

Marketing Management Model Design of Bongo Religious Tourism Village in Gorontalo Province

Tineke Wolok¹, Sri Indriyani S. Dai², Bambang Supriadi³, Robiyati Podungge⁴

Abstract

This research was conducted in Bongo Religious Tourism Village in Batudaa Pantai Subdistrict, Gorontalo Regency, and Gorontalo Province, which aimed to identify marketing techniques for developing tourist villages in these areas. Interviews, participant observation, and written records were all part of the descriptive qualitative methodology used in this study. Starting with a SWOT analysis (strengths, weaknesses, opportunities, and threats), the study findings divided the marketing plan into many phases. This present research compiled a review of marketing initiatives implemented through prior studies. In the second stage, the researchers have established clear and measurable objectives for the Bongo Religious Tourism Village's marketing campaign. In the meantime, in the third and final stage, strategic planning, the researchers took stock of our present and future cultural values, identified areas with the most promise for growth, and worked to improve our mechanisms of cooperation, communication, and advocacy.

Keywords: *Strategy, Digital Marketing, MSMEs.*

Introduction

Throughout the manufacturing process, manufacturers should always keep the consumer's demands in mind. Producers must consider the core of customer pleasure and address consumer demands and wishes (Asmani, 2015). The success of a tourist attraction hinges on its ability to effectively handle the demands of its customers and visitors (Swarbrooke & Horner, 2006). Building a tourist attraction is the end result of this strategy. Competition in tourist-prone locations increases as a destination's commercial sector grows. An example is the proliferation of new tourist attractions (ODTW) in various parts of the world, each boasting its special qualities. Because of this situation, places are working hard to outdo one another in the marketing department to draw in visitors (Dinhopl & Gretzel, 2016). Borden (Borden et al., 2018) argued that to strengthen marketing tactics in the face of fiercely rising competition, a marketing strategy is required, which includes promotions.

In the meantime, the marketing process encompasses all aspects of a company's operations to satisfy customers via the creation of desirable goods and services, their promotion and distribution, and the establishment of appropriate pricing (Dharmesta & Handoko, 2000). In the meantime, Mac Carthy (2008) uses the Four "P" concepts product, price, place, and promotion in the context of the hospitality and tourist industry (Hapsari, 2022). The classic 4Ps of marketing have been successful for products, but when it comes to services, they need three more variables product, price, promotion, place, people, process, and physical evidence to make it 7Ps (Syahbudin et al., 2021).

The classic 4P marketing mix is expanded to 7P by adding three elements: people, process, and physical evidence. This is especially important for service industries like tourism. The distinctive character of service marketing is reflected in these supplementary elements, which emphasize the importance of the relationship between service providers and consumers (Grönroos, 2020). People are the intangible aspects of service delivery that affect customers' happiness, such as employees' demeanor, knowledge, and actions. This means customer satisfaction in the tourism industry after interacting with service providers like tour guides

¹ Faculty of Economics and Business, Gorontalo State University, Email: tinekewolok@ung.ac.id, (Corresponding Author)

² Faculty of Economics and Business, Gorontalo State University.

³ Faculty of Economics and Business, Gorontalo State University.

⁴ Faculty of Economics and Business, Gorontalo State University

and hotel employees. The presence of friendly, knowledgeable employees greatly influences how visitors evaluate the quality of service and their overall impressions of the encounter.

This procedure ensures that service delivery's operational flow is effective and user-friendly. Efficient problem-solving, well-coordinated transportation and lodging services, and a trouble-free booking procedure are all examples of what this may mean in the tourist sector. Customers obtain a better experience with well-managed processes because they are less likely to encounter delays or difficulties (Fang et al., 2016).

All the physical things that come with the service are considered physical evidence. When discussing tourism, this might refer to the destination's physical environment, including things like the cleanliness of the area, the layout of the hotels, or the overall attractiveness of the sights. Customers can understand the service's quality based on these tangible features.

Despite setbacks caused by the COVID-19 epidemic, Indonesia's tourist industry has recently shown signs of substantial recovery. Statistics Indonesia (BPS) reports that after 2021, there was a significant increase in the number of foreign tourists visiting Indonesia. Just over 1.56 million people from outside the country visited in 2021 due to pandemic restrictions. But by 2022, with travel restrictions loosened worldwide, this figure had rebounded to 5.47 million (BPS or Statistics Indonesia). In 2023, the trend persisted; according to BPS, the number of visitors who arrived reached a projected 11.68 million, up 98.3 percent over the previous year.

With places like the Bongo Religious Tourism Village reaping the benefits of a revival in local and international tourism, it is obvious that marketing and accessibility play a crucial part in attracting tourists. This research highlights the importance of digital platforms and focused marketing methods in attracting visitors seeking unique cultural and natural experiences. A combination of well-planned marketing initiatives and the loosening of travel restrictions worldwide led to a meteoric rise in tourists visiting Indonesia between 2021 and 2023.

The Batudaa Pantai Subdistrict in Gorontalo Regency is strengthening its marketing and promotional efforts to raise awareness of and interest in Bongo Tourism Village and the surrounding region. Bongo Tourism Village stands out from other tourist spots because of its rural setting and diverse cultural offerings. As evidence, consider the Bongo Tourism Village's second-place finish in the national tourist village category. More than a hundred tourism villages throughout Indonesia have been selected, inspiring locals to work tirelessly to boost their villages' potential (Yapanto et al., 2023).

Due to its success, the Bongo Tourism Village has received increased attention from both the federal and regional governments. Despite the local community's efforts to promote and develop the potential of their village, the Bongo Religious Tourism Village administration emphasizes that they are committed to preserving the hamlet's distinctiveness. However, the Bongo tourism village has failed to use information technology well throughout its marketing efforts. Because of its greater efficacy, efficiency, and reach, technology should ideally play a more significant role in promotional strategies in the information age.

Bongo Tourism Village is losing a chance to reach more people and increase its awareness in this age of fast technological breakthroughs because its marketing campaigns do not make the most of information technology. Promoting the village using digital channels such as social media, websites, and online booking systems might greatly increase its visibility, facilitating local and international visitors' discovery and planning of trips. If they integrated such technologies, the hamlet might compete better with other places using technology to reach their consumers. The village's dependence on conventional marketing strategies hinders its capacity to fully use its rising profile and accomplishments. Destinations that provide simplified digital experiences have a better chance of succeeding in an age when visitors are seeking conveniently available, individualized information online. Expanding Bongo Tourism Village's reach while preserving its authenticity is possible by creating an extensive online presence, including an interactive website with virtual tours and engaging with potential visitors through social media.

Researchers have carried out various investigations in Bongo Tourism Village. Researchers like Wiwik Mahdayani examined the village's many tourist attractions in his study titled "The Influence of the Attractiveness of the Selo Ecotourism Destination Area, Boyolali Regency, Central Java, on the Motivation of Tourists to Visit" While the kind of vehicle and lodging have relatively low motivation, the greatest criteria that motivate travelers to visit Samiran Tourism Village are accessibility and natural tourist attractions. Perwita Budi Astuti's 2010 study "Dairy Cow Agro Tourism in Samiran Tourism Village as Special Interest Tourism in Boyolali" found that all parties involved in the Samiran Tourism Village, and Dairy Cow Agro Tourism in particular, need encouragement, direction, and support because it is a special interest activity that requires special consideration. Dinparbud Kab. Boyolali supported Santi Pratiidina's 2012 research in Samiran village, which was titled "Tourism Marketing Communication (Qualitative Descriptive Study of Marketing Communication Activities of Samiran Tourism Village, Selo Subdistrict, Boyolali Regency)" Samiran was the site of the research.

According to the results, the Samiran tourist village used a promotion mix for its marketing communication efforts. In the same year, Made Prasta Yustia Pradiptain also established the procedure for message transmission. According to a study titled "The Influence of Tourist Attractions on Tourist Visits in the Samiran Tourism Village, Selo Subdistrict, Boyolali Regency," the Samiran Tourism Village has a number of well-known locations and events that attract tourists. Nevertheless, the 2010 eruption of Mount Merapi caused a small drop in tourist numbers. The most recent study, "The Role of Women's Groups in Management of the Samiran, Selo, and Boyolali Tourism Village," by Dayang Nevia Afriansari, determined that the Samiran tourism village only met four of these requirements. Due to its service-oriented character and adept navigation of the community involvement ladder, the Samiran Tourism Village meets all six primary management criteria.

The study conducted in Samiran Tourism Village offers valuable insights into community involvement, marketing tactics, and tourism management. These findings may be used for Bongo Tourism Village and comparable tourist locations. To promote sustainable development and increase tourism, each research pinpoints certain areas that may be enhanced or capitalized.

The research conducted by Wiwik Mahdayani (2003) highlights the significance of easily accessible natural assets as primary drivers of tourism (La Riti et al., 2023). The lesson here is that Bongo Tourism Village has to prioritize making itself more accessible and highlighting its cultural and environmental features if it wants to attract more visitors. Improving the village's transit options, making the roads more user-friendly, and advertising the unique things to do there might all increase its popularity.

Research on dairy cow agrotourism in Samiran conducted by Perwita Budi Astuti (2010) emphasizes the need to provide specialized assistance and encouragement for niche tourism. Similarly situated is Bongo Tourism Village, which offers visitors a chance to immerse themselves in rural and traditional traditions. Local guides and service providers might profit from niche training programs that teach them to appeal to eco- or culture-conscious tourists in the hamlet. This would ensure that the village's products are up to par with what specialized markets are looking for while also improving the tourist experience.

According to research by Santi Pratiidina on marketing communication, the Samiran Tourism Village made good use of a promotion mix while advertising its attractions (Rastiya et al., 2018). This is a great lesson for Bongo Tourism Village as they have not completely embraced internet marketing yet. Online marketing, social media involvement, and partnerships with travel agents are all part of Bongo's strategic promotion mix, which allows them to reach more people. The village might obtain much more exposure, especially from foreign visitors, with a well-rounded marketing communication strategy that uses conventional and digital tactics.

Made Prasta Yustia Pradipta's study adds weight to the argument that events and attractions significantly attract tourists (Prasta, 2021). Bongo Tourism Village may find its cultural performances, festivals, and special events as crucial as its natural attractions for drawing in visitors. In addition, Bongo can stand out from other places and attract more visitors with these events, which may act as distinctive marketing features.

The importance of community involvement, particularly from women, in the administration and growth of tourism is emphasized in Dayang Nevia Afriansari's (2012) research on the function of women's organizations in overseeing Samiran Tourism Village (Darmawan, 2016). Bongo Tourism Village could put more effort into this area by promoting the participation of women and other community members in the tourism administration. To do this, the village may encourage a greater feeling of ownership among the residents, which would guarantee that the growth of the tourist industry serves the community's needs and promotes its sustainability in the long run.

This research focuses on tourism marketing management that can help tourist villages maintain their unique character, with a case study of Bongo Religious Tourism Village in Batudaa Pantai District, Gorontalo Regency, Gorontalo province. In this context, the importance of the study lies in the efforts to maintain the cultural and religious identity of Bongo village in the midst of increasing tourism development. By leveraging findings from research in Samiran Tourism Village, Bongo village can strengthen its attractiveness and competitiveness in the tourism industry through increased accessibility, special interest tourism development, smart marketing, event-based attractions, as well as community participation. This study aims to investigate in depth the marketing management model in Bongo Religious Tourism Village, which is expected to support sustainable development and maintain the sustainability of the village as an authentic religious tourism destination.

Research Methods

This research method uses a qualitative approach that combines descriptive analysis, verification, and exploration, in accordance with the formulation of the problem that aims to investigate in depth the religious tourism marketing model in Bongo Religious Tourism Village. This approach provides the ability to analyze in detail the marketing plan, from the stage of formulation to implementation, as well as evaluate how the strategy protects the unique characteristics of the village. This study identifies important factors such as natural and cultural attractiveness, local stakeholder participation, as well as promotional techniques used today through descriptive analysis methods.

Verification methods are used to ensure that the study not only stops at the description, but also validates the effectiveness of existing marketing methods. Through informal interviews with relevant parties, this study can confirm whether the existing marketing model helps the village in achieving the goal of maintaining its identity while promoting tourism growth.

In addition, an exploratory approach allows researchers to go beyond understanding current models and explore possible improvements, such as less-than-optimal utilization of digital marketing. Data collection was conducted through unstructured interviews, which provided flexibility and allowed extracting the views and experiences of various parties directly involved in village tourism operations.

To ensure a systematic information processing process, this study uses a data analysis approach that includes collection, reduction, presentation, and conclusion. This approach allows the researcher to produce meaningful conclusions and in accordance with the objectives of the study, by focusing on important findings and eliminating irrelevant information. The sample selection in this study was conducted purposively, involving key stakeholders such as tourism village managers, tourism actors, and visitors, in order to obtain rich and relevant data.

Results and Discussion

The researchers examine the Bongo Religious Tourism Village by using the marketing mix framework, emphasizing data and tech-driven campaigns. All three of these tourism villages use the following components in their marketing mix:

Product

Religious tourists, those interested in local culture, and those who want to take in some breathtaking coastline scenery can all find what they want at the Bongo Religious Tourism Village. Visitors looking for a peaceful natural setting and religious or cultural events often flock to this village, which has become a popular destination for those seeking a combination of the two (Talib et al., 2023).

The Bongo Religious Tourism Village focuses on marketing local goods, especially those from the village's strong fisheries and craft industries, which is one of its prominent attractions. Fishing, fresh and processed items are on display for guests to peruse and buy, allowing them to create various delectable dishes. Micro, Small, and Medium-sized Businesses (MSMBs) in the hamlet make traditional handicrafts that showcase the local culture and expertise. The artisans' community is also developing. Bongo Religious Tourism Village stands out from the competition because it is dedicated to giving guests both merchandise and educational experiences that enhance their lives. Tourists may learn about the traditional processes used to create these unique objects by participating in instructional sessions and seminars that educate them about the complexities of local handicraft manufacturing. Fish is a significant resource in the region, and the community even offers demonstrations on how to turn it into different culinary items. In doing so, visitors learn more about the community's sustainable habits, culture, and economics.

Nature enthusiasts will also find what they are looking for in the Bongo Religious Tourism Village and its cultural and educational offers. The community is home to stunning beaches that provide a peaceful escape from the stresses of daily life, thanks to its location along a magnificent coastline. Whether visitors come to Bongo to sunbathe, take in breathtaking ocean vistas, or learn about the local marine life, the island's natural beauty enhances their experience.

In conclusion, the Bongo Religious Tourism Village is an all-inclusive location that provides various services and goods, including but not limited to religious and cultural immersion, practical learning, and respect for the natural world. For travelers seeking a diverse and immersive experience that gives back to local communities while immersing themselves in regional customs and natural wonders, this destination is a perfect fit, thanks to its abundance of handcrafted goods, seafood, and scenic landscapes.

Price

The Bongo Religious Tourism Village understands the need to keep prices low to remain competitive in the market. Unlike many other tourist spots, This tourist spot is attractive to a diverse spectrum of travelers because it does not charge an admission fee. On the contrary, the village's main sources of income come from the selling of regional goods and the supply of lodging. This well-planned move does double duty: it removes obstacles for visitors and then invites them to buy and try out the local specialties. We priced our broad assortment of goods and travel experiences at the Bongo Religious travel Village with careful thought for our target clientele. The village has kept its pricing modest to appeal to many customers and visitors, particularly those in the middle and lower middle classes. Despite the inexpensive cost, the items and services supplied are of great quality, so tourists get what they pay for while supporting local companies.

Not only is the town affordable, but it also provides a range of cultural and historical trip packages that let visitors experience the rich traditions of Gorontalo firsthand. The demand for these packages skyrockets during religious holidays, characterized by lively celebrations and cultural activities. With these packages, guests of the Bongo Religious Tourism Village may learn about the local traditions and take home mementos that are unique to the area. You may remember the cultural experience and the village's handmade legacy with these mementos.

Bongo Religious Tourism Village has shown its dedication to diversity and inclusion via its pricing approach. The community caters to the middle and lower-middle class so travelers from all walks of life may appreciate its beauty, culture, and history. Because of its convenient location and dedication to

providing visitors with a genuine experience, the Bongo Religious Tourism Village welcomes many tourists, who help support local businesses and keep cultural traditions alive.

Finally, the Bongo Religious Tourism Village has established itself as a great place for tourists to visit because of how inexpensive it is and how much it can enhance their lives. Thanks to its well-thought-out pricing policy, the village welcomes diverse customers, guaranteeing that people of all income levels may enjoy its cultural legacy, natural beauty, and local handicrafts. In addition to attracting tourists, this strategy helps locals feel more connected to one another and proud of their heritage as they teach tourists about their history and customs.

Promotion

To keep customers and visitors interested, Bongo Religious Tourism Village's management always thinks of new ways to promote the village (Sulila, 2018). Social media sites like Facebook, Instagram, and TikTok have been important in their marketing campaigns. These platforms are well-known for advertising tourism locations, and a large audience utilizes them often. By exhibiting interesting material like images and videos, which can readily circulate across networks, the village may showcase its attractions on these interactive social media platforms, thereby broadening its reach.

Bongo Religious Tourism Village has profited from YouTube exposure and social media. More and more travel influencers and vloggers are making trips to the village to film and share movies about its special attractions. Tourists may get a feel for the area via these films, which often showcase beautiful vistas, cultural activities, and local items. These video makers' genuine experiences bolster the village's marketing and draw in more viewers.

In addition, the Seribu Islands, of which the Bongo Religious Tourism Village is a part, have long been a favorite of sightseers interested in land and sea vacations. Because of its wider connection, Bongo is more appealing to visitors, who are likely to visit many sites in the Seribu Islands area, including the hamlet itself. Because of their strategic location, the islands can draw in more visitors because of their stunning landscapes and rich cultural heritage.

According to an interview with a community manager, Facebook is the hub of the village's marketing efforts. The manager stressed that they can successfully reach both local and international audiences because of Facebook's extensive usage. Traditional forms of advertising, such as brochure distribution and word of mouth, are still used by the village alongside Facebook. Still, these offline methods have their uses, particularly when connecting with those less active on social media or older.

The Bongo Religious Tourism Village website is the village's new platform, created in response to the growing necessity of a strong online presence. Tourists may get all the information they need about the hamlet, its attractions, lodging options, and forthcoming events on this website. Tourists may easily organize their visit and keep updated about the village's attractions thanks to the website, which offers a single source of information.

Finally, the Bongo Religious Tourism Village's advertising campaigns use conventional and cutting-edge media to reach potential visitors. Instagram, TikTok, Facebook, and YouTube allow the village to take advantage of the rising tide of digital tourist marketing while yet retaining a more personal approach via brochures and word of mouth. With the launch of its official website, it has stepped up its marketing game and ensured visitors can easily find all the information they need. Thanks to its multi-pronged approach, the Bongo Religious Tourism Village has become a popular spot for visitors worldwide, drawing in sightseers from all walks of life.

Place

The Bongo Religious Tourism Village is part of a wider network of interconnected communities, making for a unique setting where spiritual and environmental tourism coexist. This community is perfect for those

who love nature since it is surrounded by verdant vegetation, fresh air, and beautiful scenery. Experience a variety of picturesque trips that provide breathtaking views of the sea and mountains. Perfect for those looking to unwind and get away from the city. Visitors can relax and feel more at home with nature because of the area's stunning scenery, which enriches their vacation experience. A prime location is only one of the many benefits of the Bongo Religious Tourism Village. The village's proximity to the nation's capital, Toronto, makes it accessible by car, bus, or train. More tourists are likely to make the trip because it is close to the city, which is ideal for those going by two- or four-wheeled vehicles. The village's spaciousness and accessibility make it ideal for various excursions and activities, allowing guests to indulge in something that suits their interests.

Bongo Religious Tourism Village is vital to the locals because of its cultural significance. A significant portion of the cultural character of the Gorontalo villages comes from its inhabitants' long-standing customs, especially its religious and cultural festivals (Izudin et al., 2022). The village throws several festivals and religious holidays throughout the year to celebrate these traditions and give visitors a taste of the region's rich history. Visitors are captivated by these cultural events because they provide a deeper and more immersive experience than what they would find at ordinary tourist spots.

Tourists may rely on the Bongo Religious Tourism Village's well-developed infrastructure to complement the village's cultural and natural attractions. Thanks to homestays providing inexpensive and cozy lodgings, tourists can prolong their stay and make the most of the village's attractions. In addition to boosting the local economy, MSME (Micro, Small, and Medium Enterprises) enterprises provide visitors with a wide range of goods created from local ingredients and handmade gifts. Not only do these establishments help keep the village's citizens in their jobs, but they also help keep the area's tourist sector afloat.

Using the marketing mix approach, the Bongo Religious Tourism Village has promoted itself as an attractive destination using contemporary marketing tactics. Researchers have used well-established marketing theories to examine the village's digital marketing methods focused on information and technology. The community has come to understand the significance of using information technology to expand its audience, especially on digital platforms like social media, mobile apps, and websites.

The Bongo Religious Tourism Village has beyond the limitations of conventional advertising by building a robust web presence. The village's website is an indispensable resource for prospective tourists, listing all the sights, lodging options, and cultural activities the village offers. Social media sites like Instagram, Facebook, and TikTok provide for dynamic involvement with a wider audience, while mobile apps further improve the experience for tourists by providing ease of use and easy access to important information. Inviting both domestic and foreign visitors, these mediums allow the village to display its historical sites, cultural artifacts, and tourist attractions in an engaging and informative way.

Field studies have shown that to promote tourist villages effectively, a number of factors are necessary. These factors include:

Attention

To attract prospective customers and distribute product information efficiently, gaining attention is a critical first step. Marketing campaigns for companies and tourist spots like Bongo Religious Tourism Village rely on capturing the target audience's attention. In today's cutthroat digital market, getting people to pay attention is more important than ever before. After all, how visible a product or service is and how successful a promotional campaign is are both directly impacted by this.

One typical metric digital marketers use to gauge attention is the amount of interaction with online ads and marketing messaging. As Humaira points out, several web measures might reveal how many people are paying attention to these ads (Webster, 2014). Measures of interaction with digital information on platforms like social media, websites, or mobile apps include click-through rates, impressions, likes, shares, comments, and overall engagement.

The Bongo Religious Tourism Village's marketing team could monitor the engagement they received on social media sites such as Instagram, Facebook, TikTok, and YouTube. The village administration may learn a lot about the efficacy of their advertising campaigns and the kind of people reacting positively to them by looking at how engaged their posts, videos, and other material are. For example, you may see how popular the village is among prospective tourists by counting the views, likes, and shares of travel vlogs created by influencers or visitors.

Analytics on websites may also gauge interest. The administration may learn a lot about the village's online presence by tracking the number of visitors, the average time spent on the site, and the pages visitors find most interesting. This information is useful for determining whether the marketing campaigns and internet ads highlight the special things the village has to offer, such as scenic beauty, cultural activities, and handmade goods.

Finally, attention measurement and capture are crucial in marketing, particularly when trying to attract a certain demographic. Destinations like Bongo Religious Tourism Village rely on online interaction with marketing messages as a key sign of attention. Various digital metrics may be used to quantify this attention. Continuous analysis of this attention allows businesses to fine-tune their tactics and tailor their promotional efforts to the interests and preferences of their target audience. This, in turn, leads to more exposure, more tourist traffic, and long-term success.

Interest

In order to attract and keep people's attention, digital platforms such as apps, websites, and social media must provide interesting and original content. Tourist spots like the Bongo Religious Tourism Village may use these platforms to their advantage by creating buzz and drawing in tourists with eye-catching movies, photos, and stories. Dynamic material showcases the various attractions, events, and experiences, while vivid displays of the village's offers entice visitors.

In order to attract and educate prospective visitors, the content shown on these online platforms usually includes various components. To illustrate its distinctive features, high-quality photographs or video footage often showcase the village's primary attractions, including cultural festivities, scenic beauty, and local handicrafts. Thanks to this visual information, people may more easily imagine themselves enjoying the place, which provides an immersive preview of the tourist experience. In addition, we make it easy for guests to get specific information on tour packages and lodging alternatives, including descriptions, prices, and service details.

Like many tourist villages, Bongo Religious Tourism Village has its unique approach to attracting visitors and providing content that distinguishes it. Finding the right mix between imparting knowledge and presenting it visually captivating to pique interest is key when creating content for this context. To give prospective tourists a taste of the village's rich cultural history, Bongo Religious Tourism Village, for instance, may film documentaries that include the beautiful scenery of the community as well as important cultural events like religious festivals. The village's digital reach is further expanded when viewers connect with the material, comment, and share these films, commonly shared across platforms like Instagram, TikTok, and YouTube.

Every village uses unique content methods to attract visitors and differentiate itself from other tourist hotspots. This is accomplished by highlighting the village's distinctiveness, which may be done via time-lapse footage of the picturesque views of the village, personal testimonies from past guests, or behind-the-scenes movies of local craftspeople at work. One of the main objectives is to craft an enthralling story that will strike a chord with prospective visitors, making them want to find out more and potentially book a trip.

In conclusion, digital platforms are crucial in attracting customers by showcasing attractions, travel packages, and lodging choices via engaging content and structured data. Bongo Religious Tourism Village is one of several tourist villages that strategically uses social media to advertise its services and attractions by posting engaging and educational articles and photos. These villages make an attractive online presence

that meets the needs and wants of contemporary tourists by combining eye-catching photos and videos with precise information; this keeps visitors coming back for more.

Search

The Bongo Religious Tourism Village's target audience will use Instagram, websites, YouTube, and apps to learn more about the attraction. Tourists start to learn about these three locations, their competitors, and the benefits they provide at this stage of the search process. According to conversations with these tourist spots' administrators, testimonials from actual visitors are valuable since they may serve as a marketing tool and plan for all three spots.

Institutionally, the Bongo Religious Tourism Village is run by the government and local villagers. Community events, including facilities, accessibility, attractions, and other forms of local contributions are organized in conjunction with government institutions and village administrations to accomplish this. The local government offers several facilities for free use by communities, which are ideal for non-individuals, especially in the amenities sector. communicate and build (Pehulisya & Nugroho, 2020). At the same time, the people of Bongo Religious Tourism Village have built this tourism village to cater to the demands of ecotourism, historical tourism, and religiously oriented cultural tourism; the website has articles on many eco-friendly pursuits. The Bongo Religious Tourism Village has a strong sense of community involvement in developing religious-based tourism. This is evident in the leadership roles held by community members in various aspects of the tourism industry, including managing homestays, water attractions, cleaners, and information centers (Al-Amin & Tjoetra, 2022).

Action

The intended audience will choose to visit the Bongo Religious Tourism Village, often called Religious Cultural Village Tourism in Gorontalo, after receiving information about it on the internet platform. However, the intended guests of the Bongo Religious Tourism Village will filter information according to their tastes before they ever consider visiting the village to choose which trips and items they want to purchase. Bongo Religious Tourism Village is now focusing on providing its visitors with high-quality services, goods, and instruction. Nonetheless, the rates are also considered when choosing to visit this tourist attraction. Bongo Religious Tourism Village guests may participate in a wide range of everyday community events, from cultural festivities to religious holiday parties to natural boarding schools.

Share

The Bongo Religious Tourism Village benefits from increased exposure, which visitors bring via word of mouth. When tourists who have been to the village for religious tourism spread the word, it is because they share features and remarks on social media. Keeping costs low while maintaining high-quality tourism, goods, education, and services is essential for this tourist area to reach this level. The study team effectively interviewed visitors to the Bongo Religious Tourism Village, and one of their remarks indicates that this condition was successful. He told his friends to spend their vacations in the Bongo Religious Tourism Village because the MSME goods, facilities, services, education, and tourism were all satisfying and reasonably priced. The Bongo Religious Tourism Village was also brought to his attention via social media and recommendations from others. The government should take advantage of the potential presented by the 4.0 digital revolution by developing a number of digital apps and websites to bolster advertising campaigns (Alfiyah, 2023). The government has to be able to work with relevant parties, including stakeholders, the community, tourism awareness organizations, and even activist communities on social media while creating tourist attractions (Puspawati & Ristanto, 2018).

An important addition to the study on the marketing strategy of the Bongo Religious Tourism Village is the examination of how digital platforms, in conjunction with traditional cultural traditions, might increase the visibility and appeal of a local tourist attraction. This research is unique because it shows how a localized tourist attraction can adapt to the fast-changing digital era by combining new digital marketing strategies with the village's rich cultural and natural legacy. Through an analysis of digital tools, including websites,

apps, and social media platforms like Instagram, TikTok, and YouTube, the study offers a new viewpoint on how rural tourist spots might compete on a bigger stage through cost-effective marketing strategies.

Another unique feature of this research is its emphasis on community involvement in the Bongo Religious Tourism Village's administration and marketing. The engagement of local MSMEs, homestay providers, and cultural event organizers shows a bottom-up approach to tourism development. This ensures local stakeholders have a significant say in defining the visitor experience. By working together, the community and government institutions bolster the village's economic resilience and promote and preserve its cultural character. Other rural or under-promoted destinations looking to boost their visibility and visitor engagement might find this study highly relevant because of its focus on the role of testimonials, reviews, and social media sharing as part of the marketing strategy. It also emphasizes the importance of digital word-of-mouth in the 4.0 era.

This study has important consequences for Bongo Religious Tourism Village and offers helpful information for other areas that want to boost their tourism via digital means. With an emphasis on cultural authenticity and community participation, the results show that local governments and tourism stakeholders may greatly improve visitor engagement by using digital technology in marketing efforts. According to the study's findings, producing engaging material like immersive films, testimonials, and in-depth hotel and attraction descriptions is crucial.

The importance of combining digital and conventional techniques to reach varied audience groups is highlighted by this research, which policymakers and tourist marketers should consider when developing their strategies. One useful paradigm for enhancing marketing tactics and visitor experiences is the ability to assess attention and interest via digital analytics. Also, other areas should learn from Bongo Religious Tourism Village's example of providing cheap, community-based tourism choices while preserving cultural integrity and promoting sustainable economic development. Finally, other areas and tourist spots may use this data as a guide to update their marketing tactics without watering down their unique culture. This means that even smaller or more remote areas may succeed in the cutthroat global tourist industry by using the correct digital resources and community-driven initiatives.

Conclusion

Facebook Instagram, TikTok and Bongo Religious Tourism Village in Gorontalo province have successfully implemented a digital marketing strategy by promoting their cultural and historical heritage through social media such as Instagram, TikTok, and Facebook. The village also actively organizes cultural events to showcase the unique local wealth, which plays an important role in attracting tourists. This study found that the ability of villages in managing promotions through social media and cooperating with various print, electronic, and online media platforms is very influential in increasing visitor interest. Interested potential tourists will usually conduct further searches online, which eventually lead to a direct visit to the village. The quality of human resources in Bongo Religious Tourism Village is also proven to be superior to other tourism villages in Gorontalo, which supports the success of this village's digital marketing strategy. Therefore, the researcher encourages other tourist villages to improve the quality of life of their residents by adopting more effective digital marketing techniques. Tourist site managers need to realize the importance of using digital marketing strategies in attracting tourists. In addition, cooperation between the village and the government in developing a more creative and proactive marketing strategy is needed to protect cultural heritage and the environment amid the increasing number of tourists. The results of this study are expected to provide guidance for other tourism villages in increasing their tourism attractiveness through digital marketing and better human resource management.

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