

## Digital Promotional Content Training to Increase Tourist Attraction

Fajar Adhi Kurniawan<sup>1</sup>, Muh. Luthfi Hakim<sup>2</sup>, M. Sofyan Alnashr<sup>3</sup>

<sup>1</sup>Fakultas Dakwah dan Pengembangan Masyarakat, Institut Pesantren Mathali'ul Falah, Pati – Indonesia, <sup>2</sup>Fakultas Syariah dan Ekonomi Islam, Institut Pesantren Mathali'ul Falah, Pati – Indonesia, <sup>3</sup>Fakultas Tarbiyah, Institut Pesantren Mathali'ul Falah, Pati – Indonesia

[fajaradhi@ipmafa.ac.id](mailto:fajaradhi@ipmafa.ac.id), [hakim@ipmafa.ac.id](mailto:hakim@ipmafa.ac.id), [sofyan@ipmafa.ac.id](mailto:sofyan@ipmafa.ac.id)

### Abstract:

*Digital content is a promotional medium that is growing and in demand at present, including promoting tourist destinations. Ease of access and a broader reach is why a digital promotion was chosen. However, there are still many tourist attraction managers who do not have enough literacy and ability to create digital promotional content. This community service uses the PLA (Participatory Learning and Action) method. The implementation of this activity involves several stages: assessment, planning, lobbying, organizing stakeholders, and the implementation and evaluation of CIPP. After completing the training program with this method, participants and managers of tourists have gained literacy about the importance of digital promotion. They have good skills in digital promotion, know how to promote tourist attractions through digital media, and can create interesting digital promotional content so that it can be an attraction for tourists.*

**Keywords:** *Training; digital promotional content; tourist attraction*

### Introduction

In the last three decades, the development of the tourism sector in Indonesia has become the main focus. The tourism sector is developing into a highly profitable industry and has high prospects and potential. Not only does serve as a vacation and entertainment medium but the tourism sector is also related to the development of economic aspects (Mariyono, 2017) Tourism evolved into a catalyst in development in Indonesia because of the contribution made to the

economy in an area of Indonesia. Tourist visits to certain tourist destinations can provide economic benefits, welfare for local residents, and contribute foreign exchange to the country (Febriana & Pangestuti, 2018)

These economic opportunities impact increasing promotional activities by tourism managers on a national and global scale. Tourism sector managers introduce tourism in various ways, ranging from conventional (old) methods to modern, contemporary, and digital methods. This process in economic parlance is known as promotion. Promotional activities are part of marketing activities that provide information, convince potential consumers, or stick to a certain product or service. Through promotional activities, it is hoped that it will be able to encourage loyal consumers to a product, in this case, a product in the form of a portfolio of tourist destinations. In addition to these goals, promotions are also carried out to find new opportunities to achieve tourist visit targets (Tatang, 2019).

The promotion will affect how fast the development of tourist destinations in a particular village and area is. In another definition, promotion is defined as an activity to direct a person or organization to actions that create exchange and marketing (Ri'aeni, 2015). Even on the smallest scale, village tourist destinations cannot be separated from promotional activities. Promotion is very important for tourist villages that are pioneering tourist destinations. Promotion can start from the village's internals that vigorously promotes and word of mouth. One of the aspects that are part of the promotion is information about the tourist destinations being promoted. If the tourist village has been well promoted, it is followed by improvements in other aspects such as public facilities, increased access, and others (Morgana et al., 2019).

Several methods and media can be used to carry out promotional activities for tourist destinations. One that is widely used today is through social media platforms. Among the functions of social media, today is promotional activities for tourist destinations through promotional videos. Social media is used as a means of disseminating

information on new tourist destinations to attract tourists' interest in a tourist attraction through video shows with attractive and more informative visual displays. Easy use and minimal or even free costs, with an emphasis on visuals and images are the main reasons for choosing social media as a promotional medium. This marketing strategy, of course, is related to marketing communications (Andhika, 2019). According to Kotler & Keller “Marketing communication is a means by which companies seek to inform, persuade, and remind consumers directly or indirectly about the product or brand being sold” (Kotler & Keller, 2009).

The fast growth of information technology in Indonesia is partly influenced by the increase in internet users who continue to increase. In 2020, the percentage of people over the age of 5 who had accessed the internet was 53.73 percent. This figure increased to 62.10 percent in 2021 (BPS, 2021). The increase in internet users occurred both in urban and rural areas. In urban areas, the percentage of internet users in 2020 amounted to 64.25 percent and in 2021 it increased to 71.81 percent, while in rural areas internet users increased to 49.30 percent in 2021 from the previous year which was only around 40.32 percent. Based on the results of a survey of internet penetration and behaviour of the Indonesian population by the Indonesian Internet Service Providers Association (APJII), in the 2021-2022 period internet users in Indonesia increased to 210.026 million people or around 77.02 percent of the total Indonesian population of 272.682 million people (APJII, 2022).

The high number of internet users is an opportunity for the business sector, service sector, tourism sector, and other sectors to promote order to introduce products, services, and tourist destinations that are being managed. However, this opportunity is still minimally realized by the public, so the opportunity to bring in potential enthusiasts is simply wasted.

The increasing level of social media users in Indonesia is also an opportunity. This is a big potential and opportunity to be used by marketers as a marketing communication tool. Social Media allows

sharing of information between users to be more accessible. Social media users can access anywhere and anytime because in addition to being accessed through a computer, it can be accessed by mobile/smartphone. That is what provides opportunities for marketers to run marketing communications anytime and anywhere (Rohma et al., 2020).

Promotional activities must be carried out simultaneously through various media that are considered effective in reaching the market, both print media and electronic. With the development of information communication technology and the increasing number of internet users, promotion through social media is considered more effective because it has a wide reach for potential consumers (Chawla & Chodak, 2021). Social media is a web technology-based platform that turns communication into an interactive dialogue where users can easily participate, share, and create content (content creators) including blogs, social networks, or other virtual forums (Tatang, 2019)

The advantage of using communication media appropriately can create an image of a product that is promoted to be more attractive. However, marketing communication does not stand alone, in practice, it also requires a medium of communication in the process of promotion of a particular product. Communication media are all means used to produce, reproduce, distribute or disseminate and convey information. Communication technology is most interested in conveying or sending information and news because communication technology is increasingly developing. There are several functions of high-tech communication media, namely; efficiency of information dissemination, with the existence of communication media, especially hi-tech, we can make information or messages more strongly memorable to the audience (Andhika, 2019).

This is a fact that information about the product is one of the main factors that influence potential consumers in decision-making. The information obtained by consumers will affect consumers' perception of certain products and services. Some knowledge may be

gained by interpreting the information found in the environment during the decision-making process (Supranto. & Nandan, 2011) The use of promotional videos on social media is an important strategy to keep tourism existing and get a lot of visitors. Promotional video content has the advantage of showing the characteristics of an area such as natural beauty, culture, and social values in the area.

The opportunity to use digital promotion that is minimally known by tourism managers and the people of Ujung watu Village-Jepara is the main focus that needs to be captured and maximized properly. As a stage, it can be started by providing training on creating digital-based promotional content, more specifically through social media. The purpose of this training is to open insights and literacy about the importance of using promotional videos and social media networks as the main tool (media) in the dissemination of tourism promotion in the Ujungwatu Village area, Jepara Regency.

After the COVID-19 pandemic, many research and community service were discussed digital promotion, digital marketing, and related themes. Previous research mostly focused on how digital promotion is carried out or only focused on the sales impact of digital marketing activities (Dolega et al., 2021; Dwivedi et al., 2021). In comparison, this paper not only talks about the effects of sales alone but is more focused on how the process and creation of digital promotional content that is attractive and able to increase competitiveness, in this case, is the attraction of tourists.

Among the community service that has been done is the one written by Mansir & Purnomo. The community service entitled "Community Empowerment through Digital Marketing and Social Media as Promotional Media for the Covid-19 Pandemic Era at UMKM Panggungharjo, Sewon, Bantul" shows that the use of Social Media and Digital Marketing can enable consumers to obtain all information about products and make product purchases via the internet, as well as allowing sellers to monitor and meet the needs of potential buyers

without time constraints, however, limited skills in implementing digital marketing still constrain by UMKM (Mansir & Purnomo, 2021).

The community service with the same theme, "Promotion of Tourism and UMKM Products in Tawangmangu District Based on Digital Video" written by Utami et al., was also limited to discussing how to increase public interest in tourist destinations through Digital video promotion, not specifically conducting content creation training (Utami et al., 2022).

## Method

This community service is using the PLA (Participatory Learning and Action) method which is a 'main' of participatory methods, including RRA (Rapid Rural Appraisal), PRA (Participatory *Rapid Appraisal*), PAR (Participatory Action Research) and PALM (*Participatory Learning Method*). PLA is a new form of community empowerment method formerly known as *learning by doing*. Briefly, PLA is a method of community empowerment consisting of a learning process (through lectures, opinions, discussions, etc.) on a topic such as seedbeds, land processing, plant pest protection, and so on (Darmawan & Rosmilawati, 2020). The implementation of this activity is carried out by going through several stages: The first stage: Assessment and planning. The second stage is Lobbying and Organizing Stakeholders. Third stage: Implementation. The fourth stage: is CIPP Evaluation.

Some indicators are also used to measure the extent of training participation and focus on the process of this activity. Among them is the existence of a growing community capacity to organize actions; there is an increase in public knowledge; there is a desire for the community to be involved in decision-making, and an increase in the ability of training participants to turn decisions into applicative steps (Putri et al., 2022)

## **Results and Discussion**

### **First stage: Assessment and Planning**

The first stage of this community service includes three main activities: a). Surveying the location of tourist destinations in Ujungwatu village-Jepara to find out the problems and needs that can be developed by tourism managers in the area. b). Making an activity plan that includes determining the concept of activities, the timing of implementation, the place of activity, and the preparation of activity materials. c). Managing the administration of activities in the form of correspondence, permits, banners for training activities, and training certificates.

This stage needs to be completed to ensure that this training activity runs well by the initial goal, namely to optimize promotion in this tourism sector. So that there is active community involvement. The community does not only stop at building tourist destinations, but also must have a role in marketing. Marketing skills in the present time are certainly not enough just to stick to conventional marketing which tends to be passive and waiting. They must be able to access and optimize the use of public spaces in the digital realm, especially in the use of social media, such as Facebook, YouTube, Instagram and Tiktok.

The observation results indicate that it is necessary to plan training for making promotional video content based on the results of mapping problems found at tourist sites, as well as based on the results of interviews with Karang Taruna (Youth organization) and the youth of Ujungwatu Village. Planning includes determining the sequence of activities starting from the event, determining the promotional tools used, selecting resource persons and determining the date for implementing training which includes theory and direct practice in the tourist area.

**Table 1.**

*Service implementation stage*

	<b>Training Stages</b>	<b>Implementation</b>
1	Assessment and Planning: - Surveying of tourist site - Planning - Administration of activities	July 18, 2022 - July 24, 2022
2	Lobbying and organizing	Aug 18, 2022
3	Training	Aug 25 and 26, 2022
4	Evaluation	Aug 31, 2022

Planning of digital promotional content training to increase tourist attraction in Jepara has been done by IPMAFA Community Service Program (KKN) students. Starting by conducting a site survey and meeting several related parties such as tourist managers, Karang Taruna (Youth organization) and the Ujungwatu Village government to find out the conditions and problems that are being faced. In its implementation, the village and KKN students continue to communicate in making the right program to support and help the tourism potential in Ujungwatu Village to be known more widely. After conducting the survey, students and related parties held an FGD (Forum Group Discussion) which was held on July 24, 2022, and a Mini-Workshop on August 3, 2022. From the results of these two activities, digital promotional content training to increase tourist attraction in Jepara should be implemented by considering the findings of problems during the survey and the communications with ujungwatu village managers and governments.

### **Second Stage: Lobbying and Organizing**

The activities of Lobbying and organizing stakeholders include the process of establishing cooperation with various parties. The first party that becomes a partner is the Ujungwatu Village government as the party that facilitates the coordination place, then the second party is



Karang Taruna and local youth organizations who will later become participants in the training. The implementation of this activity was carried out at the Community Service Program (KKN) Post in Ujungwatu Village on Thursday and Friday, August 25 and 26, 2022. by involving all of the above parties.

This stage is carried out to facilitate the course of training. Establishing cooperation with local stakeholders is intended to obtain permits and support so that legally-formal training activities for creating promotional content through digital media (social media) have validity and also facilitate coordination and cooperation.

After completing the lobbying process, the next stage is organizing activities. This stage includes determining the structure of the implementing committee, determining the tasks to be done, grouping tasks and how the flow of activities is carried out to technical reporting after this activity is completed.

### **Third Stage: Implementation**

Digital promotional content creation training is a service activity that is integrated with the Community Service Program (KKN) Institute for Research and Community Service (LPPM) of the Institut Pesantren Mathali'ul Falah (IPMAFA) in Ujungwatu Village-Jepara. This training is expected to be a provision for young people in creating interesting, creative promotional content, and as a place to promote tourism in Ujungwatu Village-Jepara, namely "Tritip Cave" tourism and "Mandalika Island". The promotion aims to make tourism in Ujungwatu Village widely known by people throughout Indonesia and even other countries.

In the case of tourism, information about a destination or an event will affect the high interest in visiting tourist destinations. Communication in the marketing of tourism products can usually be done face-to-face, through interpersonal communication and the media, as is done through social media. Usually, tourism communication through social media directed at the purpose of tourism promotion is to persuade tourists (Tatang, 2019)

Students as “agents of change” must be sensitive to the problems that occur around them, in this context is the scope of marketing whose focus is on the use of social media as a promotional tool. The solutions obtained from this community service activity are (1) understanding to the people of Ujungwatu Village-Jepara, especially Karang Taruna and other village youths about how to carry out marketing communication activities (2) training on the use and production of social media promotional video content via YouTube, Instagram, Facebook and Tiktok, as one of the means of promotion.

Many social media users are a potential market that can be utilized. In addition, the cheapest and easiest information and promotion to introduce, promote and market a product is through social media. At present, many travellers decide to visit tourist destinations after scrolling through photos on Instagram (Pradiatiningtyas, 2016).

The fact of increasing the number of social media users has a significant impact on sales competition, especially in disseminating product and service information to potential customers. The growth of increasingly open information flows, allows everyone or parties to freely access information about tourist destinations in Indonesia and even the world. The information comes from various forms of promotion. Starting from promotional content, reviews, or visual experience sharing through videos or photo images uploaded on various online platforms (Mulyana et al., 2020)

The training activity, which was held for two days on August 25 and 26, 2022, was filled by resource person Fajar Adhi Kurniawan who is a lecturer from the IPMAFA Pati University. This activity was attended by representatives from the IPNU-IPPNU (Student organization of Nahdlatul Ulama), Karang Taruna (Youth organization), as well as Islamic Junior high school (Madrasah Tsanawiyah) and Islamic Senior high school (Madrasah Aliyah) students from Ujungwatu Village.

**Figure 1.**

*Presentation of the theory of creating promotional video content*



As researchers have cited from Pribadi in “Film and Video Production Theory, TV Scriptwriting Material/Instructional video (2003)” explains that the stages in making videos include: First: Pre-Production. At this stage, the planning and preparation stages as well as production needs, objectives and participants are carried out, consisting of the preparation of engineering and non-technical facilities and production techniques, operational mechanisms and creative design. Second: Production, in this stage what is done is by shooting or shooting at tourist sites. Third: Post-Production. The post-production stages are the activities of the image editing process and also the final selection of the production process(Pribadi, 2003).

The training material for digital promotional content is divided into three sessions, each session of which discusses theories, tips and tricks for making promotional videos, consisting of:

*Pre-Production*; understand the social media character of YouTube, Facebook, Instagram and Tiktok. While discussing this material, the Trainer focused on the importance of understanding the characteristics of social media, how to use and how to optimize the function of social

media in helping the development of tourism promotion in Ujungwatu Village, Jepara Regency. Starting from the preparation of ideas, writing scripts, the creative process of selecting “shotlists” or planning images, to preparing documents that will be brought when shooting is taken.

*Production;* tips and optimization of the production of promotional content on social media. In this stage, the trainer discussed the importance of producing interesting content, the right format to practice, selecting shots and designing the right, attractive and targeted image concepts by the intended segmentation to the training participants so that the public or prospective tourists are curious to come to Ujungwatu Village. At this stage, the trainer preparing the technical shooting will be brought during the shooting process at the tourist site which will be carried out on the second day of training.

*Post Production;* editing a promotional video After completing the production stage, the trainer discussed the video application, the process of cutting videos and connecting good images and also incorporating elements of audio elements such as backsound, sound effects, and also text. This process is carried out to attract and trigger the interest of the audience to come to the tour in Ujungwatu Village.

On the second day of the training, the trainer invited participants to take promotional video materials at tourist destinations. The trainer brings a shot list or shooting design that has been prepared on the first day of training. The shooting was carried out simultaneously and supervised by the organizing committee and the trainer who participated in the location. Filming was carried out throughout the tourist area of Tritip Cave. The shooting lasted for 3 hours with a reference shot list that had been prepared, starting from framing techniques, and image composition based on the rule of thirds, to blocking the model used in making promotional videos. The tool used in the shooting is the smartphone of each participant. The reason for using a Smartphone is the ease of operation and access that can be quickly reached by trainees. Of course, with the criteria that have been made such as a camera whose focus is still normal, there is a manual

feature so that the image quality can be controlled and the last thing is to be able to record with *High Definition* (HD) image quality.

**Figure 2.**

*Shooting at the tourist destination*



When the shooting is completed, the trainees return to the training site to practice video editing theory based on the material obtained on the first day of training. The editing process is carried out with the device or smartphone of each participant, using the “Kinemaster” application. Considerations of attractiveness and neatness are the main focus of this promotional video content editing training. Interesting and neat content is expected to make viewers interested in seeing the promotional video and the next can be an attraction for potential visitors to come and enjoy directly the tourism in Ujungwatu Village, Jepara Regency.

**Figure 2.**

*Editing of Promotional Video Content*



Cooperation with various internal and external organizations is the success key of this activity so that this training can run optimally and can be a form of solution in responding to existing problems. The more content circulated, the more people will know about the tourism potential in Ujungwatu Village. After the promotional video content creation training activity ends, the follow-up of this activity will be continued by Karang Taruna (Youth organization) and IPNU-IPPNU (Student organization of Nahdlatul Ulama) Ujungwatu Village. The sustainability and follow-up of this activity need to be carried out to maintain consistency in creating and uploading promotional video content so that potential visitors who come are increasing after seeing the promotional video.

**Fourth Stage: CIPP Evaluation**

Evaluation is a stage that aims to compare the results achieved with the benchmarks or criteria that have been set during the training. The evaluation is also intended to make conclusions and prepare

suggestions at each stage of the implementation of the digital promotional content creation training program in increasing tourist attraction in Ujungwatu Village-Jepara.

The evaluation stage is using the CIPP model. This evaluation model was created by Stufflebeam and Shinkfield (1984). The CIPP evaluation model includes evaluations in four sectors, namely: Context, Input, Process, and Product. This evaluation process is carried out through collaboration between evaluators and decision-makers (Widodo, 2018)

This community service evaluation model includes 1) context, namely the evaluation of this training in the form of participation from KKN students and several parties who work together in carrying out training activities for making promotional videos. 2) For input to make decisions and find solutions when there are problems, the implementing committee asks for input from IPMAFA KKN advisers and other parties. 3) Process, namely, the program's implementation in collaboration with various parties who can support the training program. 4) Products, namely the output of this training in the form of promotional videos uploaded on village social media and related social media to promote tourism in Jepara Regency, especially in Ujungwatu Village.

### **Conclusion and Suggestion**

Training in creating promotional video content is one of the efforts made to promote and introduce tourism in Ujungwatu Village, Jepara Regency, namely “Tritip Cave” and “Mandalika Island”. With the high awareness of the existing tourism potential, tourist destinations will be increasingly known and also have an impact on improving the economy of residents around tourist attractions in Ujungwatu Village, Jepara Regency. After the training series was completed, high awareness grew, good cooperation, and strong commitment between stakeholders, residents and youth, especially Karang Taruna, IPNU and IPPNU. In addition to facilitating the introduction or promotion of tourism by

making promotional videos, this training is also a forum for activities for managers, communities, and youth organizations. This community service is expected to stimulate awareness about the importance of promotion and knowing the magnitude of existing tourism potential either from economics or others.

After implementing this community service, suggestions include follow-up activities and continuous assistance to promote regional potential, especially in the field of tourism. The village government is expected to be more active in organizing similar activities to upgrade skills and knowledge about better promotional content. So that the wider community can enjoy the region's tourism potential, this community service is expected to be a reference in similar activities in tourism areas.

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*Fajar Adbi Kurniawan, Mub. Luthfi Hakim*