

## PROMOTING TOURISM BUSINESS THROUGH DIGITAL MARKETING IN THE NEW NORMAL ERA

**Yeye Suhaety\***

Sekolah Tinggi Ilmu Ekonomi Yapis  
Correspondensi author email: yeyensuhaety@gmail.com

**Nurul Hayat**

Sekolah Tinggi Ilmu Ekonomi Yapis  
Email : nurulhayat2015@yahoo.com

### **Abstract**

*The purpose of this research is to find out how digital marketing can be used for tourism promotion in the new normal era. The research method uses literature studies. From the results of the study, it is known that the implementation of the New Normal not only has a positive impact on the tourism sector, but other sectors also feel the impact. Therefore, it can be said that the implementation of the New Normal is the first step for the development of tourism activities to avoid crises and live a new era of life that can run well side by side with Covid-19 by implementing health protocols. In the increasingly developing digital era, traditional marketing has shifted, where digital marketing plays an increasingly important role in attracting tourists and building the image of tourist destinations. The findings of this study show the great impact of digital marketing on increasing the promotional reach of tourism destinations. Through social media, websites, mobile applications, and online advertising, tourism promotion activities are able to reach a wider and targeted audience. It can be concluded that digital marketing is a very effective tool in promoting the tourism business, both in terms of costs and results obtained. The implementation of the right digital marketing strategy can help increase the number of tourist visits, strengthen the image, and maintain competitiveness in the global tourism market, especially in the new normal era.*

**Keywords:** Promotion, Digital Marketing, New Normal Era, Tourism

### **INTRODUCTION**

The tourism sector has an important role in the Indonesian economy, both in generating added value, earning foreign exchange, and creating job opportunities. The cultural, ethnic, and linguistic diversity in Indonesia is a great asset for tourism development. Tourism not only contributes to increasing state revenue through taxes and levies, but also has a positive effect on the growth of other sectors. The tourism industry provides jobs for local communities, in both formal and informal sectors, such as lodging, dining, transportation, and handicrafts. According to data from the

Ministry of Tourism and Creative Economy, in 2019 there were 13 million people working in the tourism sector, an increase of 3.17% compared to the previous year. This increase in contribution was triggered by the increase in the number of tourists, both local and foreign, as well as increasing investment in the tourism industry. However, in 2020, the Ministry of Tourism and Creative Economy reported that there were only 10 million people who were targeted for labor absorption in the tourism sector. This is one of the consequences of the emergence of the Covid-19 coronavirus pandemic which has an impact on the tourism sector. Thus, the labor absorption rate in this sector will not increase as in previous years.

At the end of 2019 or precisely in December, the world was shocked by the emergence of the covid-19 virus. The virus, which originated in China, Wuhan, quickly spread to other parts of China and around the world until two cases of COVID-19 infection were found on March 2, 2020 in Indonesia. WHO reports that the Covid-19 virus causes diseases that affect animals and humans. The human respiratory tract can become infected and cause diseases such as the common cold or even more serious such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). The WHO declared COVID-19 a pandemic and declared it a global health emergency. Almost all aspects of life in the world have been affected by this pandemic and Indonesia is no exception.

According to data from the Ministry of Tourism and Creative Economy, the emergence of COVID-19 affects the tourism sector. 10,946 tourism industries were affected and within a month, tens of thousands of workers lost their jobs. In addition, travel-related businesses have also been affected by the virus, and have been forced to temporarily close and reduce the number of employees. (Benjamin, 2020).

As time goes by, Indonesia does not continue to slump. The government continues to launch new policies to restore people's productivity. The new normal era or new life order is a new government policy to restore economic conditions in Indonesia. This is marked by the issuance of the Circular Letter of the Minister of Health Number.02.01/Menkes/335/2020 concerning the Services and Trade sector (Public Area) to support business continuity. As explained by [cnnindonesia.com](http://cnnindonesia.com), the circular contains how to regulate health protocols for workplace managers, business actors, and workers. When returning to running a business by implementing new habits adaptation, the business sector will refer to the documents.

Policies issued by the health ministry also affect the tourism sector to have to adapt to the new normal conditions. New adaptations can be made by paying attention to aspects of hygiene, safety, security, and the implementation of health protocols when traveling. This is supported by the CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) program prepared by the Indonesian government specifically in the tourism sector through the Ministry of Tourism and Creative Economy. The implementation of the program can give confidence to tourists that the

tourism sector can be safe from Covid-19. To support the government in overcoming the pandemic, tourism business people also need to provide information and advice to upcoming tourists to always comply with health protocols (Jennifer, 2020).

The very rapid development of technology will greatly help tourism business people in educating tourists. In addition to educating, the use of technology can also be used for tourism promotion, so that the tourism sector can survive the COVID-19 pandemic. The pandemic has changed the trend in promoting tourist destinations. Quoted from bisnis.com, The Ministry of Tourism stated that when entering the new normal era, the marketing strategy of the tourism sector will be focused on digital platforms. Digital marketing is considered efficient because it has a wide market reach and can reach the desired target market.

Digital marketing will be a significant leap forward for the tourism industry. Of course, this is not a difficult thing, considering the lifestyle of people who tend to be fast and closely related to the internet. Currently, tourism trends are also starting to move towards digital. Digital marketing has become a very crucial element in the tourism industry as it can improve the quality and efficiency of tourism services and improve the tourist experience through smart platforms, customized information analysis and advice, social media integration, mobile app creation, tourism big data implementation, and smart customer utilization.

International Telecommunication Union (ITU), the trend of internet users in the world has increased significantly since 2005 and the number has reached 5.3 billion in 2022. This means that 66% of the world's population already uses the internet. Based on this data, the number of world internet users was recorded to have increased by 8.16% compared to 2021. In Indonesia itself, the development of internet networks is increasingly expanding in various corners of the country. The growth of this network has caused the number of people who access the internet to increase. In line with this, the adoption rate of smartphones in Indonesia is relatively high. By 2025, and it is expected to reach 168 million users. Thus, the use of digital technology will continue to increase in Indonesia.

Based on the background of the problems described above, this paper aims to discover how to promote the tourism business using digital marketing in the new normal era.

## **RESEARCH METHOD**

The method used in this research is a literature study. This method is carried out by collecting data through literature reviews and documents relevant to the research. This research utilizes print and online media which are now the main sources to obtain related data. The literature search process using online search media includes google, google scholar, and several websites relevant to the issue being

researched. The literature sought is related to the theme of tourism business promotion through digital marketing in the new normal era.

## **RESULT AND DISCUSSION**

### **New Normal**

The new normal regulation is a regulation that regulates the prevention and control of the spread of the COVID-19 virus in trade, office, and industrial areas that support business operations during the pandemic. The regulation, which began to be implemented in June 2020, provides new hope for all economic activities. This regulation is more efficient than the PSBB (Large-Scale Social Restrictions) regulations implemented from April 22 to June 5, 2020, which can reduce the spread of the virus but hinder economic activity and at worst, it can be stopped.

The increasing spread of the virus that occurred in 2020 has made the world, especially in Indonesia, worried about things that will continue to increase as time goes by. COVID-19 is a new type of virus so the world and the people of Indonesia are shocked about what is happening. Therefore, the government of the Republic of Indonesia has established regulations to implement health protocols to slow the spread of the virus in Indonesia which is supported by the Ministry of Health. The implementation of individual health protocols is carried out by preventing the entry of the virus through the nose, mouth, and eyes.

### **Tourism in Indonesia**

Indonesian tourism is currently in rapid development. This is supported by the interesting fact that Indonesia is ranked 22nd globally and occupies the 2nd position at the ASEAN level in the Travel and Tourism Development Index (TTDI) by the World Economic Forum (WEF). This is in line with what was conveyed by the Deputy Minister of Tourism and Creative Economy, Angela Tanoesoedibjo at the graduation ceremony of the NHI Bandung polytechnic, she stated that the rise in Indonesia's ranking proves the trust and popularity of Indonesian tourism.

Tourism is the activity of traveling an individual to a different place away from home, with the aim of relaxation, recreation, and adventure. These include many activities, such as staying at hotels, exploring tourist attractions, tasting local food, and interacting with different cultures and environments. The definition of tourism is also explained in Law Number 10 of 2009 concerning Tourism which explains that tourism includes several tourism activities and is supported by various facilities and services provided by the community, business actors, and the Government and Regional Governments. The Indonesian Tourism Sector receives full support from the government and local governments by applicable laws. Tourism is intended for recreational purposes, so the available leisure time can provide benefits for mental

health, knowledge, and other aspects. In addition, tourism is also intended for business needs, which includes tourist trips made for work or business purposes.

Indonesian tourism is known for its diversity, covering various types. Types of tourism in Indonesia include natural, cultural, adventure, religious, ethnic, agro-tourism, urban, and maritime. Tourism has a significant influence on the economy and society that is felt by many countries, including Indonesia. Great support from the central government, local governments, and educational institutions can continue to improve the progress of Indonesian tourism.

### **The Influence of the New Normal Era on Indonesian Tourism**

The existence of various authorities taken by the government in suppressing the spread of the COVID-19 virus in Indonesia turned all tourism activities due to the influence received into a new breakthrough strategy to produce a new normal as a new term. The emergence of this new normal shows the development of something different can or is being done (Ateljevic, 2020) and also makes various parties aware of being able to handle various crises, especially in the tourism industry.

The implementation of the current new normal is a form of solution or solution taken as well as developing and improving the condition of the tourism industry so that it can survive in various pandemic situations that will come next. Brouder (2020) stated that the positive side obtained from COVID-19 has made the tourism industry continue to improve so that it finally succeeds in creating new strategies and potentials for recovery and transformative change. Tourist interest has also changed as a result of the COVID-19 pandemic, such as the birth of new habits in tourism that are adapted to existing circumstances such as locally-oriented tourism, closer to nature (ecotourism), sustainable tourism, and so on.

The new normal makes us aware that the world is moving in different directions (Ateljevic, 2020) and encourages us to ask questions and think about each party's perspective. This crisis presents many challenges and requires solutions, so it is important to keep up with changing trends.

### **Tourism Industry Recovery Strategy in the New Normal Era**

New strategies must be implemented or tourism sector recovery. Business people in the tourism industry and related sectors must understand the atmosphere of the new normal that is currently taking place. In this new normal era, marketing strategies for tourism are crucial in order to excel in competition with other tourist destinations. In a Webinar with the Ministry of Tourism and Creative Economy reported by [prasetyamulya.ac.id/](http://prasetyamulya.ac.id/) according to the CEO of Touress Global DMC, Astuti DJ, there are 4 strategies that must be considered in promoting tourism in the new normal era:

1. Maximizing Digital Technology

Tourism sector players need to make the most of technology, especially to simplify complex administrative procedures. In addition, technology can support digital marketing and digital payments which are increasingly in demand after the pandemic.

2. Focus Marketing

Ways to promote tourism need to be updated. Re-examining the demographics of the target market is an important step to take. Next, do marketing according to market interests. Targeted marketing is the most effective solution today.

3. Developing Human Resources

Industries must use this opportunity to improve human resources. They can conduct training and lead teams to support tourism products that have more value in the form of culture and biodiversity. In addition, making human resources aware of the importance of environmental cleanliness and health must also be prioritized.

4. Active Participation of All Parties

An obstacle that is often experienced is the mindset that tourism is not safe. This is what needs to be changed. Therefore, support from many parties is needed so that the recovery of the tourism industry can be realized, through new normal campaigns, safe tourism advertising, and others.

### **The Use of Digital Marketing to Promote Tourist Destinations in the New Normal Era**

The promotion model by utilizing digital marketing will be very suitable to be applied to create a good image. This is because people's lifestyles have moved quickly and are directly related to the internet (Yahya, 2020). Digital marketing has a very important role in promoting tourist attractions. Digital marketing in tourism is a method to promote a tourist attraction using digital media. A study entitled The Influence of Digital Marketing on the Increase in Tourist Visits in Lake Toba by Yanti in 2020 showed that digital marketing had an influence of 59.8% on the increase in the number of visits. This is influenced by the high level of use of content and digital marketing sites related to Lake Toba which reached a percentage of 84%. Therefore, the use of digital in marketing will be very influential to attract tourists, especially in the new normal era.

Digital marketing has a role in conveying positive information so that it can increase the trust of tourists both locally and internationally. The use of digital technology in tourism marketing has several advantages, namely using lower costs and reaching a wider market. The next advantage is retaining customers by establishing communication using a polite manner. In addition, digital platforms can

help tourism businesses to select a more appropriate target market. Tourism business actors can display advertisements to people with certain ages, interests, and income ranges. More precise targeting can increase the likelihood that the target market can be interested in the services offered because they are suitable for their lives (Nurachmat, 2020). The last advantage is its effectiveness which is easy to measure so that the use of digital technology in marketing allows regular observation of advertising results or content, these results or performance can be known by looking at how many people see the advertisement being marketed.

Along with the rapid development of technology, various media that can be used for digital tourism marketing continue to emerge. There are several media that can be used in digital marketing are as follows:

1. Social Media

The rapid development of technology has brought many types of social media platforms, such as Instagram, Facebook, Twitter, and TikTok. The platform has many users who can be used for tourism promotion effectively. This is in line with Setiawati and Pritalia's research entitled *The Use of Social Media as a Means of Promoting the Tourism Sector in 2023*, stating that social media has a big role in promoting the tourism sector. This is evidenced by the presence of the tourism sector in second place as the most sought-after sector on social media. In addition, the influence of social media is also able to increase the number of visits to tourist destinations which will have an impact on the Indonesian economy.

2. Website

A website is a collection of pages that are used to display information, text, images, sound animations, or a combination of all of them both static and dynamic that form a series of interrelated things, each of which is connected by a related network. Websites are often the most important reference for travelers before making a decision. A tourism website should not only be interesting and accessible but also contain informative, rich, and meaningful information and stories. The website discusses various things, including natural beauty, the uniqueness of the architecture of buildings and homestays, cultural attractions, folklore and history, local wisdom, and local specialties that are only available in these destinations.

3. Mobile Application

With smartphone users reaching 60% of the total population of Indonesia, it is an effective strategy to promote tourism using mobile-based applications. In addition, tourism applications can also be used as an effective branding strategy. Allows each city to have its own travel app with its own uniqueness. This huge technological opportunity is used to increase the promotion of tourist destinations in dozens of cities in Indonesia.

#### 4. Online Advertising

Online advertising is an advertisement that is created online or on a website to attract customers. By advertising on websites and locations that offer online advertising, tourism business actors can promote their destinations faster. Effective advertising is one that is easy to understand and has an impact on the sender and recipient of the message. The recipient of the message can feel the existence of incentives in the form of stimulation, just as the advertisement displayed can feel attractive to buy the product or service (Rachmadhania, 2017).

### CONCLUSION

The conclusion of this research is that digital marketing is a very effective tool in promoting the tourism business, both in terms of cost and results obtained. The implementation of the right digital marketing strategy can help increase the number of tourist visits, strengthen the image, and maintain competitiveness in the global tourism market, especially in the new normal era.

Through the use of various digital platforms, such as social media, websites, mobile applications, and online advertising, tourist destinations can reach a wider and diverse audience. In addition, digital marketing allows destination managers to understand tourist behavior and preferences through data analysis so that digital marketing not only functions as a promotional tool, but also as a means to build a better relationship between tourism managers and tourists.

### REFERENCES

- Anndy, H. (2020). Mempromosikan Destinasi Wisata di Masa Pandemi COVID-19. Bagaimana Caranya?. (online). <https://eticon.co.id/promosi-wisata-di-tengah-covid-19/>
- Ateljevic, I. (2020). Transforming the (Tourism) World for Good and (Re)generating the Potential 'New Normal'. *Tourism Geographies*, 1-9. <https://doi.org/10.1080/14616688.2020.1759134>
- Benjamin, S. D. (2020). "We Can't Return to Normal": Committing to Tourism Equity in the Post-Pandemic Age. *Tourism Geographies. An Interational Journal of Tourism Space, Place, and Environment*.
- Brouder, P. (2020). Reset Redux: Possible Evolutionary Pathways Towards The Transformation of Tourism in a COVID-19 World. *Tourism Geographies*, 22(3), 1-7
- Faqir, Anisyah Al. (2021). Sandiaga Uno Beberkan Capaian Sektor Pariwisata dan Ekonomi Kreatif. <https://www.merdeka.com/uang/sandiaga-uno-beberkan-capaian-sektor-pariwisata-dan-ekonomi-kreatif.html>



- Heliany. (2019). Wonderful Digital Tourism Indonesia Dan Peran Revolusi Industri Dalam Menghadapi Era Ekonomi Digital 5.0. Destinesia. Jurnal Hospitaliti Dan Pariwisata, 1(1), 21-35.
- Jelita, Insi Nantika. (2021). Manfaatkan Digital, Sandiaga Minta Pengelola Desa Wisata Bikin Konten Kreatif. (Online). <https://mediaindonesia.com/ekonomi/421591/manfaatkan-digital-sandiaga-minta-pengelola-desa-wisata-bikin-konten-kreatif>
- Jennifer, M. T. (2020). The Tourism Industry in A Developing Destination in Time of Crisis The Impact of COVID-19 Pandemic on The Tourism Industry in North Sulawesi , Indonesia Time of Crisis.
- Kustiani, Rini. (2020). Bupati Azwar Anas Ungkap 6 Strategi Promosi Wisata New Normal. (Online). <https://travel.tempo.co/read/1351865/bupati-azwar-anas-ungkap-6-strategi-promosi-wisata-new-normal>
- Melina, N. F. (2020). Ini Dampak Positif Penerapan “The New Normal” di Bidang Pariwisata. (online). <https://indonesiaterhubung.id/artikel/343/%20ini-dampak-positif-penerapan-the-new-normal-di-bidang-pariwisata>
- Nicola, M., Alsafi, Z., Sohrabi, C., Kerwan, A., Al-Jabir, A., Iosifidis, C., Agha, M., & Agha, R. (2020). The socio-economic implications of the coronavirus pandemic (Covid-19): A review. International Journal of Surgery , 78(April), 185–193.
- Nurachmat, E. (2020). Apa yang Dimaksud dengan Digital Marketing. (Online). <https://sasanadigital.com/apa-yang-dimaksud-dengan-digital-marketing/>
- Oktaviani, W. F. (2019). Efektivitas Penggunaan Media Sosial Sebagai Media Promosi Wisata Umbul Ponggok, Kabupaten Klaten. Jurnal Komunikasi Pembangunan, 17(1), 13-27
- Pradipta, M. (2021). Pengaruh New Normal terhadap Kegiatan Pariwisata di Indonesia. SABBHATA YATRA. Jurnal Pariwisata dan Budaya, 2(1), 28-42.
- Prasetyamulya. (2020). 4 Strategi Ini Bantu Pulihkan Industri Pariwisata di Era New Normal. (Online). <https://prasetyamulya.ac.id/ceritaprasmul/4-strategi-ini-bantu-pulihkan-industri-pariwisata-di-era-new-normal/>
- Rachmadhania, N. W. (2017). Pengaruh Efektivitas Iklan Online Terhadap Minat Berkunjung Serta Dampaknya Pada Keputusan Berkunjung Wisatawan Mancanegara Ke DKI Jakarta. Jurnal Administrasi Bisnis, 210-217.
- Sofia, H. (2020). Kemenparekraf: Perlu Strategi Buat Konten Menarik untuk Promosikan Wisata. (Online). <https://www.antaranews.com/berita/1876516/kemenparekraf-perlu-strategi-buat-konten-menarik-promosikan-wisata>

- Wilopo, N. R., & Pangestuti, E. (2017). Pengaruh Efektivitas Iklan Online Terhadap Minat Berkunjung Serta Dampaknya Pada Keputusan Berkunjung Wisatawan Mancanegara ke DKI Jakarta. *Jurnal Administrasi Bisnis*.
- Yahya, A. (2020). SIARAN PERS Digital Marketing Sebagai Sarana Pemasaran Pariwisata Indonesia.(Online).<https://kemenparekraf.go.id/post/siaran-pers-digital-marketing-sebagai-sarana-pemasaran-pariwisata-indonesia>
- Yanti, D. (2020). Pengaruh Digital Marketing Terhadap Peningkatan Kunjungan Wisata Di Danau Toba. *Khasanah Ilmu : Jurnal Pariwisata dan Budaya*, 11(1), 16-26
- Yohannes, M. (2021). CHSE: Protokol Kesehatan untuk Pariwisata & Ekonomi Kreatif. Traveloka.(Online).<https://kemenparekraf.go.id/post/siaran-pers-digital-marketing-sebagai-sarana-pemasaran-pariwisata-indonesia>