

Optimizing Sustainable Village Ecotourism Promotion: Leveraging AISAS Model through Video Branding as a Digital Marketing Strategy in Hijau Daun Ecotourism, Bawean Island

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Abstract

Sustainable tourism is one of the main focuses in regional development and nature conservation. Village tourism is a model of sustainable tourism that offers the potential to combine economic development with nature conservation. This also occurs on Bawean Island, which is one of the islands included in the administrative area of Gresik Regency, East Java Province which has abundant natural tourism potential, ranging from beaches, waterfalls, animal sanctuaries, forests to lakes. One of the natural tourism potentials that is superior on Bawean Island is the Hijau Daun mangrove ecotourism. However, the managing community of Hijau Daun Mangrove Ecotourism has not been able to utilize digital technology as an effective and efficient digital marketing strategy in promoting and identifying tourism potential by providing comprehensive and real information audio and visual so as to attract tourists to visit. It is hoped that the visits from tourists will boost the economy and welfare of the surrounding community. This research aims to optimize digital-based tourism marketing through video and form a communication media group as an extension for the sustainability of digital marketing. In this discussion, the use of digital marketing strategies is becoming increasingly important to effectively introduce and promote tourism destinations. Using the AISAS (Awareness, Interest, Search, Action, Share) model in video branding is the right option to promote the potential of Hijau Daun Mangrove Ecotourism. The method used is descriptive qualitative with a case study approach. As for data collection techniques using documentation, interviews and questionnaires. The research subjects were the community and managers of the Hijau Daun mangrove ecotourism area. It is hoped that this research can provide good practices for Hijau Daun mangrove ecotourism and can be applied to other potential Tourism Villages.

Keywords: Digital Marketing, Video Branding, Hijau Daun Mangrove Ecotourism

1. Introduction

Bawean Island is one of the islands located 130 kilometers to the north of Java Island with an area of approximately 200 square kilometers and has a population of around 107,000 [1]. Islands that are still included in the administrative area of East Java Province with abundant natural resource wealth, including; beaches, waterfalls, lakes, mountains, forests, nature reserves and wildlife reserves as well as various tourist and cultural arts objects. Various kinds of natural potential exist, until now one of which has developed well on Bawean Island is Hijau Daun Ecotourism, namely a Mangrove Forest located in Daun Laut hamlet, Daun Village, Sangkapura sub-district.

At the beginning of the existence of this mangrove forest was a paddy field of the Daun Laut hamlet community which directly met the beach, there was only a small part of the mangrove area on the land and it was often cut down by the community to be used as firewood. Until 1998, around 43 hectares of paddy fields of the Daun Laut community experienced abrasion which had a negative impact on the community, they were unable to use the land for planting. In addition, [2] Kusmana also explained that damage to mangrove ecosystems causes physical and biological damage to the coast, resulting in a decrease in the carrying capacity that threatens the sustainability of the coastal area system and the sustainability of coastal communities economically, socially and environmentally.

Over time, public awareness began to grow about the importance of caring for mangrove forests to prevent further abrasion. They are moved to carry out restoration of mangroves around the abrasive coast and also continue to provide education to the public about the importance of managing and caring for mangroves on the coast. As explained by [3] Granek, et. al, efforts to restore mangrove forests as fulfillment of ecological, economic and socio-cultural functions that can become a support for "life support systems" for the surrounding area. So in 2013 the Community Monitoring Group (Pokmaswas) "Hijau Daun" was formed by the head of Daun village, with Mr. Subhan as chairman.

From Pokmaswas awareness, the Hijau Daun Mangrove Forest continues to grow and increase in area to reach 60.9 hectares with 21 endemic mangrove species from the island of Bawean. This development has made the Hijau Daun mangrove forest the only ecotourism on Bawean Island which provides mangrove

conservation tourism experiences to the community and also various lines of educational institutions. Apart from providing protection against abrasion, Hijau Daun mangroves also have a big impact on the surrounding community in terms of increasing the economic standard of the residents of Daun village. Because apart from tourist visits, mangrove fruit and leaves can also be processed into food, such as coffee, syrup and chips. Local fishermen can also experience the benefits of the Hijau Daun mangroves which can also improve ecological ecosystems, they can cultivate shrimp, crabs and various types of fish around the Hijau Daun mangroves.

The huge potential generated by the Hijau Daun mangrove makes it a model village for other villages on the island of Bawean. Hijau Daun Mangrove is also a potential ecotourism object for Bawean Island to attract tourists from outside Bawean Island, because ecotourism objects are a form of *sustainable* tourism as a strategy in combining preservation, education, tourism, economy, and utilizing local wisdom [4].

However, in realizing sustainable tourism that exists and is creative in the Hijau Daun mangrove ecotourism, it has not been optimally implemented. Because until now promotional activities have only been carried out using conventional methods in the form of *word of mouth promotion*. From the results of field observations and interviews with several people outside the island of Bawean, a response was generated stating that they did not know and know about the existence of Hijau Daun mangrove ecotourism due to the lack of massive promotion through digital media in accordance with the development of the current digital era.

So in this study a strategy is offered to achieve sustainable ecotourism objects by carrying out massive marketing or promotion based on *digital branding* with a video *destination branding* by applying the AISAS marketing model (*attention, interest, search, action, and share*). This AISAS marketing model can be implemented quickly through the use of social media management as the main tool for promotion, using algorithms from social media which will greatly help accelerate promotional activities, given the increasing number of digital media users at this time.

Social Media is *online* media that supports social interaction, social media really helps expand human social interaction by building *branding* and closeness to consumers. To be able to build the sustainability of this promotion strategy by forming a communication media group that contains village creative youth to innovate creatively in managing their promotional media, so that a promotion strategy is obtained through social media as a *digital marketing* booth [5].

Method

This study uses a qualitative descriptive method with a case study approach. Qualitative descriptive to explain the implementation of the workshop on strengthening sustainable creative tourism on Bawean Island and describe the response of the community or stakeholders to the AISAS Mode video branding as a Hijau Daun mangrove digital marketing strategy. This research was carried out for 6 months, from February to July 2023 with the research subjects being the Hijau Daun mangrove Tourism Awareness Group and village representatives in the Sangkapura District with a total of 34 people. Data collection techniques were carried out through observation, interviews, questionnaires and documentation. While the data analysis techniques used are; (1) Data reduction, namely condensing data obtained through observation, interviews, and documentation to highlight research points, (2) Descriptive data, namely summarizing data in the form of brief descriptions or graphs, and (3) Drawing conclusions/verification, which involves drawing conclusions and verification based on data reduction and data description [6].

Results and Discussion

2.1 AISAS Mode Video Branding, Digital Marketing Strategy for Hijau Daun Mangrove Ecotourism

Utilization of digital marketing using a video *destination branding* strategy is an appropriate and efficient alternative to be used as a marketing medium in the tourism sector. Building a *brand promotion* associated with an AISAS marketing model (*attention, interest, search, action, and share*) can help accelerate promotional activities and can approach tourists effectively, by eroding the passive phase in the *desire-memory-action* process be *search-action-share*. This AISAS model can influence tourist decisions and create active processes carried out by tourists before and after the *action phase*. The description of the process of the AISAS model in the Hijau Daun mangrove ecotourism marketing strategy is as follows:

1. Attention

At the *attention* stage, a brand or tourism promotes to attract tourists by creating interesting and quality content and then spreading it on various social media. Interesting and quality content can be in the

form of photos and videos. The purpose of this content is not just to be seen or heard, but to serve as an initial window for tourists to glance at the content so that tourists will continue to follow it further and get more information.

In this phase, the main focus is to introduce tourism objects to tourists. Initial things that can be introduced include; promotion of tour packages, facilities and advantages of tourist attractions, excitement in traveling, as well as ease of accommodation and facilities. Using digital media will be able to accelerate marketing Hijau Daun mangrove ecotourism branding video was also made for:

a. Attract attention and increase knowledge of tourist attractions

Tourists will pay close attention to getting information about the Bawean Island Hijau Daun f Mangrove Ecotourism attraction through social media, such as on Instagram, TikTok and YouTube as well as the official website of the Gresik Regency Tourism Office. Apart from social media which is managed by Ecotourism Mangrove Hijau Daun or the local government, tourists will also continue to look for information on other media, by continuing to provide information in an informative and creative manner, it will provide knowledge to tourists and will further strengthen tourists' desire to travel and visit.



Figure 1. Landscape of Hijau Daun Mangrove Ecotourism (Source of personal documentation)

b. Collaboration with media actors

Providing knowledge to tourists to increase attention to tourist objects, Ecotourism Mangrove Hijau Daun can collaborate with the media or influencers to further maximize marketing and expand reach. Marketing through this collaboration can increase the attention of tourists, because it is very likely that in this way the potential tourists who will be reached will be wider and more numerous, and will also broaden understanding and knowledge of tourist objects.



Figure 2. Collaboration with media players from Kos Media Creative (Source of personal documentation)

2. Interest

The *interest* stage is the stage for building tourist trust and interest in tourist objects from the content that has been circulating. These contents become a communication tool to increase tourist interest in knowing and getting to know more about the Hijau Daun Mangrove Ecotourism attraction, so that it can generate great motivation and interest, this becomes an opportunity for a tourist attraction. By providing information, knowledge, and also this collaboration will build good *interest*, that *interest* is the process of building tourist confidence to visit soon.

a. Reasons for tourist attraction

Marketing through social media or other digital media uses the strategy of creating content, introducing knowledge of tourist attractions, and collaborating with media players which are attractive reasons for tourists because they present a good travel experience. Marketing packaging in an attractive, creative and informative way will certainly greatly increase the interest of tourists to visit. The photos and videos shown will greatly support marketing, which will make tourists think that this can't be missed.



Figure 3. Mangrove Monitoring Tower Facility (Source of personal documentation)



Figure 4. Jhukung boat facility (typical Bawean) to get around the mangrove river (Source of personal documentation)

3. Search

In this search stage tourists will carry out a *search* stage on various types of existing digital media, they will greatly utilize the internet to collect various kinds of information needed, so that they can receive appropriate information. At this stage tourists will search further and deeper about very interesting things related to the Hijau Daun Mangrove Ecotourism attraction so that tourists will decide to visit based on the information obtained. In this case the introduction and marketing with creative media will really help tourists get to know those who know about tourist objects, the use of video *promotion branding* media will have a big impact on tourists because they can feel things that are in tourist objects before they leave and feel it for themselves, this is what will help arouse the courage and desire of tourists to be able to experience it first hand.

a. Tourist attraction information search

Tourists will always look for information through digital media, such as on Instagram, TikTok, YouTube, and the local government's official website to meet their information needs and adjust their travel agenda. In general, tourists will seek information on interesting objects, sights, services, facilities, and access to transportation. Thus the management of tourism object marketing that is creative, innovative and informative can answer all tourist questions to make it easier for tourists, so that tourists will not hesitate to decide to take the tour.

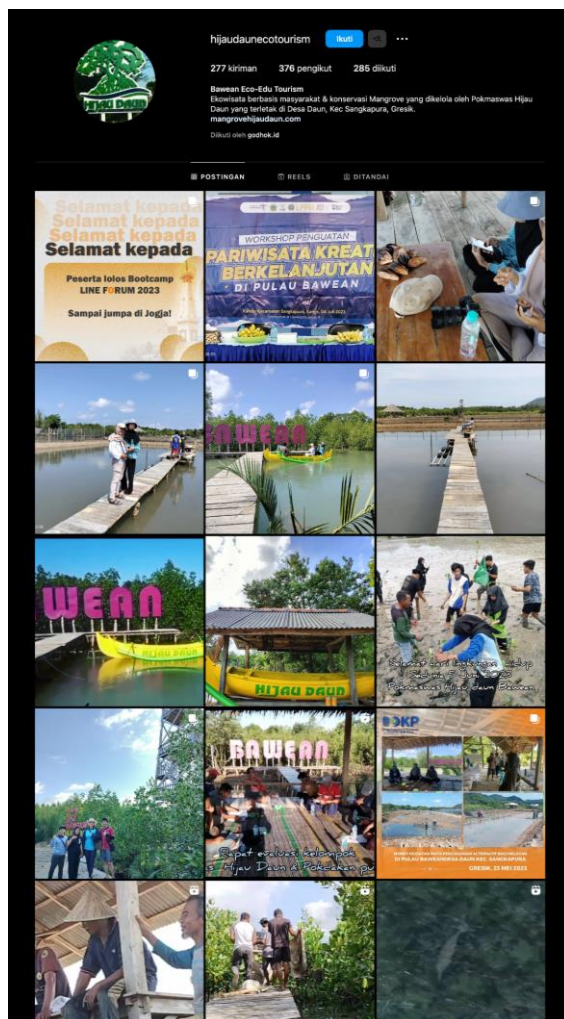


Figure 5. Hijau Daun Mangrove Instagram Social Media (Source of personal documentation)

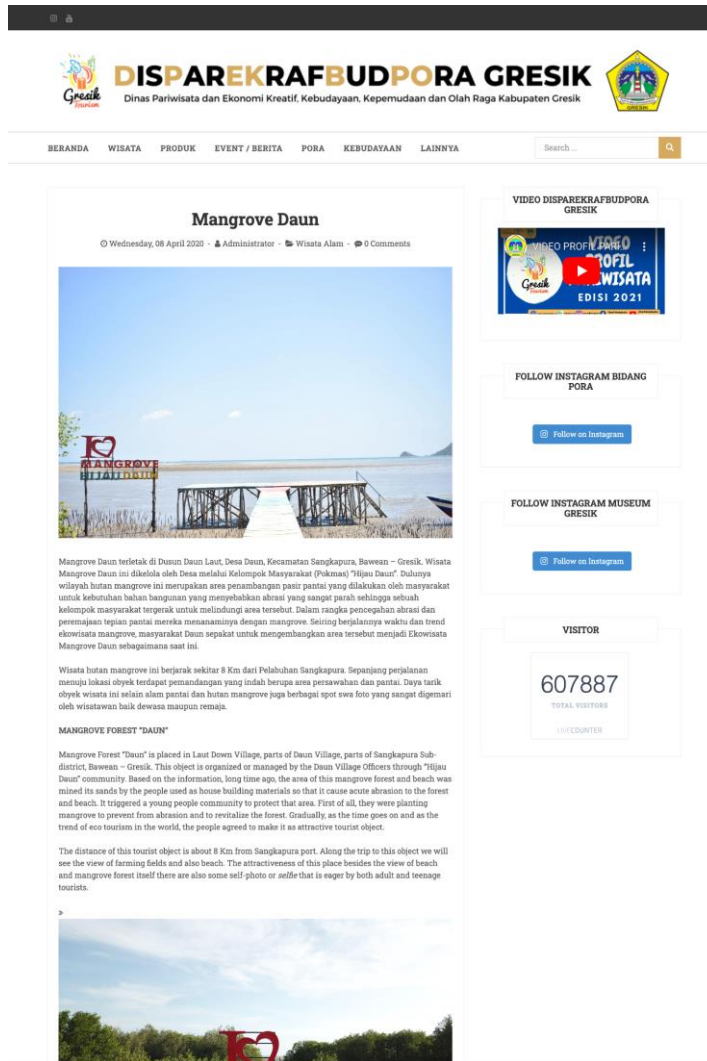


Figure 6. Source of information on the official website of the Gresik Tourism Office (Source of personal documentation)

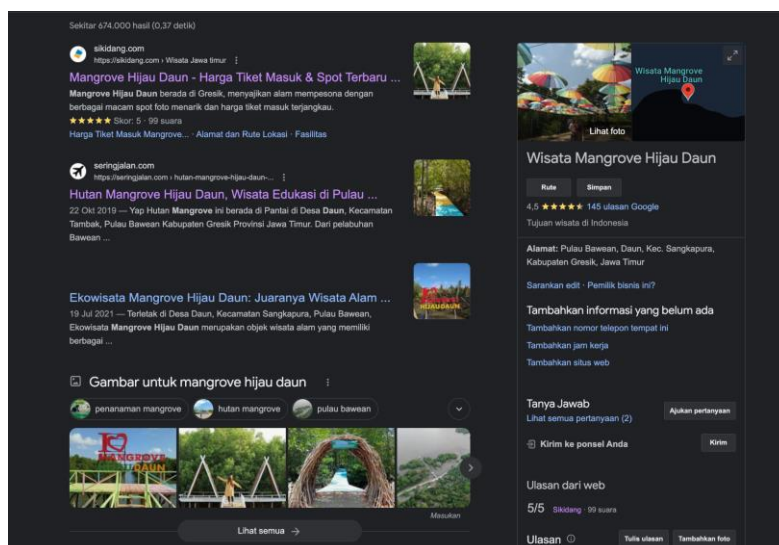


Figure 7. Hijau Daun Mangrove Ecotourism Search via Google (Source of personal documentation)

4. Action

Media marketing on digital media on various creative and innovative platforms by maximizing video *promotion branding* will culminate in *the actions of* tourists who visit and experience firsthand what they watch in media content. In this action the tourist will make a purchase or travel action, in this phase the tourist will prove all the information he has previously obtained by experiencing the service and quality of the tourist object, so that in this section there will also be interactions between tourists and tourism actors.

a. Actions related to tourist attractions

Tourists' decisions to visit are based on information from the media and video *branding promotion* on the Hijau Daun Mangrove Ecotourism attraction through consideration of the interest that arises from feelings when viewing content or videos. Tourists will carry out attractions and interactions with tourist objects from the results he is motivated by a marketing media that has been carried out. In Hijau Daun Mangrove Ecotourism, tourists can perform attractions and interactions with various types of mangrove trees, the facilities that have been provided, and so on.

5. Share

At this stage it becomes the last stage, namely tourists will be interested in making similar things by telling and sharing their experiences with people using a photo, video, or a story on their social media. Tourists will be happy to share stories of their travel experiences, in this case a further communication will be created with other people who are also starting to be interested in experiencing similar things, it is also likely that they will share their experiences and how they know this tourist attraction by sharing *promotional branding* videos that have been promoted before, so that this marketing connection and achievement will make a tourism destination, especially in the Hijau Daun Mangrove Ecotourism successful. The impact of implementing AISAS Mode in marketing communications for Hijau Daun Mangrove Ecotourism is especially in *the search, action and share* phase where tourists play an active role and are proud to do this.

2.2 Formation of Communication Media Group and its Functions

The workshop on strengthening sustainable creative tourism on Bawean Island was divided into 2 sessions. The first session was filled by Andreas Syah Pahlevi who explained about strengthening sustainable creative tourism, where the point of this discussion was to encourage Community Monitoring Groups (Pokmaswas) and the people in Sangkapura District to be able to advance tourism potential with creative and sustainable ideas. Because the tourism sector is one of the economic potentials that needs to be developed to improve people's welfare and regional development.

The concept of tourism includes empowerment efforts, tourism businesses, tourist objects and attractions as well as various activities and types of tourism businesses in improving relations with the community to improve the welfare of the people around the tourist objects. Tourism as part of economic development has the aim of expanding and equalizing business opportunities, employment and social welfare. Welfare in question is a state of security, peace, prosperity. So that the meaning of welfare is a person who in his life is free from poverty, stupidity, fear, worry, so that his life is safe and peaceful both physically and mentally [7]. Tourism is the key to success in terms of increasing regional revenues, tourism plays a role in increasing a country's economy, both as a source of foreign exchange earnings and job creation. The tourism sector will assist the process of regional development and development as a source of regional income.

The development and construction of the tourism sector must pay attention to the ability to encourage and enhance economic, social and cultural life, values in society, aspects of cultural sustainability and environmental quality as well as the sustainability of the tourism business itself. Therefore, in the second session of the workshop, Durratun Nashihah delivered material on strengthening creative tourism stakeholders. Because the tourism sector is a sector that focuses on services and services, the aspect of Human Resources (HR) or stakeholders is the key in creating tourism that is creative and satisfies the service users.

In this case stakeholders are expected to be able to carry out their roles properly and in accordance with the times and technology so that managed tourism can continue to exist, so that people's welfare which is the main vision can be obtained. Given the rapid development of technology, one of the things that has the potential to be done is to promote tourism through social media which must be carried out by Community Monitoring Groups (Pokmaswas) or the community that manages tourism. So after the implementation of this workshop a communication media group was formed which has the main task of producing content in the form of photos and videos for tourism promotion so that it is known by the wider community.

The formation of a communication media group originating from the Community Monitoring Group (Pokmaswas) managing tourism is very important, because according to Ekanayake and Aubrey, promoting tourism potential is a powerful strategy in boosting the regional economy [8]. Through digital media managed by communication media groups, it makes it easier for people to interact intensely even though they are far away, increase reach and visibility, create relevant content according to public enthusiasm, collaborate with potential customers or tourists and be able to measure and analyze visits with better. By forming an effective communication media group, it will help the marketing and sustainability of the tourism sector as a whole.

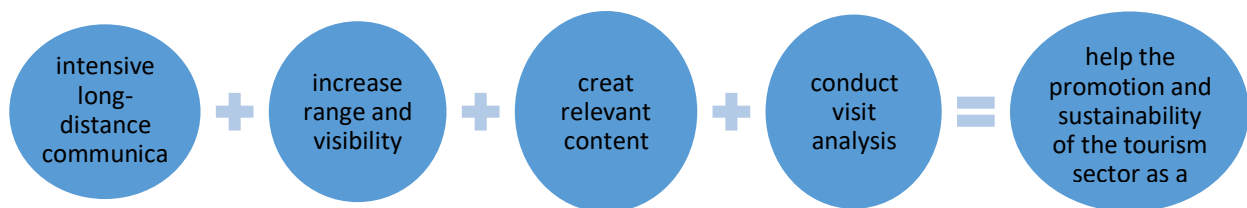


Figure 8. Communication Media Group Functions

Conclusions and recommendations

The existence of the Aisas Mode video branding as a digital marketing strategy and the formation of social media groups from the community who are members of Pokmaswas are efforts to realize Hijau Daun mangrove ecotourism that is sustainable and able to have a positive impact on society in the form of increasing welfare. Communities must be able to adapt to technology to accelerate promotional activities and introduce the potential of Hijau Daun mangroves to a wider audience. This research can be a model for other ecotourism and more perfect in its implementation.

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