

DIGITAL MARKETING STRATEGY TO PROMOTE KADENA GLAMPING DIVE RESORT MUNA ISLAND IN KAMAMA MEKAR VILLAGE, CENTRAL BUTON

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Abstract

This study aims to determine the application of digital marketing strategies by Kadena Glamping Dive Resort Muna Island in promoting its business. The research method used is qualitative with the main data collection technique in the form of interviews. The results showed that Kadena Glamping Dive Resort implemented two main strategies in promoting its business. First, through direct interaction with the Kamama Mekar Village community, the resort introduces its existence and encourages the community to produce handicrafts and local specialties offered to visitors. Secondly, Kadena Glamping Dive Resort utilizes social media platforms, particularly Instagram and Facebook, to promote the resort digitally. The resort consistently uploads engaging visual content showcasing the resort's facilities and natural beauty, and utilizes analytics features to track user reach and engagement. Interviews with the resort manager revealed that this strategy has been quite successful in attracting local and international tourists. With consistent use of social media and active engagement with the audience, Kadena Glamping Dive Resort has successfully increased its visibility and appeal among potential visitors.

Keywords: Digital Marketing Strategy, Social Media, Promotion, Tourism, Kadena Glamping Dive Resort.

INTRODUCTION

The growth of tourism areas in Indonesia is growing very rapidly, as evidenced by the many tourist attractions that have sprung up in each region, thus attracting many local and international tourists to be able to visit an area to enjoy these tourist attractions and business affairs. So that hotel accommodation services are needed. Hotel is also one of the accommodation facilities that has a significant role in the growth of the tourism industry, because it acts as a place to stay for tourist guests who come on their tour. A good hotel is a hotel that provides optimal service to its customers, not only the service, the hotel must also have a good image in the eyes of the community, because if the hotel does not have a good image, foreign tourists or domestic tourists will definitely hesitate to decide to use the hotel's services. Thus, the hotel must be able

to convince consumers that the hotel is indeed superior to others. In order for this image to be maintained and maintained, the hotel must be able to accommodate and pay attention to all consumer tastes, this can influence the hotel's consumers and attract new consumers to use the hotel's services (Mujektahit & Sari, 2021).

Marketing is a key concept for the success of a business where marketing pays attention to the wants and needs of fulfilling customer needs to achieve satisfaction that has a positive impact on the company. Marketing is also one of the most important functional areas in a business organization as a support for the survival of a business world. Marketing is one of the most important functions, which is currently considered part of management because increasingly fierce business competition will encourage the development of marketing efforts (Atmoko, 2018).

The tourism industry continues to experience rapid development, driven by diverse natural and cultural potential. One of the growing businesses in the tourism industry is hospitality accommodation. Kadena Glamping Dive Resort Muna Island is one of the leading tourism assets owned by the Central Buton Regency Government, Southeast Sulawesi. Located in Kamama Mekar village, Kadena Glamping Dive Resort Muna Island offers beautiful scenery and is supported by adequate facilities to attract domestic and foreign tourists.

Central Buton in Southeast Sulawesi has great potential for tourism development. One of the interesting destinations on the island is Kadena Glamping Dive Resort Muna Island, located in Kamana Mekar Village, Central Buton. Kadena Glamping Dive Resort Muna Island offers a glamping concept that combines natural beauty, comfortable facilities, and captivating diving activities.

Kadena Glamping Dive Resort Muna Island in Kamana Mekar Village, Central Buton is a resort that has its own uniqueness. Located in Central Buton, a natural tourist destination that is not too crowded, this resort offers a beautiful natural panorama with beautiful cave baths. The glamping concept offered allows tourists to enjoy nature up close but with adequate facilities, such as luxury tents equipped with beds, bathrooms and cooking utensils. In addition, the resort also provides diving activities for its visitors, for diving activities, the resort provides diving equipment rentals, such as oxygen cylinders and wetsuits, as well as the services of professional diving instructors who can guide divers with diving spots that have the beauty of underwater caves that are still preserved. Overall, Kadena Glamping Dive Resort Muna Island offers a unique glamping experience in a pristine location, with diving and ecotourism activities that appeal to tourists.

For hotel rental prices provided by Kadena Glamping Dive Resort Muna Island for a standard night starting from IDR 588,000 to IDR 1,400,000 per night including breakfast. In contrast to breakfast, lunch and dinner for one night, the room price is IDR 1,070,000 and if there are 2 or more people in 1 room then the price becomes IDR 1,500,000 per night.

As a new resort, Kadena Glamping Dive Resort Muna Island is still not widely known in the Indonesian tourism market. In fact, with its unique concept and strategic location, this resort has the potential to attract domestic and foreign tourists. In order to compete and increase occupancy rates, an effective marketing strategy is needed, especially through the utilization of digital platforms. Digital marketing offers many benefits, including a wide reach, more affordable costs, and the ability to reach specific target markets. Through digital channels, Kadena Glamping Dive Resort Muna Island can communicate the uniqueness of the products and experiences offered, and build stronger engagement with potential guests.

However, the challenge faced today is how to introduce and promote Kadena Glamping Dive Resort Muna Island effectively. One strategy that can be used is through the use of digital media, such as websites, social media, and other online marketing platforms. This is in line with the current trend of tourist behavior, which increasingly uses digital media in searching for information, planning, and making travel reservations.

The utilization of social media such as Facebook and Instagram can be a means for Kadena Glamping Dive Resort Muna Island to build brand awareness, establish closer interaction with the target market, and promote content that is interesting and valuable to potential guests. Through social media, Kadena Glamping Dive Resort Muna Island can share information, photos, and videos that can spark the interest and curiosity of potential guests

about the experience of staying at Kadena Glamping Dive Resort Muna Island. Therefore, a comprehensive and integrated digital marketing strategy is needed in order to effectively promote Kadena Glamping Dive Resort Muna Island and reach potential target markets. This strategy is expected to help increase awareness, attract interest, and encourage tourist visits to the destination.

Based on my initial observations, Kadena Glamping Dive Resort Muna Island is one of the new tourist accommodations located in Kamama Mekar Village, Central Buton. This resort carries the concept of glamping to enjoy nature more closely with adequate facilities, besides that this resort provides tourist activities to dry caves and diving for visitors with the beauty of cave baths that are still preserved. Initial visitor data obtained from Kadena Glamping Dive Resort Muna Island has increased visitors since it opened for free in March to July 2024 with an increase of around 70%.

By implementing a comprehensive digital marketing strategy, Kadena Glamping Dive Resort Muna Island is expected to increase visibility, build brand awareness, and reach more potential guests. This will ultimately increase the number of guests and the resort's revenue, allowing the business to grow and compete more effectively in the tourism industry.

LITERATURE REVIEW

Research conducted by Mujektahit & Sari, (2021) with the research title "Implementation of Marketing Strategies in the Digital Era at Grand Surya Kediri Hotel" The purpose of this study was to determine the marketing strategies and concepts in the digital era carried out by the management of Grand Surya Kediri Hotel in an effort to increase sales. The results of this study indicate that Hotel Grand Surya Kediri implements a digital marketing strategy that

greatly helps the hotel in achieving the goals set. The digital marketing strategy in question includes channel manager, hotel website, Instagram and WhatsApp business. This digital marketing strategy greatly affects the level of sales because consumers prefer to make room reservations through online media. Based on the results of the study, the researcher proposes several suggestions as input for the management of the Grand Surya Kediri Hotel in the future, namely the hotel website reservation system must be further simplified in terms of data forms and payment options so as not to lose to online travel agent reservation media. In addition, the hotel should increase cooperation with online travel agents.

Research conducted by (Saputra & Abdillah, 2023) with the research title "Waturejo Village Tourism Promotion Strategy Through Digital Marketing" The purpose of this research is to increase awareness and exposure of Waturejo Village as a tourist destination, attract visits and increase tourist flow, build a positive image and reputation, increase engagement and interaction with tourists, encourage direct booking and reservations, and support the sustainability and development of village tourism. This strategy utilizes various digital platforms such as websites, social media, and online advertising to achieve these goals. The results showed the importance of strengthening the tourism development design of Waturejo Village Ngantang Malang with a strategy to integrate all components of the village's potential into one tourism village strengthening program through the development and design of destination branding through digital marketing training, namely the use of the internet as a digital marketing tool so that tourism assets and potential, as well as products from Waturejo Village are not only famous in the environment or area around Waturejo Village but can penetrate various areas outside Malang and its surroundings, nationally and even

internationally according to its tagline The Heart of East Java.

Research conducted by (Andirwan et al., 2023) with the research title “Digital Marketing Strategy in Increasing Banyumas Regency Tourism Promotion” The purpose of this study was to determine the impact of promotional improvement strategies on audience response, tourists, and digital content. This community service method uses a participatory and collaborative approach by implementing a Content Based Approach. Community service is carried out through the creation of tourism content. The analysis tools used involve mobile phones and laptops. The results of community service show that audiences can obtain information about tourism through content. The strategy to increase the promotion of Banyumas Regency Tourism is the utilization of social media as the main platform to interact with potential tourists. Platforms such as Instagram, Facebook, and Twitter can be used to share attractive visual content, testimonials of tourists' experiences, and actual information about destinations.

Marketing Mix is a strategy used by companies to formulate product or service offerings for their customers by combining marketing elements such as Product / Service, Place, Price and Promotion which are usually abbreviated as 4P Marketing Mix.

The meaning of each marketing mix is as follows: Product, Something that can be offered to the market to get attention, so that the products sold will be purchased, used or consumed so that they can fulfill the wants and needs of consumers. Price, A number of values that consumers exchange for the benefits of owning or using products and services whose value is determined by buyers and sellers through bargaining, can also be set by the seller for the same price for all buyers. Place is associated with the distribution channel aimed at reaching target consumers. This distribution system includes location, transportation,

warehousing and others. Promotion, means the activity of conveying the benefits of the product and persuading customers to buy it. In marketing a product or service in a company, an easy and flexible approach is needed which is commonly referred to as the marketing mix.

IMC (Integrated Marketing Communication) marketing communication theory is a marketing strategy that combines various communication channels to deliver consistent and clear messages to consumers. IMC is an ongoing process to develop and implement persuasive programs to prospects and customers. The goal is to influence the behavior of the target audience directly.

METHODOLOGY

In this study, researchers used a qualitative method (Muslimin, 2016) defining that in this study using a marketing mix approach (Adiyanto & Supriatna, 2019) and Marketing communication (Putri, 2020) to see Kadena Glamping's promotional strategy at the Muna Island dive resort.

This method is used directly to informants, both managers of Kadena Glamping Dive Resort Muna Island who are the source of research conditionally so that the data obtained directly and more in-depth about digital marketing strategies to promote Kadena Glamping Dive Resort Muna Island. so that it can form openness and mutual trust between researchers and informants.

RESULTS



Source: (<https://kadenaglampimgmuna.com/>)

Picture 1. Picture/ Kadena *Glamping Dive Resort Muna Island*

Kadena Glamping Dive Resort - Muna Island offers accommodation in Gu, 1.6 km from Kotaeona Cave Tours. The property provides free WiFi access and a 24-hour front desk. Each room is equipped with air conditioning and a television. The bathroom has a shower. You can enjoy a meal at Rumah Makan Minang Jaya Lombe. Other dining options are also available around the property. Other facilities available at Kadena Glamping Dive Resort - Muna Island include free parking and airport transfer (surcharge). The nearest airport is Betoambari Airport, Bau-Bau City, 168 km from the property.

This chapter examines the Digital Marketing Strategy to Promote Kadena Glamping Dive Resort - Muna Island in Kamama Mekar Village, Central Buton, specifically Instagram and Facebook.

Through a series of in-depth observations, structured interviews, and knowing social interactions, this research reveals the digital marketing strategy to promote Kadena Glamping Dive Resort Muna Island in Kamama Mekar Village, Central Buton. The findings presented in this chapter not only outline the digital marketing strategy to promote Kadena Glamping Dive Resort Muna Island in Kamama Mekar Village,

Central Buton but also highlight the spread of promotions carried out by socializing or face-to-face with the community.

This chapter will explain the results of the research systematically, starting from the description of the research location which includes the profile of Kadena Glamping Dive Resort Muna Island in Kamama Mekar Village, Central Buton through Instagram and Facebook. Furthermore, the findings related to digital marketing strategies to promote Kadena Glamping Dive Resort Muna Island in Kamama Mekar Village, Central Buton will be explained.

The implementation of digital marketing strategies is carried out by Kadena Glamping Dive Resort Muna Island to promote its business.

Regarding the strategies applied by Kadena Glamping Dive Resort Muna Island in promoting its business in two ways, the first is by socializing or meeting directly with the community, the second is through two social media platforms, namely Instagram and Facebook.

The first strategy carried out by Kadena Glamping Dive Resort Muna Island to promote its business is through socialization or meeting

directly with the community, for example by going directly to the community and informing them that there is Kadena Glamping Dive Resort Muna Island in Kamama Mekar Village and conveying to make handicrafts and typical Central Buton food that can be offered to Kadena Glamping Dive Resort Muna Island.

The second is based on the results of research conducted by researchers who explained how Kadena Glamping Dive Resort Muna Island utilizes social media platforms Instagram and Facebook as a means of promoting Kadena Glamping Dive Resort Muna Island in Kamama Mekar Village, Central Buton. This is done by creating official

Kadena Glamping Dive Resort Muna Island accounts on both platforms and regularly uploading content related to Kadena Glamping Dive Resort Muna Island to be delivered to social media users, especially Instagram and Facebook.

The platform also provides analytics features that allow Kadena Glamping Dive Resort Muna Island to track the reach and engagement of their content. This can help in optimizing digital marketing strategies to promote Kadena Glamping Dive Resort Muna Island by understanding what type of content is most effective and when is the best time to upload it.



Source: (<https://kadenaglampingmuna.com>)

Picture 2. Picture/ View of Kadena Glamping Dive Resort Muna Island from above

Kadena Glamping Muna overlooks the beautiful aerial views of Kadena Resort on Muna Island, offering an unrivaled glamorous

experience for professional cave divers. Enjoy the luxury and explore the depths with confidence.



Source: (<https://luvtrip.id/news/gua-bidadari>)

Picture 3. Picture/ Cave of the Angels Baths

The wonders of Bidadari Cave in Central Buton await to be explored - a place where light and natural beauty come together. Complete your Muna Island adventure with an

unforgettable glamping experience at Kadena Glamping Dive Resort on Muna Island. Enchanting nature and comfort are perfectly combined here.



Source: (<https://wisato.id/wisata-alam/review>)

Picture 4: Picture/ mysterious baths underwater caves of muna island

Muna Island in Southeast Sulawesi holds a stunning natural wonder in the form of mysterious underwater caves. Formed over thousands of years by seawater erosion of limestone, these cave formations offer an incredible diving experience. Divers exploring these caves will be treated to stunning views of

underwater stalactites and stalagmites, as well as a variety of marine life. The uniqueness and beauty of this underwater cave makes it an attractive destination for adventurers and underwater photographers, although adequate diving skills are required to explore its mysterious depths.

After a thrilling adventure in the underwater caves, guests can unwind in style at Kadena Glamping Dive Resort. The resort blends the concept of camping with the comforts of a luxury hotel, offering

accommodation in tents or bungalows equipped with modern amenities. Located near the beach, the resort provides easy access not only for diving but also for other marine activities.



Source: (<https://kadenaglampingmuna.com>)

Picture 5. Picture/ Kadena Muna Island night atmosphere

The results of research on Digital Marketing Strategy to promote Kadena Glamping Dive Resort Muna Island in Kamama Mekar Village, Central Buton through in-depth interviews with Kadena Muna Island Manager, Kadena Muna Island manager and local and foreign visitors. The informants of this research were selected using certain criteria, namely the Kadena Muna Island Manager, the Kadena Muna Island manager and local and foreign visitors. The informants in this study amounted to 3 people.

Based on the results of interviews conducted with the manager of Kadena Glamping Dive Resort Muna Island, Kamama Mekar Village, Central Buton, namely Muh Dafa Mulkilahi, information was obtained regarding digital marketing strategies to promote Kadena, especially Instagram and Facebook.

As stated by the Manager Muh. Dafa Mulkilahi of Kadena Glamping Dive Resort Muna Island, Kadena Resort actively uses both social media platforms to spread important promotions to the public:

“Kadena Glamping Dive Resort Muna Island promotes its business in two ways, the first by communicating directly to the public and the second by using social media, namely Instagram and Facebook to promote Kadena, by posting photos and videos on Instagram and Facebook accounts to attract tourists. The first strategy is that we see several social media account posts on Instagram, we understand a little about how to convey and explain our promotions, the first is about the facilities that we might build a market how we have to survey several tourist attractions on Muna Island, Central Buton then take photos one by one and post them on social media, especially Instagram and Facebook. then introduce our products and it's not easy, then introduce our

products and it is not easy to introduce these products, it takes extra work especially new products like this resort, maybe most other places they only stay, eat but we don't, we offer an experience that has never been found anywhere else for example we have a picnic, the picnic when posted on social media our marketing is family. Because Kadena is more focused on families”.

As stated by the management of Kadena Glamping Dive Resort Muna Island, Sohlian said that:

“So in terms of promotion of Kadena Glamping Dive Resort Muna Island, there is something called social marketing, so in the past there was sales marketing that went to offices to introduce their products, but now it's gone, we have entered the digital era, there is a marketing cost carried out by visitors, so people who come to visit us always tag Kadena's social media accounts, now from the repost we repost when the guest who posts it Kadena's followers are already 1,000, from those who post it only 300, then we repost it, it has increased Kadena's followers from those who post it”.

And as expressed by a local visitor to Kadena Glamping Dive Resort Muna Island stated that:

“I first learned about Kadena Glamping Dive Resort Muna Island because I saw interesting posts about it on their Instagram and Facebook accounts. I saw photos and videos of the beautiful scenery, luxurious facilities and

interesting activities at Kadena, so I invited my family to visit Kadena. What attracted me to Kadena or this resort is its very unique concept, not the same as hotels in general, Kadena offers glamping facilities that are very suitable for relaxing with family besides that the facilities are also very high quality, the posts on social media managed to convince me to try visiting here”.

Revealed by foreign visitors from China and Malaysia who came to Kadena Glamping Dive Resort Muna Island stated that:

“We first heard about Kadena Glamping Dive Resort Muna Island when we were at Kadena Anyer Jakarta (one of the branches of Kadena Glamping Dive Resort Muna Island) and what made us interested in visiting Kadena was when we saw posts about Kadena Muna Island on social media with its natural beauty and beautiful underwater cave views, very comfortable resort facilities attracted our attention to visit as nature and diving lovers.”

The interview results show that the strategy applied by Kadena Glamping Dive Resort Muna Island in promoting its business through social media Instagram and Facebook to attract local and foreign tourists is quite successful. With the execution of Kadena Glamping Dive Resort Muna Island's distribution which is carried out consistently through social media accounts on a regular basis. Kadena understands very well that consistency is the key to building a loyal audience and maintaining their engagement. By posting photos and videos on Instagram and Facebook regularly so that the audience always gets the latest information.

DISCUSSION

Through this research, researchers can reveal how digital marketing strategies are used to promote Kadena Glamping Dive Resort Muna Island through online media Instagram and Facebook.

Implementation of digital marketing strategies by Kadena Glamping Dive Resort Muna Island to promote its business

This research focuses on the digital marketing strategies used by Kadena Glamping Dive Resort Muna Island, specifically through the Instagram and Facebook platforms. The research revealed that the resort utilizes two main approaches to promote its business, namely direct interaction with the local community and digital marketing through Instagram and Facebook social media.

The first approach involves direct socialization with the Kamama Mekar Village community. Kadena Glamping Dive Resort Muna Island actively engages the local community by visiting them to introduce the resort and inviting them to participate in the making of handicrafts and Central Buton specialties. This approach not only increases community awareness of the resort but also creates opportunities for local collaboration that can enrich the experience offered at the resort.

The second approach is to utilize social media, specifically Instagram and Facebook. Kadena Glamping Dive Resort Muna Island has official accounts on both platforms, where they regularly upload content to promote the resort. Through these posts, they showcase the beautiful scenery, luxurious facilities, and exciting activities on offer. In addition, they utilize social media analytics features to monitor the reach and engagement of their uploaded content. This data helps them optimize their marketing strategies by adjusting the most effective content types and upload

times.

Interviews with managers and administrators of Kadena Glamping Dive Resort Muna Island, as well as local and international visitors, show that this digital marketing strategy is successful in attracting tourists. The manager of Kadena Glamping Dive Resort Muna Island, Muh Dafa Mulkilahi, explained that they actively upload photos and videos showing various aspects of the resort, as well as conduct surveys of surrounding attractions to introduce their product in an interesting and relevant way. Kadena Glamping Dive Resort Muna Island manager Sohbian added that they also utilize a social marketing strategy, where they encourage visitors to tag Kadena Glamping Dive Resort Muna Island's social media accounts and repost content shared by visitors. This helps increase the visibility of Kadena Glamping Dive Resort Muna Island by tapping into their network of visitors.

Based on feedback from local and international visitors, it appears that social media posts showcasing the natural beauty, luxury facilities and unique experiences at Kadena Glamping Dive Resort Muna Island have captured their attention. Local visitors claimed to be inspired by the content they saw on Instagram and Facebook, while international visitors who saw posts from other resort branches were also interested in visiting Kadena Glamping Dive Resort Muna Island.

Marketing Mix

From the perspective of the marketing mix theory which includes product, price, place, and promotion, the strategies implemented by Kadena Glamping Dive Resort Muna Island can be analyzed in this context:

(Product)

Kadena Glamping Dive Resort Muna Island also has restaurants, stay and dive, picnic breakfast, romantic dinner, barbecue package and glamflix which are quite famous. Kadena

Glamping Dive Resort Muna Island is perfect as a family vacation spot that wants to reflect or relax. In addition to rooms and resorts, Kadena Glamping Dive Resort Muna Island also provides free parking facilities and airport transfers (at an additional cost). The nearest airport is Betoambari Airport, Bau-Bau City.

The following is an interview with the Manager of Kadena Glamping Dive Resort Muna Island named Sohfan. Here's an excerpt of the interview:

“Kadena Glamping Dive Resort Muna Island has several

products that can be provided to visitors such as stay and dive, picnic breakfast, romantic dinner, barbecue and glamflox packages as well as several facilities provided such as free parking and airport shuttle (with additional fees). The nearest airport is Betoambari Airport, Bau-Bau City”.

Here are some packages provided by Kadena Glamping Dive Resort Muna Island:



Source: (<https://kadenaglampingmuna.com>)

Picture 6. Picture/ Kadena Glamping Dive Resort Muna Island package

(Price)

The pricing that has been used by Kadena Glamping Dive Resort Muna Island refers to pricing indicators consisting of aspects of price affordability, price compatibility with product quality, price competitiveness, price

compatibility with the benefits of the products sold. The management of Kadena Glamping Dive Resort Muna Island does not solely determine prices that are only profit-oriented.

The objectives to be achieved by Kadena Glamping Dive Resort Muna Island in

setting prices for its products are to obtain maximum profit so that it can get a return on investment taken from company profits, reduce competition by setting the same price as competitors and maintaining the market share that has been controlled.

Kadena Glamping Dive Resort Muna Island in setting prices is based on costs using the CostPlus Pricing Method, the selling price is obtained from the total cost plus the percentage of profit or profit (Margin) desired by the company. From this formula, it can be seen that to determine the selling price, it must be based on the costs incurred in producing the product, plus a certain percentage as the profit desired by the company. However, the author did not get detailed price information, because it is a company secret. In the payment system for its products by consumers, the company sets payments in cash or cash and non-cash. At Kadena Glamping Dive Resort on Muna Island, there are two different prices for customers who come from Asian nationals (foreigners) and customers who are Indonesian citizens (Indonesian citizens). Customers who are Indonesian citizens can show their ID cards.

(Place)

In choosing the location of Kadena Glamping Dive Resort Muna Island, because of its strategic location, it is rich in natural attractions. Although it is located some distance from the city, the resort provides shuttle transportation facilities for visitors.

The location of the company is very good because this area is a tourist area and the location of Kadena Glamping Dive Resort Muna Island is very close to the destination so that Kadena Glamping Dive Resort Muna

Island is easy to market its products. The location of Kadena Glamping Dive Resort Muna Island is strategic so it is very easy to find Kadena Glamping Dive Resort Muna Island and is easily accessible by public transportation or consumers' private vehicles. The following is an excerpt from an interview with the manager of Kadena Glamping Dive Resort Muna Island, Muh. Dafa Mulkilahi:

“The location of Kadena Glamping Dive Resort Muna Island is very strategic, rich in natural tourism. Although it is located a little far from the city, the resort provides shuttle transportation facilities for visitors”.

(Promotion)

One form of promotion carried out by Kadena Glamping Dive Resort Muna Island which is most often used in product promotion is by using social media Instagram and Facebook which are used with the aim of introducing a product that will be marketed to the public, both privately and in general.

In facing business competition with other companies engaged in similar businesses, Kadena Glamping Dive Resort Muna Island applies a promotional strategy through Instagram and Facebook as a communication tool to convey messages in order to get a response from consumers and feedback can be received so that profitable transactions occur. The activities carried out by Kadena Glamping Dive Resort Muna Island aim to inform the existence of the company and the products offered so that consumers pay more attention.



Source: (Instagram @kadenaglampungmuna)

Picture 7. Picture/ Kadena Glamping Dive Resort Muna Island Promotion

Overall, the implementation of digital marketing strategies by Kadena Glamping Dive Resort Muna Island shows that the integration of direct and digital marketing can be effective in building awareness and attracting tourists. By strategically utilizing social media and engaging directly with the local community, the resort has managed to expand their promotional reach and attract a wider audience, both local and international.

Marketing Communication

In the context of digital marketing to promote Kadena Glamping Dive Resort Muna Island, marketing communication theory can be used to understand and analyze the effectiveness of the strategies implemented, especially through Instagram and Facebook platforms, in this case Kadena Glamping Muna Instagram and Kadena Glamping Dive Resort Muna Island Facebook.

Integrated Marketing Communication (IMC) theory is a relevant framework to explain how Kadena Glamping Dive Resort Muna Island uses various communication channels to market its products. This theory emphasizes the importance of message consistency and synergy between various communication channels to build a strong and cohesive image.

CONCLUSION

The results of the research into Kadena Glamping Dive Resort's digital marketing strategy on Muna Island show that the resort effectively utilizes two main approaches in its promotional efforts. First, it involves direct interaction with the local community in Kamama Mekar Village. Through this method, they introduced the resort and invited the community to participate in the production of local handicrafts and food specialties that could be offered to visitors. This approach helps build strong relationships with the community and integrates local elements into the experience offered by the resort.

Secondly, Kadena Glamping Dive Resort utilizes social media, especially Instagram and Facebook, as the main tools for digital promotion. The resort has official accounts on both platforms and regularly uploads content showcasing various aspects of the resort, such as facilities, scenery and activities. The use of social media allows them to reach a wider audience globally, overcome geographical boundaries, and create greater brand awareness. Through the analytics features provided by social media platforms,

they can track the reach and engagement of their content, and optimize their marketing strategies based on this data.

Findings from interviews with managers, administrators, and local and international visitors underscore the success of this strategy. Visitors reported that they learned about Kadena Glamping Dive Resort through engaging social media posts that showcased the resort's beauty and unique experiences. Both local and international visitors recognized that the visual content posted on Instagram and Facebook played a significant role in their decision to visit the resort. Overall, Kadena Glamping Dive Resort Muna Island's digital marketing strategy shows that a combination of direct promotion to locals and social media marketing can have a significant impact in attracting tourists. Consistent posting of quality content and active engagement with audiences on social media proved to be key in building strong relationships with customers and increasing the resort's visibility.

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