makes a person tired. By enjoying the beauty of nature, the mind calms down and is refreshed so that a person's mood becomes better.

The legend beach has some natural wealth that can be highlighted as a potential for tourism development. Some of these natural resources become icons that must be maintained and cared for so that they can continue to be enjoyed by visitors and are increasingly recognized so that they can advance tourist attractions to become preferred tourist attractions. The view of this natural wealth can be seen from the sea and beach views as well as some of the plants that grow around the coast, thus adding to the exoticism of the tourist attractions.

From this wealth-based tourism development potential, tourism managers are further sharpening tourism development on a digital marketing approach. This was done on the social media accounts created, namely Instagram and Tiktok. The two social media accounts are used by managers because many people use these media. Several posts are displayed. The following are some natural wealth-based digital marketing concepts as a potential for tourism development in The Legend Beach, which are explained by tourism managers on their social media accounts:

3.1   Views of the Blue Sea and White Sand

As the name implies, The Legend Beach, the view of the beauty of the sea coast is the most prominent thing. Many posts on the social media accounts of tour managers show the beauty of the beach by displaying views of the sea, sand, sky and clouds which are very enchanting. Both photos and videos show the blue sea which makes it feel cold and as if you can feel the coolness of the beach.

The beach cannot be separated from the presence of sea and sand. The two seem inseparable. Apart from the sea, the charm of beach sand, The legend will also always appear if a picture of the sea is perpetuated. The white sand is the main attraction and is a perfect blend with the blue sea. Blue and white dominate the colors of The Legend's beach Instagram posts. This shows that natural wealth in the form of the beauty of white sand is also always highlighted in order to increase the attractiveness of tourists to visit.

Apart from the sea and sand, the existence of the sky will also be depicted in the natural landscape which is then displayed in the tourism manager's digital marketing strategy. The color of the sky which is almost the same as the blue of the sea makes it look harmonious where it is added to the presence of white clouds that look clean. Fig. 1. is some displays of natural wealth-based digital marketing displayed by tourism managers on their social media accounts.
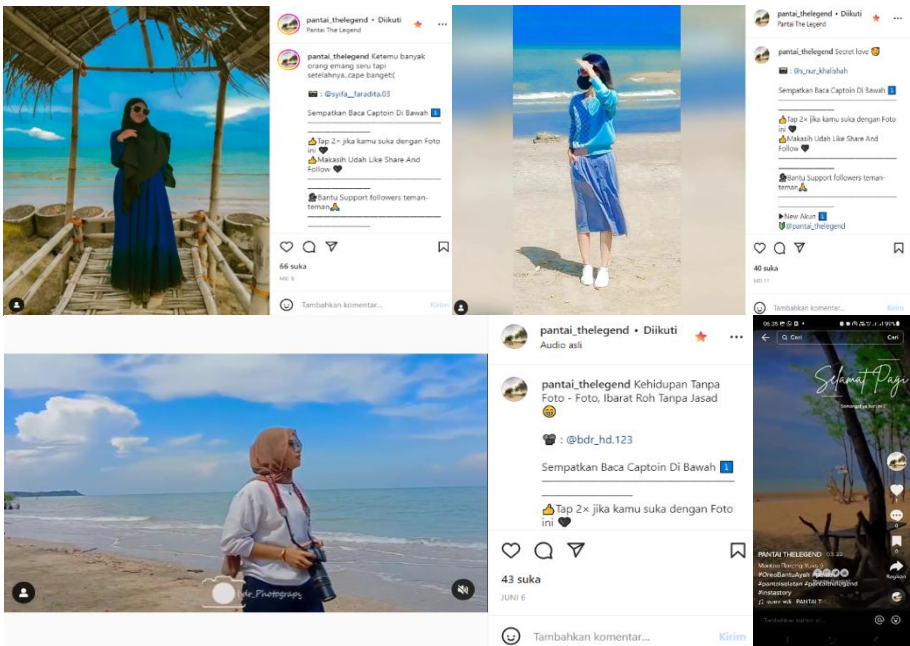

Fig. 1. A digital marketing strategy that reveals natural wealth in the form of views of the blue sea and white sand (Source: The Legend Beach's Instagram [10], [11], [12] and The Legend Beach's Tiktok [13])

In the image display in Fig. 1., the tourism manager highlights the beauty of the beach sky with a very bright blue color. The beauty of the beach is clearly visible with a blend of white clouds that make the sky look beautiful. In addition to the bright blue sky, white sand is also displayed showing the shoreline. The combination of the blue sky and the white sand of the beach shows the enchanting beauty of the beach. The blue sky and white sand beaches become the background for tourists to take pictures with. This is the management's strategy so that many tourists visit because of the beautiful view of the blue sky and white sand of The Legend beach.

3.2   Views of Sunrise and Sunset

When the sun starts to appear and is about to disappear or what is commonly called sunrise and sunset, it always reveals something beautiful and extraordinary. It's just that it is rarely realized or noticed by humans. Especially if the existence of the world has a lot of buildings such as houses or buildings towering buildings made by humans. This makes the view of the sunrise and sunset increasingly invisible. It's different if you are on the beach or in the mountains. The appearance or disappearance of the sun will be seen very clearly and definitely look very beautiful and enchanting. The dim orange color makes several shadows of objects that are clearly visible on the surface of the earth. Dim light also makes a beautiful silhouette that looks mysterious to the human eye.
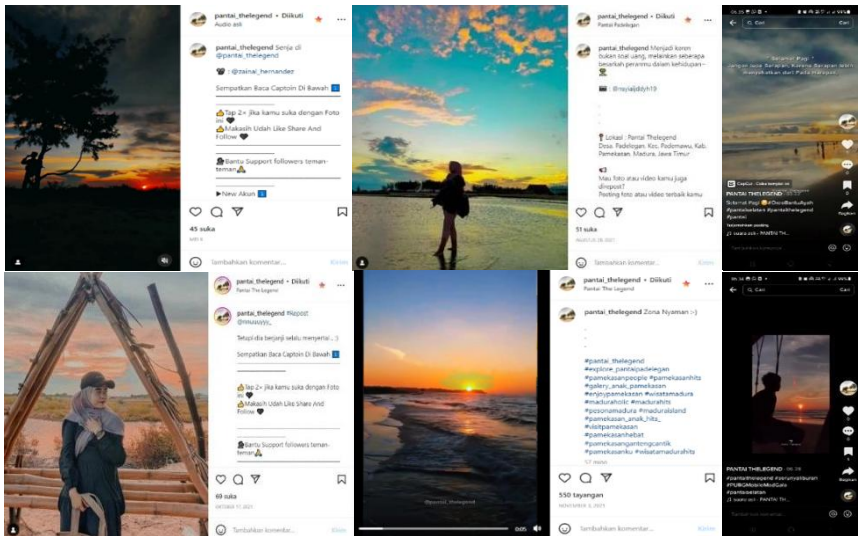

Fig. 2. Digital marketing strategy that shows natural wealth in the form of views of the sunrise and sunset (Source: The Legend Beach's Instagram [14], [15], [16] and The Legend Beach's Tiktok [17], [18]()

In addition to views of the beach during the day, the strategy of tourism managers in showing the charm of natural wealth is also displayed in a digital marketing approach that shows views of the sunrise and sunset. Fig. 2. shows that the tour

manager also displays the exotic side of the beach by showing views of the sunrise and sunset. Sunrise and sunset are also used as background for tourists in posing. This was enshrined by the tourism manager to be displayed on social media accounts as a digital marketing strategy to attract tourists. The background of tourists posing for sunrise and sunset views is also shown using the silhouette technique as shown in the picture above. This adds to the exoticism of The Legend beach, it looks very enchanting and interesting to visit.

3.3   View of *Cemara Udang* Trees

Cemara Udang Tree is known by the scientific name *Casuarina equisetifolia* [19]. *Cemara Udang* Trees are able to withstand tidal waves of sea water and high wind speeds [20]. In Madura itself has a lot of *Cemara Udang* Trees growing along the coast of Madura. This adds to its own beauty for several beaches in Madura.

The *Cemara Udang* Tree has a unique shape, with a triangular shape that rises up. Both tree trunks and leaves look beautiful and enchanting. The slender tree trunks and the leaves of the trees which are fibrous and form a cone look exotic when viewed from up close or from afar. It becomes even prettier because it is lined up neatly along the edge of the beach making the natural landscape even sweeter with the blend of sea and sky. The *Cemara Udang* Tree also makes visitors shadier by sitting under a tree in the hot sun. Apart from its beauty and comfort, the *Cemara Udang* Tree is a great photo spot and is chosen by many people to capture the moment of their arrival at The Legend Beach.
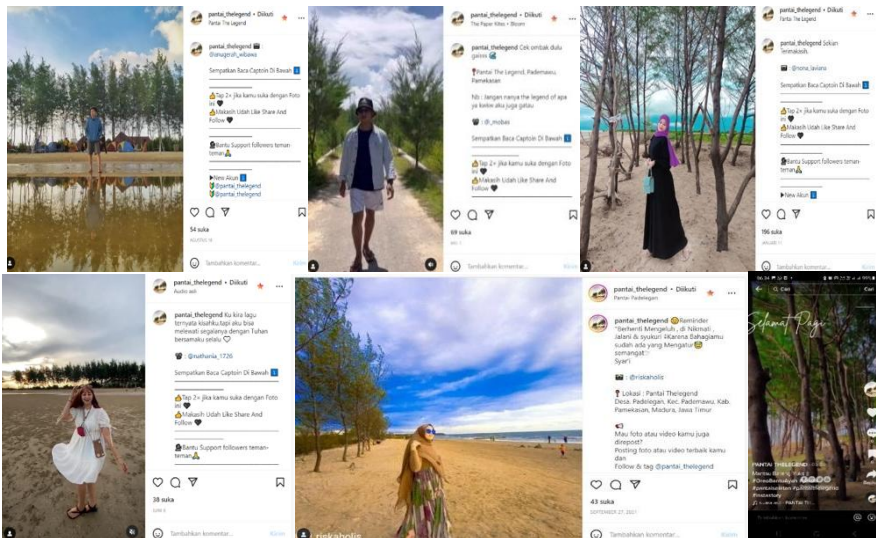

Fig. 3. A digital marketing strategy that reveals natural wealth in the form of a view of the *Cemara Udang* tree (Source: The Legend Beach's Instagram [21], [22], [23], [24], and The Legend Beach's Tiktok [13])

    With the natural beauty of the *Cemara Udang* Tree, this is used as a strategy by tourism managers in marketing tourist attractions that are packaged in digital marketing strategies displayed on social media accounts. In the Fig. 3., we can see the the *Cemara Udang* Tree shown in the appearance of the social media account for The Legend Beach tourism manager. Pine Shrimp Tree is also used as a background for tourists in posing. This is very interesting to do because the *Cemara Udang* Tree has a unique shape, regular between several trees that stand in a row, and has a nice conical shape like a triangle that rises up. Tourists pose along the the *Cemara Udang* Tree which also does not forget to display the blue beach of The Legend and its sandy beaches.

3.4   Views of Mangrove Trees

Mangroves are one of the prominent icons on this legendary beach. Many mangrove plants grow along the coast. Access roads before tourist attractions also have many mangrove plants that grow. The logo of this tourist spot is a mangrove tree. Mangrove trees are the icon of this tourist spot. That's because this tree grows a lot around the beach. Even a few kilometers away from the beach, this plant has grown a lot. The colors light green, dark green and golden yellow add freshness to the hearts of visitors and make the mood fresher. In addition to the natural beauty displayed by mangroves, mangroves are also beneficial for the stability of the sand environment [25]. Presence of mangroves that grows on the shore can protect plains from the direct waves. So that the waves do not immediately crash plains that will cause erosion and landslides
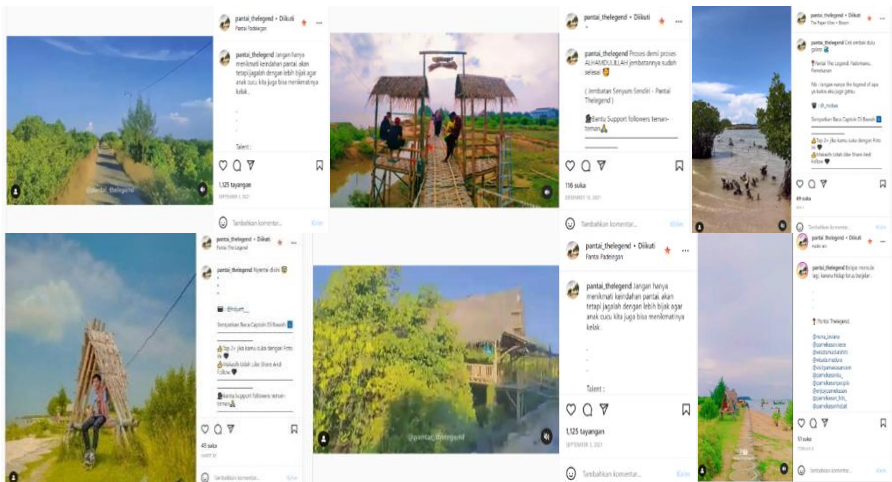

Fig. 4. A digital marketing strategy that reveals natural wealth in the form of views of Mangrove trees (Source: The Legend Beach's Instagram [26], [27], [22], [28], [29])

    There are several videos uploaded by the tour manager there which also display the appearance of begging for mangroves so that it becomes a special attraction for this tourist spot. In the Fig. 4., we can see some views of the mangrove trees that grow around The Legend Beach. This was shown by the tour manager as a form of digital

marketing strategy displayed on his social media account. It shows several access roads to The Legend Beach which are overgrown with mangrove trees, as well as the location

Tourist attractions such as shelters or resting places such as huts, huts or bridges around which mangrove trees grow. This is expected to add a special attraction for tourists to visit The Legend Beach.

4   Conclusion

Traveling is an activity that many people like. Therefore, the right strategy is needed for tourism managers to attract visitors to visit managed tourist attractions. There is a lot of potential that can be explored to introduce these tourist attractions to the public. One of them is from the potential of natural wealth whose charm can be explored by utilizing digital marketing as an effort to convey messages to the public. The Legend Beach tourist spot is a tourist spot that has just been established and takes advantage of the potential for development of natural wealth-based tourism with a digital marketing approach. Managers of tourist attractions utilize social media accounts to post multiple views of photos or videos related to tourist natural scenery. Tour operators highlight the appearance of natural wealth in the form of a view of the blue sea and white sand; sunrise and sunset views; a view of *Cemara Udang* Trees; and views of Mangrove Trees.

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