



# The Role of Digital Content Marketing in Promoting Water Sport for Supporting Adventure Tourism

## Case Study: Seadoo Safari Jakarta

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**Abstract:** The increasing role of Digital Content Marketing (DCM) in tourism is uncontested. Yet, not many studies have been conducted to investigate the role of DCM in promoting tourism. The tourism concept that is a priority for post-pandemic travel is adventure tourism; one of those that has the potential to grow in Indonesia is water sports. DCM plays an important role in the tourism industry because content is the determining factor for any destination. The intended content can be text-, video-, or audio-based. Content can be classified into three types: User-Generated Content (UGC), Firm-Generated Content (FGC), and Influencer-Generated Content (IGC). To this end, this study aims to provide academic contributions, especially in the area of water sports and adventure tourism, and also become the recommendation for marketers in tourism sector. The case study in this research is Seadoo Safari Jakarta & Baywalk. This study employs qualitative descriptive methodology, and the data were garnered from interviews with 3 participants (Seadoo Safari Jakarta & Baywalk managers). Seadoo Safari has mapped out its target market personas, mostly millennials and generation Z, who spend a lot of time on the social media platform. The finding revealed that DCM's strategy encourages social word of mouth, which influences tourists' interest in choosing tourism activities. The types of content that have also become more important to pay attention by tourism marketers are UGC and FGC, as the millennial and Z generations are influenced by audience and influencer experiences on social media.

**Keywords:** DigitalContentMarketing, Digital Tourism, WaterSport, Adventure Tourism, SportTourism.

## 1. Introduction

The tourism sector has passed the "apparent death" period during COVID-19. Today, in the post-pandemic era, the tourism sector has woken up and been growing and creating new and different tourism trends apart from past trends. The Indonesian tourism sector has started to apply a new post-pandemic trend based on NEWA (Nature, Ecotourism, Wellness Tourism, and Adventure Tourism). The trend is directed towards a concept of tourism that prioritizes the environment and nature. The tourism concept that has become the traveling priority after the period of the pandemic is adventure tourism, and it has been seen from the many types of adventure tourism that are offered (Kemenparekraf.go.id., 2023). One of the adventure tourism types in Indonesia that has a promising potential to grow is water sport tourism, which is based on water sports such as surfing, fishing, and jet skiing. Backed by the vast Indonesian maritime areas, breathtaking scenery, and diverse natural terrains and contours, Indonesia has the utmost capital strengths to advance sports tourism within the country.

Sport tourism is a tour that combines sports and tourism. The presence of sport tourism in Indonesia has the potential to be one of the driving forces behind the revival of tourism after the COVID-19 pandemic. The huge potential of sport tourism can be seen in the contribution of this sector globally. In 2019, the global sports tourism sector was worth \$800 billion, accounting for 10 percent of the world's tourism industry. The Ministry of Tourism and Creative Economy estimates that Indonesia's sports tourism growth can reach IDR 18.790 trillion by 2024 (Kemenparekraf.go.id, 2021). The concept of sport tourism has also been formally accommodated in Law Number 11 of 2022 concerning sports. This shows the seriousness of the government's commitment to the development of Indonesian sports tourism.

Intense competition in the tourism sector, especially sports tourism, increasingly encourages tourism marketers to strive for more effective promotional practices. The rapid expansion of the internet and social media has provided opportunities for companies and marketers in the tourism sector to be able to reach potential tourists effectively. On the tourists' side, according to Katsikari et al. (2020), information is an important factor in making travel decisions because tourism is an activity with high involvement. Information search is a need for tourists to consult many different sources before finally deciding to choose the tour they are interested in.

Information is important for tourists to minimize the risks and uncertainties related to their tour. Today, digital technology and social media allow tourists to obtain travel information and offers and even view photos and videos of the intended tourist activity. Tourists can also compare prices and services, make bookings and purchases, and reveal travel experiences.

The COVID-19 pandemic has encouraged the tourism sector to strengthen its existence in the digital world. Even the pandemic has accelerated the shift from conventional (mainstream) marketing towards digital-based marketing. Digital marketing that can reach audiences on social media platforms is digital content marketing (Krasniak & Zimmerman, 2021). Content marketing on social media provides space to create continuous interaction with audiences (George, 2021). The existence of content on social media platforms presents a new form of communication, namely social word of mouth. Currently, digital content marketing strategies that encourage social word of mouth also influence tourists by attracting their interest in visiting a tourist attraction (Pike, 2020). Based on previous research (Mahendra & Nugroho, 2020), content marketing positively and significantly influences purchase intention and customer engagement. Communication on social media platforms is considered valuable for the image of a tourist object or activity (Chang et al., 2018).

This research focused on the context of water sport tourism as part of adventure tourism. Most of the target audience for water sports is millennials and generation Z, who are interested in adventure and outdoor activities. Millennials and Gen Z travelers are groups of audience members who have a high interest in sustainable tourism, which aligns with the values of many water sports and adventure tourism providers (Koumelis, T., 2023). To reach the target audience, digital marketing, and social media platforms are very important strategies to optimize. Water sports promotion can no longer rely on conventional (mainstream) marketing concepts because they will impact the difficulty of efforts to introduce water sports massively, both nationally and globally. Digital marketing is the answer to marketers' efforts to optimize water sports promotion for more and more tourists. According to Jhavar et al. (2023), the pandemic has also had a mixed impact on the popularity of water sports among millennials and Gen Z. On the one hand, a lot of water sports facilities had to close due to the epidemic. The pandemic, however, has also led to a rise in interest in outdoor pursuits, particularly water sports, as people are becoming more concerned with outdoor pursuits that motivate them to lead active and healthy lives. In addition, the rise of virtual influencers and social media platforms has allowed water sports service providers to reach audiences and promote their activities online.

Based on these backgrounds and conditions, the authors examine the role of digital content marketing (DCM) in the tourism sector, especially water sports, which are part of adventure tourism. The authors search and review academic literature in the scope of sports tourism and digital marketing. There is still very limited literature that discusses the context of water sport tourism and the role of digital content marketing in the sector. For this reason, this research is expected to contribute academically and practically to the tourism sector related to the role of DCM in efforts to promote and market adventure tourism, especially water sports. The case study in this research is Seadoo Safari Jakarta, an organization that provides personal watercraft (PWC) water sport activity packages, commonly known as jet skis. Seadoo Safari Jakarta is one of the branches of Seadoo Safari Indonesia, located at Marina Beach, Ancol, North Jakarta, since 2019 and developing a new branch in 2023 at Baywalk Mall, Pluit, Jakarta. The research questions of this study are: What is the role of DCM in promotion and marketing contexts in water sports (which are part of adventure tourism)? Then, what type and approach of DCM should be optimized in order to reach the target audience of Seadoo Safari?

## 2. Methodology

Primary data were obtained from Seadoo Safari Jakarta and Seadoo Safari Baywalk. Data collection techniques for this study were conducted through interviews that involved three participants: the business development lead, the general manager, and the product manager of Seadoo Safari. They were selected to be interviewed for their direct roles and responsibilities in marketing strategies and activities at Seadoo Safari Jakarta and Baywalk. In addition, the authors carried out the data collection process in this study through a series of activities, including reading, selecting, and analyzing journal articles, previous research reports, and news related to water sports and adventure tourism.

This research uses a qualitative descriptive methodology. Descriptive research was conducted to explain the trend and development of adventure tourism, especially water sports, and the role of digital content marketing in marketing efforts. Descriptive research does not test hypotheses but presents them systematically, looking for relationships factually and carefully (Rakhmat and Ibrahim, 2016). This research is also supported by qualitative methods through interviews with the management of Seadoo Safari.

### 3. Results and Discussion

#### Potential Market of Seadoo Safari Jakarta & Baywalk

Seadoo Safari provides various personal watercraft (jet ski) activity packages. Tourists can use personal watercraft to personally surround the sea or lake. Seadoo Safari can be done in several areas, namely Jakarta, Surabaya, Semarang, Bali, Belitung, Makassar, Batam, and Balikpapan. The Jakarta area already has a 'Seadoo Safari Jakarta' in 2019, located in the Ancol Area. In early 2023, to reach a wider market, Seadoo is developing the 'Seadoo Safari Baywalk' in Pluit.

Based on interviews conducted by the authors with Seadoo managers, it is known that Seadoo Safari Jakarta targets markets that are enthusiastic about water sports, especially members who own jet skis. Seadoo Safari Baywalk targets markets that just want to try and capture their moments while jet skiing. The products offered are also tailored to these market segments. Seadoo Safari Jakarta generally provides packages for consumers and tourists who like to adventure by jet ski to various islands. Seadoo Safari Baywalk generally provides packages for consumers and tourists who are curious to feel the sensation of playing jet ski and prefer to take photos while playing jet ski.

The majority of Seadoo Safari's potential consumers are millennials and generation Z, who are active on Instagram and TikTok. Forms of online content that are considered interesting and in demand are information content, ads, and testimonials on the Instagram and TikTok platforms. The form of marketing program most desired by consumers is a discount when purchasing a water sports service package; other options are vouchers and bonus packages. Based on the analysis conducted on Seadoo Safari Jakarta and Baywalk, here is a mapping of Seadoo Safari's potential market segmentation, which can be classified into the following personas:

Table 1. Target market persona and segmentation: Seadoo Safari Jakarta and Baywalk

Seadoo Safari Jakarta	Seadoo Safari Baywalk	
Trippler	Admirer	Newbie
The potential target persona of the "tripper" on Seadoo Safari is tourists or visitors who like adventure, know Seadoo Safari, and have played Seadoo Safari.	The potential target persona of "admirer" on Seadoo Safari is a target audience that has an interest in and admiration for water sports, knows Seadoo Safari, and has never played Seadoo Safari	The potential target persona of "newbie" on Seadoo Safari is a target audience that does not know Seadoo Safari and has never played Seadoo Safari.
The purpose of the promotion for potential target "trippers" is to retain consumers and tourists who have already played Seadoo Safari.	The purpose of the promotion for these potential "admirers" is to get them interested in trying to play Seadoo Safari.	The purpose of promotion to potential "newbie" targets is to introduce Seadoo Safari and make them want to try it right away.

Source: authors' interview with Seadoo Safari Jakarta and Baywalk

#### Existing Marketing Strategy of Seadoo Safari Jakarta & Baywalk

Based on interviews with Seadoo Safari Jakarta managers, it is known that most consumers know Seadoo Safari from social media and from word of mouth from relatives or family. The main motivation for consumers to play jet ski is driven by curiosity to try, followed by interests and hobbies in sports. Seadoo Safari's marketing strategy combines traditional marketing and digital marketing. In traditional marketing, Seadoo utilizes print media (brochures, flyers, and banners) and also offline media installed around the mall, especially for Seadoo Safari Baywalk located at Mall Pluit. Seadoo Safari utilizes Instagram, social media, and its official website for digital marketing and collaborates with influencers. Word of mouth is also proven to be done by Seadoo members to relatives. Then, marketing programs include vouchers, special event promotions, discounts, group packages, and a Seadoo competition.

In this study, the authors discussed and analyzed Seadoo's digital-based marketing strategies and programs, especially the digital content marketing that has been carried out by Seadoo Safari Jakarta and Baywalk. Digital marketing activities carried out by Seadoo Safari Jakarta and Baywalk are through Instagram, TikTok, and website platforms. In addition to content management, Seadoo Safari conducts advertising promotions (Ads) through Instagram and TikTok, especially during holiday seasons or when there is a decrease in safari package purchases. Collaboration with influencers is also part of Seadoo's strategy: inviting influencers to play jet ski to have a fairly high engagement on Seadoo Safari social media. The main characteristics of Seadoo Safari influencers are millennials, generation Z, and sports tourism enthusiasts. Qualified influencers who become Seadoo partners are influencers with a minimum of 300,000 followers. However, Seadoo also collaborates with micro influencers while still adjusting existing safari packages according to the target market. Trips made by influencers are then turned into content that aims to promote Seadoo Safari to their followers.

Seadoo Safari Jakarta and Baywalk divided the social media content plan into three categories: custom content, general content, and influencers. General content aimed at trippers, admirers, and newbie segments includes thematic content discussing package information, how to order, the jet ski playing process, jet ski tutorial, jet ski date, rules dos and don'ts, and healing at sea. While targeted content has been classified based on persona segments (1) Newbie, (2) Admirer, and (3) Tripper, The content plan designed for the newbie persona segment includes information about what Seadoo Safari is, packages provided, minimal budget tours, and anti-traffic tours. This content is designed based on the characteristics of newbies who have not known Seadoo Safari and have never played jet ski. Then the content plan designed for the persona admirer segment is thematic content that discusses the excitement of playing jet ski, the safety of playing jet ski, suitable package choices, and games. The admirer segment type is made up of those who know but have never jet skied with Seadoo Safari. Then, the tripper persona segment is for those who already know and have played Seadoo Safari. The content plan for the tripper segment includes product advantages and disadvantages, consumer loyalty programs, and content that can increase trust in Seadoo products and services. The form of content for the tripper segment includes reward points and special discounts.

**Digital Content Marketing and the Tourism Sector**

Digital marketing helps companies communicate their products and services by providing competitive tourism offers that meet consumer expectations (Gautam & Sharma, 2017). Digital marketing activities are processes facilitated by digital technology to create, communicate, and provide value (Parasuraman, 2000). Digital marketing also allows marketers to conduct marketing tailored to consumer preferences and abilities (Law et al., 2004). Digital marketing has created new opportunities and challenges for all organizations involved in the tourism system (Chiappa, G. del.2013).

An important concept in digital marketing activities is digital content marketing (DCM). DCM is very important in building communication with the audience, increasing audience knowledge, and strengthening the relationship between the company or marketer and consumers. Therefore, effective messaging is vital in communicating the value of the products and services offered by the company. The use of DCM is very important in providing information about the description of a tourist destination. It is an important aspect of the success of tourism management and destination marketing (Molina et al., 2010). Several previous studies discussed how to increase visits to a tourist destination and the availability of DCM-based information (Bu et al., 2020; Hollebeek & Macky, 2019).

DCM plays an important role in the tourism industry because content is the determining factor for any destination. The content in question can be text-based, audio-based, or visual. According to Gurjar, Pratima, et al. (2019), content can be classified into User-Generated Content and Organization-Generated Content. Then, Lopes et al. (2022) classify content into User-Generated Content (UGC) and Firm-Generated Content (FGC). User-Generated Content (UGC) refers to a form of communication generated by and between consumers on social media. UGC is increasingly important, considering that consumers are involved in creating information and making such content more credible, thus helping organizations and brands strengthen relationships with consumers (Huotari et al., 2015; Wong et al., 2015).

While organization-generated content proposed by Gurjar, et al. (2019) has the same meaning as Firm-Generated Content (FGC), a form of social media communication published by companies or brands to consumers who are followers or fans of their social media channels. This is a company or brand marketing strategy to create brand awareness, brand recall, or brand image on social media platforms. In addition to these two types of content, Influencer-Generated Content (IGC) has also developed. Research conducted by Zhang & Choi (2022) explained that IGC refers to content created by social media influencers, who are individuals with a large following on social media platforms. Influencers are proven to have a significant impact on the attitudes and decision-making of other social media users.

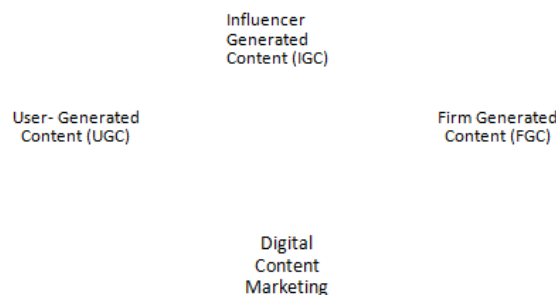


Fig 1. Content types in DCM

Source: Gurjar et al. (2019); Huotari et al.(2015); Wong et al.(2015); Lopes et al. (2022); Zhang & Choi(2022)

Overall, each type of content has its own strengths and can be used in different ways to achieve marketing goals. UGC can be a powerful tool for building consumer trust and engagement with brands. FGC can be used to promote products and services and interact with consumers. IGC can be used to promote products and services through the influence of social media influencers.

**Table 1.** Difference between UGC, FGC, and IGC.

User Generated Content(UGC)	Firm Generated Content(FGC)	Influencer Generated Content (IGC)
Made by users or customers, not by companies, brands, or influencers	Made by the company or brand	Created by social media influencers
Forms of content can include reviews, social media posts, blog comments, and more.	The form of content can be in the form of social media posts, blog articles, videos, and others.	The form of content can be sponsored posts, product reviews, etc.
UGC can be a powerful tool for building brand trust and engagement.	It can be used to promote products and services, build brand awareness, and interact with customers.	It can be a powerful tool for promoting products and services because influencers can influence the attitudes and decision-making of social media users.

Source: Ibrahim. et al. (2022); Al-Abdallah et al. (2022); Zhang & Choi(2022).

According to Dilday, S. (2023), UGC, or content that comes from users, has the advantage of being entirely organic and produced by users (not companies or brands). User content (UGC) is unpredictable, which makes UGC posts so valuable regarding quality and the message delivered by users. Stories from consumers about their personal experiences using products or services from a brand are a strong example of UGC. Nowadays, short video formats like TikTok and Reels on Instagram are the source of most UGC.

FGC, as content produced by companies or brands, can be controlled in terms of format, message delivery, and frequency of publication. Companies can still produce FGC content consistently to announce information related to product knowledge, events and promotions, and other offers to consumers. Even behind-the-scenes videos that show the lives of employees of companies or brands are now a type of FGC-based video content that is increasingly in demand. Dilday, S (2023) explained that UGC is still superior to FGC due to authenticity and the fact that most consumers trust recommendations from the user experience. Meanwhile, IGC bridges the gap between UGC and FGC because it can balance authenticity and control.

#### 4. Conclusion

The tourism sector is a service-based industry that prioritizes tourism experiences. Information becomes the "lifeblood of the tourism industry". That is why it is so important to optimize information effectively using digital technologies. Digital content marketing (DCM) is recognized as having an important role in tourism marketing. Especially in the midst of an abundance of information on digital platforms, marketers in the tourism sector must be increasingly sensitive when designing and creating content that is able to build trust and loyalty with consumers.

For this reason, it is very important to recognize potential consumers and consumer personas. So that companies can design relevant content that suits the needs of their target audience. Next, the company must choose the general theme of its content, the format to be presented, and compile a content calendar. Content can be published in various forms, such as articles (on blogs and websites), entertainment videos on YouTube, Instagram, TikTok, or other social media, newsletters distributed via email, and so on. FGC content creation (produced by the company or brand) must be done by someone in the company who has deep knowledge about the company and who 'feels the soul of the company'.

Based on the authors' analysis, Seadoo Safari Jakarta & Baywalk has mapped potential consumer personas, which can be a reference for designing Seadoo's digital content marketing strategy. Content mapping in its DCM strategy has also been carried out by Seadoo by classifying content based on consumer personas, namely: general content, targeted content, and influencer content. The authors conclude that the content design prepared by Seadoo Safari is based on FGC and IGC. So Seadoo can still develop its DCM content strategy into the realm of UGC (User- Generated Content), namely by strengthening Seadoo's promotional activities and brand activation, thus encouraging consumers to voluntarily provide reviews and testimonials as well as their travel experiences on digital platforms. Moreover, millennials and Gen Z tend to trust personal recommendations. They base their travel decisions on blog posts, images, videos, reviews, ratings, testimonials, and stories from

influencers. Based on research conducted by Deloitte (2023) on digital media trends, it is stated that nearly 70% of Gen Zs and millennials say they always end up spending more time watching UGC on social media than planned.

Consumers, especially millennials and digital-savvy generation Z, are very much influenced by audience experiences on social media related to travel experiences, whether it is through writing, visual, or audio-based platforms (blogs, websites, and social media). Through digital platforms, consumers have become co-creators of content. So that content is no longer a one-way flow from the firm or organization (firm-generated content), but also multi-way content creation from users (user-generated content) and influencers (influencer-generated content). Consumers are co-creators and co-marketers, as they can promote brands by posting and reviewing them on digital media.

For this reason, digital content marketing is very important for tourism marketing, including water sports, which are part of adventure tourism. This research is expected to be a recommendation for marketers in the tourism sector to optimize digital-based content marketing further. In addition, on the academic and research side, it is hoped that this research can contribute to the area of water sports and adventure tourism in relation to digital content marketing strategies. Since research on this topic is still limited, further research is still needed to develop tourism marketing strategies.

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