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Tourism Village Development through Media Extension and Marketing Promotion Communication

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Abstract. Tourism villages are community-based and sustainable development, aiming to improve people's welfare, environmental and cultural sustainability, and improve the quality of human resources. Efforts to increase tourist visits to tourist villages by conducting marketing promotions. The key to marketing promotion is proper communication with potential tourists using the right media. The purpose of this study was to analyze the application of integrated marketing communication for tourism village marketing promotions. The theory used is Robyn Blakeman's integrated marketing communication theory. This study uses a mixed method with data collection through questionnaires, observation, in-depth interviews, and Focus Group Discussion (FGD). Data were analyzed using quantitative descriptive analysis and qualitative analysis. The research informants came from elements of the village government, tourism village managers, women's groups, and business groups. The research location was in Cikakak Village, Wangon District, Banyumas Regency, Central Java Province, Indonesia. The research results show: (1) Media have been implemented, with different application intensities. (2) Promotional media that are often or always used include public relations, social media, the internet, telephone and SMS, alternative media, and personal selling. (3) Promotional media that are rarely used include advertising, billboards, direct marketing, and sales promotion media that are rarely used include advertising, billboards, direct marketing, and sales promotion.

Keywords. Marketing communication; Media extension; Promotion; Tourism village

1. Introduction

The contribution of tourism to Indonesia's Gross Domestic Product (GDP) increased from 2017 to 2019 in the phase before the Covid-19 pandemic. The contribution of Tourism's Direct Gross Domestic Product to the Indonesian economy in 2017 was 4.67 percent, increasing to 4.91 percent in 2017. 2018, and in 2019 it rose to 4.97 percent. The tourism contribution has decreased due to the Covid-19 pandemic from 2020 to 2022 was 2.24% based on the Central Bureau of Statistics, 2022.

Sustainable tourism development requires other alternatives. Tourists are now getting bored with modern tourism and want alternative tourist attractions, close to rural nature, culture, and matters related to village communities. The need for tourist attractions like this encourages the emergence of new tourist attractions, especially in rural areas. Villages that develop tourism are then known as tourist villages [1-6].

Tourism Village is one of the implementations of community-based and sustainable development. It is expected to become tourism-based economic development as well as community empowerment. The existence of a tourist village can not only increase welfare, but the quality of life of village communities also increases [7-10]

Banyumas Regency has a lot of tourism potential, especially rural tourism potential. One of them is in Cikakak Village, Wangon District. This village has tourism potential in the form of cultural heritage, namely the Saka Tunggal Mosque which is known for its unique architecture. Another uniqueness is the large number of long-tailed monkeys looking for food around the Saka Tunggal Mosque. Other potentials owned by Cikakak Village are hills and forests and ponds (artificial lakes). Traditional and artistic tourism potential, for example, earth alms, Jaro rojab, rewards bojana, sadranan, and dances typical of Cikakak Village. This attraction has the potential to be offered to potential tourists.

One of the efforts to increase tourist visits is to carry out marketing promotions. The key to marketing promotion is proper communication with potential tourists using the right media. Without good marketing communications, the attractions and tourism potential of the Cikakak Tourism Village will not be known to the public or tourists. Extension programs and media are also decisive aspects in carrying out promotion and marketing, especially for increasing the enthusiasm, ability, and media facilities of tourism managers in the digital era [11-15].

Media counseling and marketing promotion can be implemented optimally by tourism managers and stakeholders with an Integrated Marketing Communication (IMC) approach in the development of tourist villages. So it is important to conduct research studies on the development of tourist villages, especially in rural areas through media counseling and marketing promotion so that they are better known by the public. The results of the researchers' preliminary study in June - August 2022, Cikakak Tourism Village has used various media to introduce and promote its tourism potential. Most marketing promotions use social media, including Instagram, Facebook, and Google Maps.

Marketing promotions are also carried out in public relations by participating in exhibitions and training. Cikakak Tourism Village also has an internet site that was developed in collaboration with a university. These various media can be integrated by stakeholders into marketing promotion tools for Cikakak Tourism Village. The novelty of this research is that counseling focuses on marketing promotion using the Integrated Marketing Communication approach, which has been identified to the methods, materials, and characteristics of extension workers. The Integrated Marketing Communication approach is relevant in the current study of the digital era.

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Integrated Marketing Communications (IMC) or integrated marketing communication is a concept that can be used in promoting Cikakak Tourism Village. IMC emphasizes the use of various types of media (media mix) to communicate its advantages and potential. The use of

the media mix must also be creative and innovative, and more importantly, the information conveyed must be the same and in line.[16-20]. An IMC concept that empowers and integrates all Cikakak Tourism Village stakeholders is important to develop so that marketing communications can be conveyed to tourists or potential tourists. Good marketing communication is expected to increase tourist visits to the Cikakak Tourism Village.

2. Research Methods

The design of the mixed methods approach used is explanatory sequential. In this design, the research was carried out with the quantitative phase first, analyzing the data and the results will be examined further and in detail in the qualitative phase. [21] The usual procedure is to collect data through a survey in the first phase (quantitative), analyze the data, and then proceed with qualitative interviews to explain doubts, contradictions, or unusual survey responses. This research begins with a questionnaire to obtain quantitative data, which will then be analyzed descriptively. Qualitative data were obtained through in-depth interviews, Focus Group Discussions (FGD), observation, documentation, and secondary data studies.

The research was conducted in Cikakak Tourism Village, Wangon District, Banyumas Regency. The choice of this location is because Cikakak Tourism Village is the Best Tourism Village in Central Java in 2021, as well as 3rd Place in the Souvenir Category at the 2021 Indonesian Tourism Village Award. Cikakak Tourism Village has promising tourism potential, but tourist visits are still not as expected, so it needs to be researched related to marketing communications in the Cikakak Tourism Village.

The determination of informants for qualitative research was carried out by purposive sampling while determining the sample of respondents for quantitative research using saturated sampling (*census survey*). Purposive sampling is a sampling technique with certain considerations, while saturated sampling is a sampling technique in which all members of the population are used as samples [22-23]. The samples taken are important informants, who can provide in-depth and detailed information, as well as being a stakeholder in the Cikakak Tourism Village, consisting of: (1). Government Stakeholders, are government stakeholders who come from elements of the Cikakak Village Government and the Government of Banyumas Regency (Youth, Sports, Culture and Tourism Service); (2). Civil Society Stakeholders, are community stakeholders who come from elements of the management of the Cikakak Tourism Village and tourism observers/practitioners; (3). Private Stakeholders are private stakeholders who come from elements of Micro, Small, and Medium Enterprises (MSMEs) and business groups.

The research was conducted from June 2022 to March 2023, starting with preliminary research, to find out initial data about the profile of Cikakak Tourism Village and its destinations in it, then continued with observing the marketing promotion of Cikakak Tourism Village through social media and mass media. Data collection was carried out using a questionnaire for quantitative data, then analyzed and followed by conducting a Focus Group Discussion (FGD). FGD is a data collection method that uses a semi-structured group interview process that is carried out in-depth [24]. It is hoped that the data collection with this FGD will obtain more in-depth data, but it is still a group in nature. The advantage of FGD is that it can produce specific topics effectively (Silverman and Patterson, 2022). The FGD group is a limited (small) group, which may not represent the entire social situation (population). This study used focus groups of 8-12 people.

3. Results and Discussion

The research was carried out through the following stages (1) reviewing journals related to tourism villages, integrated marketing communications, and marketing promotions, (2) compiling problem formulation and research objectives, (3) determining research methods, (4) conducting open access to research locations, (5) distributing questionnaires, then analyzed quantitatively descriptively, (6) conducting interviews and Focus Group Discussions, (7) the results of the analysis were triangulated for data validation, (8) preparation of reports and conclusions. The things studied are (a) the promotional media used in Cikakak Tourism Village, (b) the strengths and weaknesses of each promotional media, and (c) the interrelationships between the various promotional media used.

3.1. Dynamics of Marketing Promotion Communication Media

Integrated Marketing Communications (IMC) in promotion is integrating various promotional media to produce effective and efficient marketing. According to Blakeman [25] nine types of promotional media, namely, public relations, advertising, billboards, direct marketing, sales promotion, internet and social media, telephone and sms, alternative media, and personal selling. This promotional media has been used in Cikakak Tourism Village, but not all media are often used to promote Cikakak Tourism Village. Promotional media such as public relations, social media and internet, telephone and sms, alternative media, and personal selling.

Public relations media is often used according to 76.92% of informants, but 19.23% of informants said it was sometimes used and 3.85% said it was never used. Social media and the internet are media that have received appreciation in the promotion of the Cikakak Tourism Village. 51.85% of informants always use social media and the internet for promotion, the other 48.15% often use it. Telephone and SMS, including Whatsapp Chat and Phone, are also still the media used, but mostly they are positioned as contact persons for questions, complaints, or complaints. Informants argued that 53.57% stated that it was often used, while 46.43% always used it. Alternative media is also an important promotional medium. Cikakak Tourism Village has alternative media in the form of unique souvenirs. 60, 71% of informants stated that they often used alternative media (special souvenirs) for promotional media, while 39.29% of informants stated that they always used it. The last medium that is often used is personal selling. This promotional media includes conventional. Informants referred to it as word of mouth, where 53.57% of informants stated that personal selling media was often used, 28.57% of informants stated that it was sometimes used, and 17.86% of informants stated that it was always used.

Media that are rarely or only occasionally used are advertising, billboards, direct marketing, and sales promotion. According to informants, advertising media was only used occasionally (40.74%), and some informants even stated that they had never used it (29.63%). Only 22.22% and 7.41% of informants stated that advertisements were often and always used. Billboard media is also a media that is rarely used, according to 53.85% of informants it is only used occasionally and 23.08% of informants said they have never used it. Only 19.23% of informants stated that it was often used and 3.85% of informants stated that it was always used. According to informants, direct marketing media was only used occasionally (64.29%). Several informants did state that direct marketing media was often (32.14%) and always (3.57%). After confirming and observing social media, Cikakak Tourism Village does several times carry out direct marketing (live on social media), when there are events or activities or when influencers come. According to 61.54% of informants, sales promotion media were only used occasionally,

26.92% of informants stated that they were often used, and 11.54% of informants said they had never used it. There were no informants who stated that sales promotion media were always used.

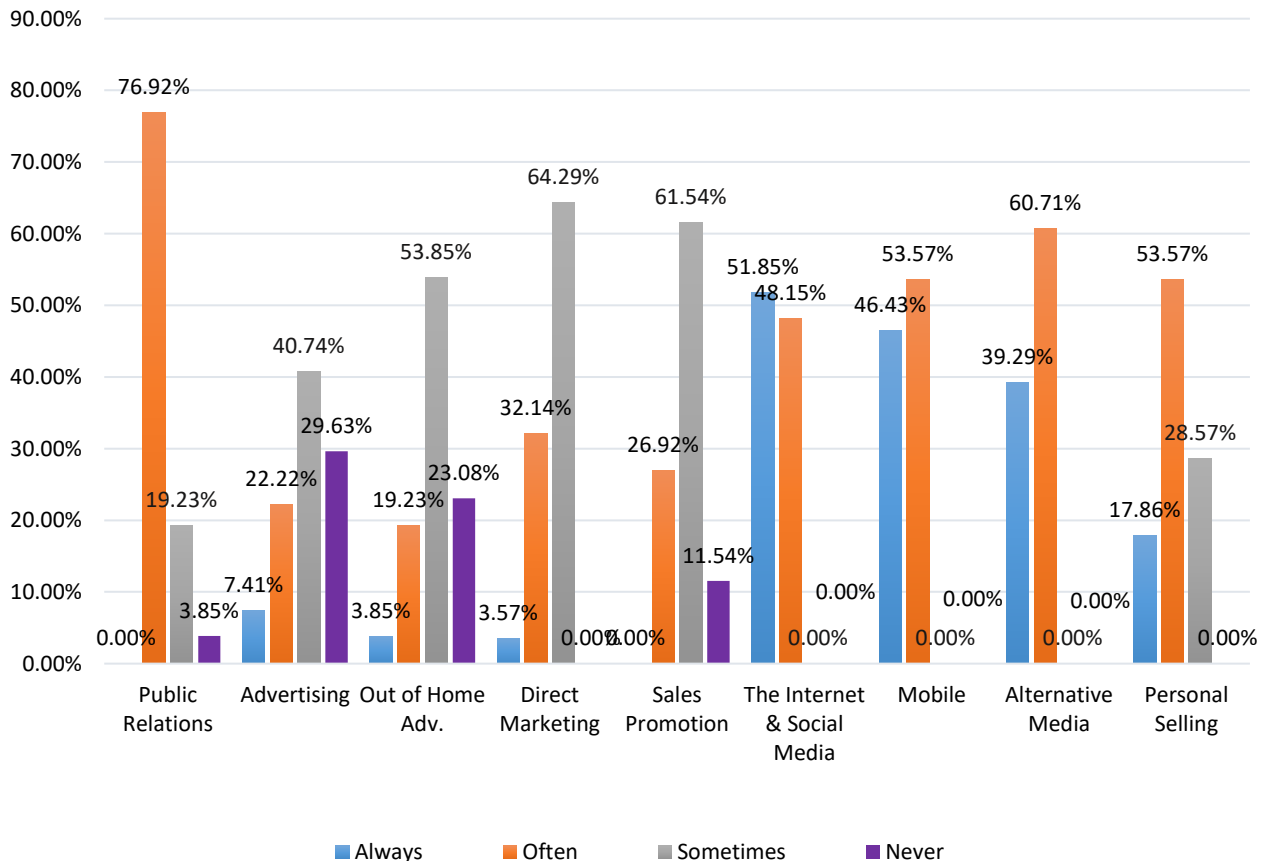


Figure 1. Use of Cikakak Tourism Village promotional media

3.2. Marketing Promotion Extension Media

Communication is a very important element in marketing because it provides information to consumers so that they are aware of the existence of the product. In carrying out marketing communications, several things must be considered, namely what is communicated (what), who communicates (who), to whom it is communicated (whom), and how to communicate (how). With tourism villages, the what element is the tourism village itself, which consists of attractions, accessibility, amenities, and activities [26-28], and the who element is the tourism village stakeholder, which consists of the community, government, and the private sector, the element of whom is a consumer or potential tourists as well as how elements are the media used [29-33].

Integrated marketing communications (IMC) collaborate these marketing communication elements into the promotional media mix according to [34] there are several types of promotional media, namely public relations, advertising, billboards, direct marketing, sales promotion, social media, and internet, telephone and SMS (mobile), alternative media, and personal selling. The promotional media can be used partially or together, situationally depending on the target consumer (tourist) profile. This research shows that tourist villages,

with all their limited budgets and human resources, use promotional media more often: public relations, social media and the internet, telephone and SMS, alternative media, and personal selling. Whether or not stakeholders realize it or not, these five promotion media are used very often, and their effectiveness is recognized compared to the other four media.

3.2.1. Public Relations Media

Public relations is often used as a medium of marketing promotion. Public relations media, among others in the form of partnerships with other institutions, as well as participating in activities carried out by partner institutions. Cikakak Tourism Village often partners with other institutions, research results as shown in Figure 2 that universities are the most frequently partnered institutions (68.00%), followed by the Banyumas Regency Government (28.00%), and the private sector (4.00%) , while Kemenparekraf has never partnered with Cikakak Tourism Village. The following aspect in the media of public relations is outside activities (tourism villages). Outdoor activities that are often attended by tourism villages include training or technical guidance (48.15%), cultural arts performances (29.63%), competitions or championships (18.52%), and exhibitions (3.70%). Technical assistance or training is the activity outside the village that is most frequently attended. Cikakak Tourism Village partner institutions often invite stakeholders to take part in the training they organize.

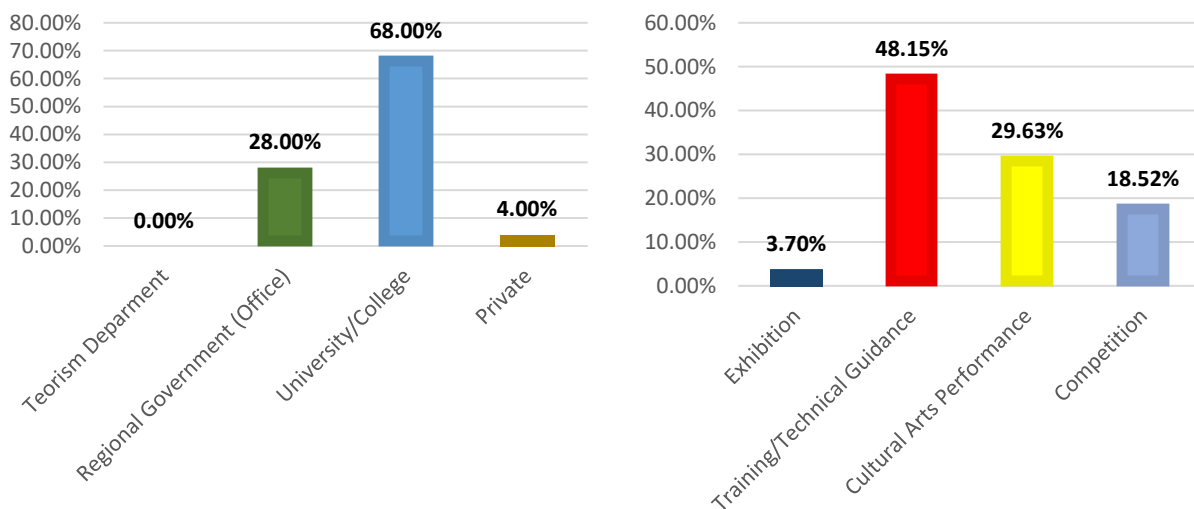


Figure 2. Institutions involved in Marketing Promotion

In companies or exclusive tourist destinations, public relations media are carried out specifically through press conferences or broadcasts through print and electronic media. Cikakak Tourism Village and other tourist villages have not been able to do this, due to inadequate budgetary power. Community relations associated with marketing promotions that can be carried out by Cikakak Tourism Village are participating in exhibitions, cultural arts performances, carnivals, training, socialization, and other activities that can make Cikakak Tourism Village better known. With this activity, Cikakak Tourism Village will establish cooperation and partnerships with other parties who have the potential to become tourists or become promotional agents for Cikakak Tourism Village. It's just that, activities like this were reduced during the Covid-19 pandemic.

Apart from being carried out in partnership with other parties, community relations activities can also be carried out independently. Traditional and cultural events such as Jaro

Rojab, Rewanda Bojana, Sedekah Bumi, and so on, are also public relations activities and can be used as marketing promotions. Based on the results of the Focus Group Discussion, information was obtained that activities like this (for example Rewanda Bojana) require a lot of money. The Rewanda Bojana event in 2019 requires a fee of over 50 million rupiahs for (only) half a day of activities. In addition, when it comes to marketing promotions, it is not clear whether an event will bring in many visitors if it is managed professionally, for example using tickets and having a tour package, because of the last event, visitors are not charged for tickets, only parking fees.

3.2.2. Social Media and the Internet

Social media and the internet have become the mainstay media in marketing promotions for Cikakak Tourism Village (Figure 3). The people of Cikakak Village themselves are familiar with various social media platforms and the internet. The results of this study (Figure 3) show that the most popular applications are Youtube (19.64%), then Instagram and Tiktok (18.75% each), Facebook (15.18%), and Whatsapp (14.29%). Maps (5.36%), and several other applications below 5%. Research also shows that the application most often used for marketing promotions is not Youtube, but using Whatsapp (28.57%), then Facebook (25.00%), TikTok (14.20%), as well as internet sites, Youtube, and Instagram (10.71% each).

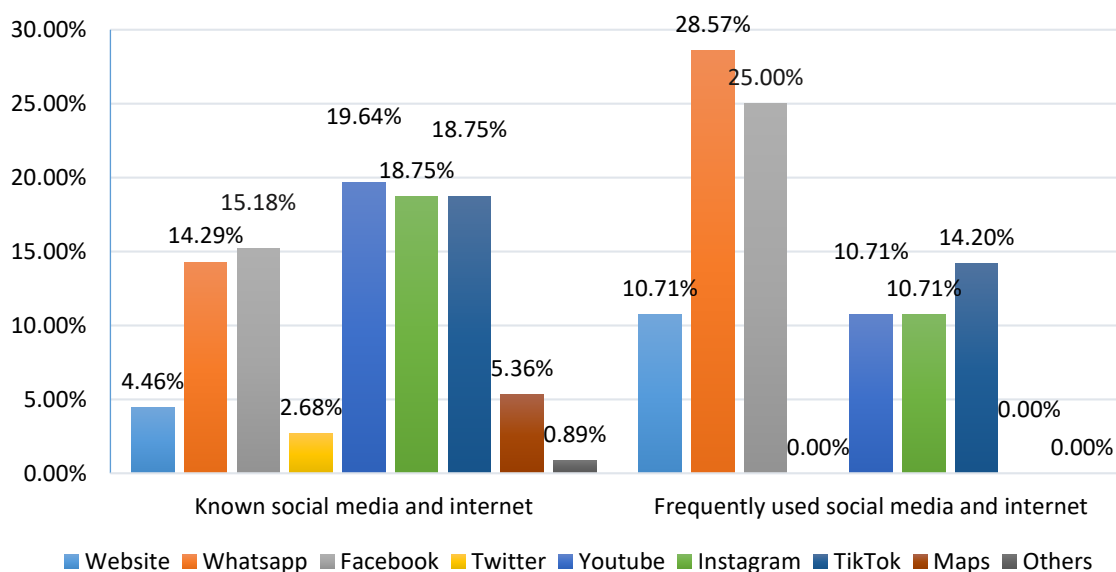


Figure 3. Social media used in marketing promotion

The strength of social media is highly dependent on community support, especially the actions of the community when finding information on tourist villages. The more action, the faster and wider the information will spread. This study observes what the people of Cikakak Tourism Village do when they find information about their tourism village, especially on Cikakak Tourism Village's social media accounts (Figure 4). As a result, 35.71% said they would "like" only if there was information related to Cikakak Tourism Village, 28.57% "like, comment, share", 28.57% "like and share", 3.57% "comment and share", and 3.57% felt they had never seen (none) information on the Cikakak Tourism Village. None of the informants answered "like and comment", "comment", and "share".

Social media is the most frequently used promotional media for Cikakak Tourism Village because it is considered the most effective and efficient in increasing tourist visits. In addition, social media also has many platforms that can be adjusted to the profile of the desired tourist candidate. Social media also has a wide reach, both in terms of distance and audience. Content and promotional materials can also be adjusted to the profile of potential tourists, and displayed as informative, creative, but still interesting content to look at. Social media as a promotional medium [35-39] stated that promotional activities could be increased more broadly with information and communication technology, such as social media.

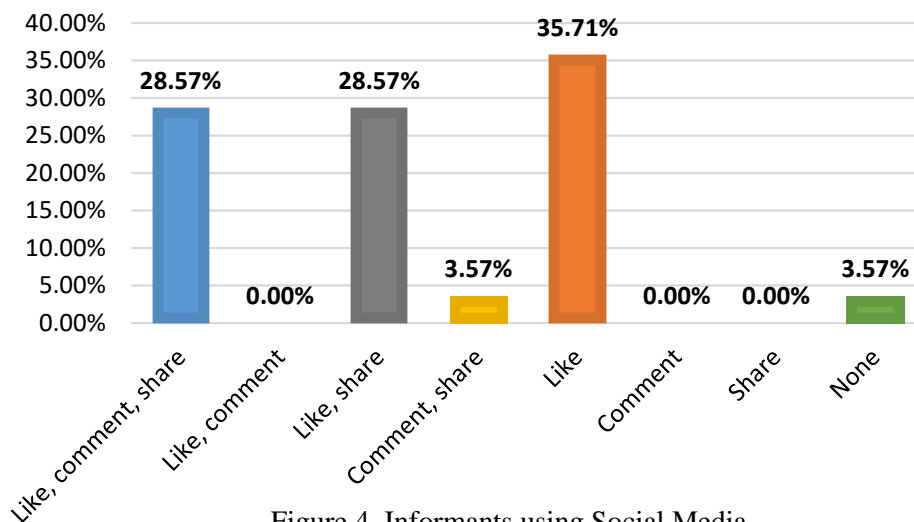


Figure 4. Informants using Social Media

The use of social media does have many advantages, although Cikakak Tourism Village has several weaknesses when using social media. The most obvious weakness is the quality of human resources, particularly in producing content (photos or videos) that are informative, but at the same time creative and interesting. The results of the study show that most content on social media, especially Instagram, has not been narrated or captioned. The narrative or caption on the content is informative for the audience (viewers).

Another weakness in social use is the complaints of some tourists who state that the reality of Cikakak Tourism Village is not as good as what is in the content. This is due to poor communication in promoting destinations in the Cikakak Tourism Village. Based on the research results, information was obtained that not all tourists think so, usually tourists who come from outside the area, who may have high expectations for Cikakak Tourism Village.

Though according communication is an important element in promotion, to persuade and remind consumers of a product. This lack of good communication is probably due to the absence of narration or captions that make tourists misunderstand reality [40-43] .

3.2.3. Telephone and SMS media

Cell phones and SMS are indeed outdated platforms and have begun to be replaced by other media. But in this study, the telephone and SMS functions were replaced with other, more modern platforms, for example, Phone and Chat from Whatsapp, Direct Message from Instagram, Messenger from Facebook, and the like. Although it originates from a social media application, the concept is more similar to calling and sms (or mms). The uniqueness of this media is that it can reach a busy audience and can be used as a contact person. The results of

research in the Cikakak Tourism Village (Figure 5) show that cell phones and SMS are used mostly as contact persons (32.14%) and to contact tourists or potential tourists (28.57%), some informants (25.00%) also thought cell phones and texting are rarely used.

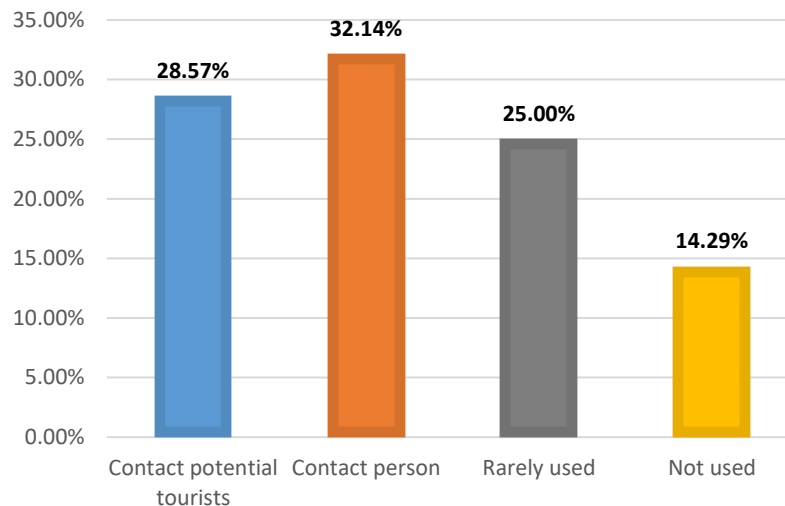


Figure 5. Use of phone and sms in marketing promotion

The advantage of this media can reach long distances and is very suitable for busy promotional targets. The sms feature on cell phones (cellphones) and Chat on the WA application can send promotional information that doesn't have to be seen at a moment's notice. Promotion targets can be seen at any time, for example when they are not busy working. Apart from that, this promotional media can also send photos and videos, through multimedia messaging services (Multimedia Messaging Service = MMS), or using the Chat feature in the WA application. Another advantage of telephone and SMS media can be used as a Contact Person. Social media to be more effective, should be equipped with a telephone number, to facilitate communication with tourists or potential tourists [44-49]. Cikakak Tourism Village also uses telephone and SMS media as Contact Persons, there is even a special manager who answers every question, complaint, or complaint from tourists or potential tourists.

Media telephone and sms also have some weaknesses. The most basic weakness in marketing promotion is low reach in terms of numbers because to promote it requires the phone number of the target promotion. This means the promotion target must be known in advance and recorded by (the manager) of the Cikakak Tourism Village. The second drawback is the relatively higher costs required per target individual when compared to social media and personal selling, especially if you are still using a cellular connection.

3.2.4. Alternative Media

Alternative media in marketing promotion refers to objects that are not promotional media but can be used for promotion. Cikakak Tourism Village has started using alternative media for marketing promotions, in the form of typical souvenirs from Cikakak Tourism Village. Typical souvenirs of the Cikakak Tourism Village can be alternative promotional media if the souvenir contains information, at least the name or symbol of the Cikakak Tourism Village. Informants said in Figure 6 that typical souvenir mentioned the name Cikakak Tourism

Village (48.48%), had symbols depicting Cikakak Tourism Village (42.42%), plain (6.06%), and only product names (3.03%).

Alternative media for Cikakak Tourism Village include typical souvenirs (merchandise), among others, monkey head hangers (coconut shells), printed t-shirts, and so on, as well as non-souvenirs such as bags or food containers. Research on souvenirs as promotional subjects has not been widely carried out, mostly researched as promotional objects. This research obtains information if the Cikakak Tourism Village has used souvenirs as promotional media. Pokdarwis Cikakak Village as the manager has even conducted outreach to souvenir manufacturers so that they print the name and symbol of Cikakak Tourism Village on their products. Souvenirs with the name and symbol of Cikakak Tourism Village can be used as a branding image with Focus Group Discussion. In addition, promotion using alternative media such as souvenirs is cheaper, because it only "entrusts" the name and symbol of Cikakak Tourism Village.

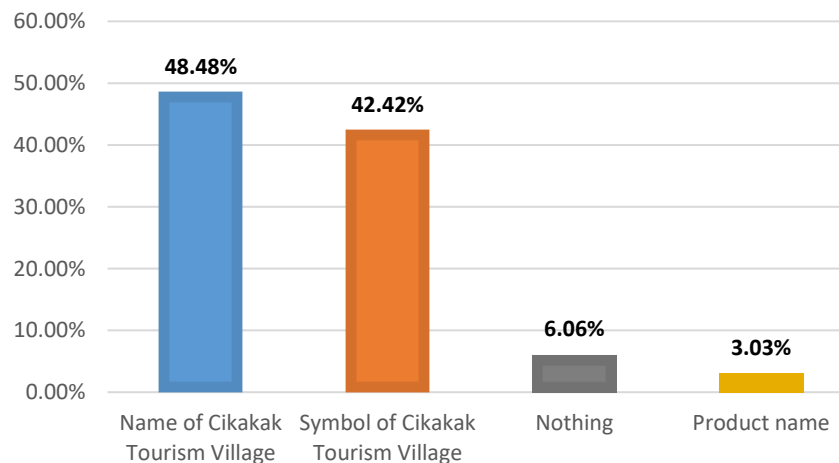


Figure 6. Product Labels on Social Media

This research also found the weaknesses of alternative media when used for marketing promotion of Cikakak Tourism Village. The main weakness is that it requires outreach to souvenir producers (craftsmen) so they want to print the name and symbol of Cikakak Tourism Village. Based on the information obtained during the research, not all craftsmen are willing to do it. The second weakness is that alternative media (eg souvenirs) are very good for branding, but are not persuasive and less informative. Prospective tourists will need information from other media to obtain information about Cikakak Tourism Village.

3.2.5. Personal Sales Media

Promotion using personal selling media is the easiest, cheapest, and most conventional method, but it is said to be quite effective. Cikakak Tourism Village has used a method, which the community calls "word of mouth". The target of personal sales for Cikakak Tourism Village is still more to individuals or individuals, rather than to certain institutions or communities. The results of the research in Figure 7 shows that 62.96% of personal selling promotions were carried out to individuals or individuals, 29.63% were carried out to institutions (non-schools), 3.70% were carried out to schools, and 3.70% of informants stated that they had never been used. The target of direct sales to communities or institutions that have large members is more likely to invite more visitors. According to the informant, most tourists or potential tourists are interested in visiting after the information is provided (78.57%), then 14.29% of informants

stated that tourists or potential tourists are very interested. A small number of informants (7.14%) stated that tourists or potential tourists were not interested and none of the informants said they were not interested.

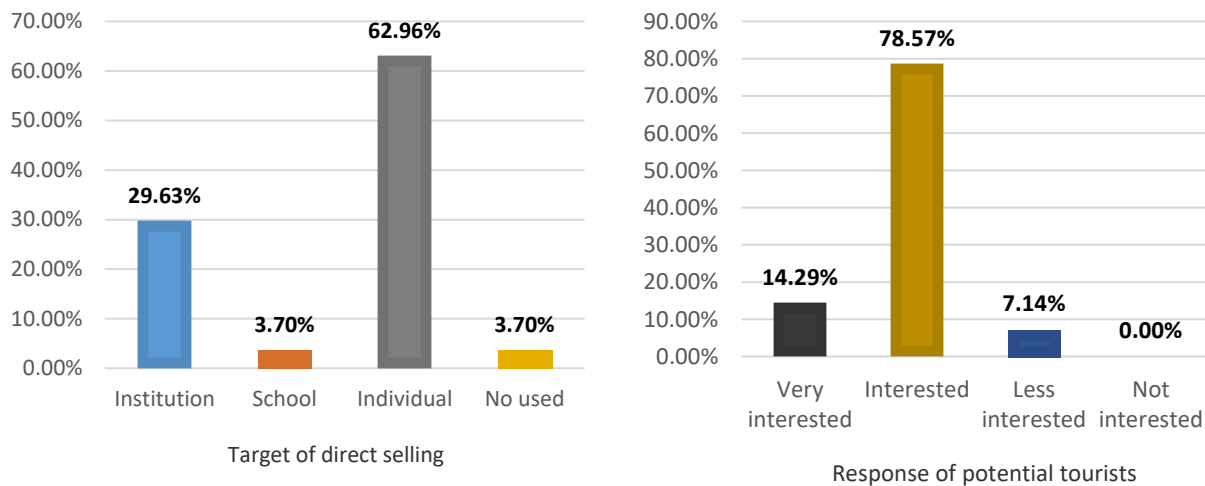


Figure 7. Personal Sales Media

Cikakak Tourism Village uses digital and conventional media together for marketing promotions. Personal selling media is conventional media which is the opposite of social media which relies on information and communication technology. The results of the Focus Group Discussion stated that personal selling (the term used: “word of mouth”) is sometimes even more effective than social media, especially for local tourists (coming from Cikakak Village and its surroundings). Personal selling is sometimes more effective because the current profile of tourists tends to be closer to destinations, choosing the closest destination, and last minute, choosing a destination is done suddenly (Focus Group Discussion). It is this tourist profile that makes personal selling again an effective medium to use. even though it is a conventional medium. Another advantage of personal selling media is that they are trusted by tourists. This is in contrast to social media which sometimes disappoints tourists because according to tourists reality does not match the promotional content.

The use of personal selling media also has a fundamental weakness like conventional media in general, namely low reach, both in terms of distance and number of audiences. With a marketing promotion like this, the seller will directly deal with one or a group of potential tourists, providing information directly [50-55].

This media will be used efficiently if potential tourists live close to Cikakak Tourism Village, but if potential tourists are far from Cikakak Tourism Village, the costs required will increase. Even though there is no data on potential targeted tourists who have an interest (or not) to visit the Cikakak Tourism Village, it is different from digital media which easily. In other words, personal selling media will only be used efficiently when the reach of the target market is still small and close.

This research then examines 4 (four) types of promotional media that are rarely used in Cikakak Tourism Village, to find out the reasons why these promotional media are rarely used. The results of research on promotional media that are rarely used in the Cikakak Tourism Village are as follows:

3.2.6. Advertising Media

Advertising refers to promotions carried out in print media, such as newspapers and magazines, and in broadcast media, such as radio and television. Advertising was once the best promotional media and was widely accessed by many people. Advertising on the mass media is the best promotional media to date, especially on television, but along with the emergence of the internet and social media, advertising on the mass media has decreased [56-60].

The results showed that if the public did not understand the concept of advertising, 80.00% of the informants answered incorrectly by perceiving content on social media as advertising (Figure 8). Only 20.00% of informants answered correctly, consisting of 8.00% answering advertisements placed on television and local newspapers, and 4.00% answering that they were placed in national newspapers. This result illustrates that the stakeholders of Cikakak Tourism Village have not properly understood the concept of advertising. There are 2 (two) reasons why Cikakak Tourism Village does not use advertising as a promotional medium, (1). Advertising costs are high, especially on television; (2). Not on target. The results of the questionnaire and discussion show that managers and other stakeholders are still targeting tourist visits from Wangon District and its surroundings. If you see the intended target.

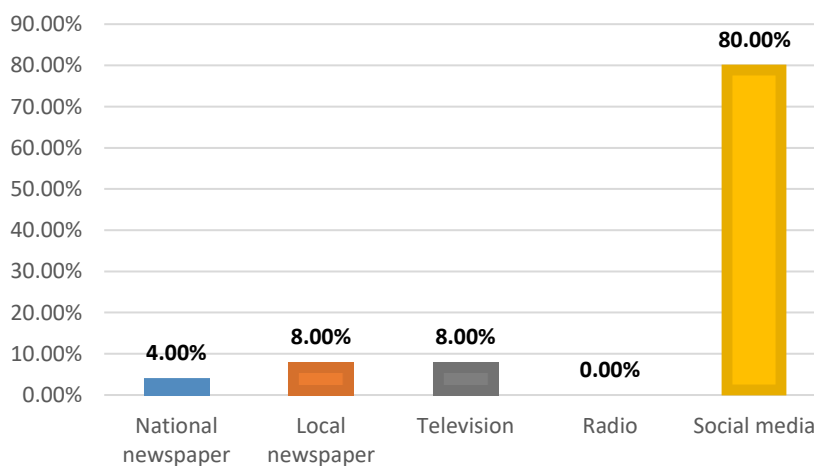


Figure 8. Media used to place advertisements

Cikakak Tourism Village has never advertised itself in the mass media, but once a television station came and covered Cikakak Tourism Village activities, one might call it "unintentional advertising". Taking an active approach to various mass media, both local and national, is one way to be able to use advertising media without incurring high costs. Based on the targeted marketing promotion, namely the people of Banyumas Regency and its surroundings, Cikakak Tourism Village can consider placing advertisements on local radio. Although the existence of the radio has begun to be left out, its existence is still maintained and its fans are still quite a lot, especially in rural areas in Banyumas Regency.

4. Conclusion

Cikakak Tourism Village has used various media for marketing promotions. Promotional media that are often used for marketing promotion are social media and the internet, personal selling, public relations, telephone, and sms, as well as alternative media.

Promotional media are rarely used, namely advertising, advertisements, direct marketing, and sales promotion. Although rarely used, some of these promotional media have great potential in the future, for example, direct marketing, sales promotion, and advertisements. As for advertising, it seems that it is still difficult to apply to tourist villages because the costs are relatively high.

Each media promotion has its advantages and disadvantages. The IMC concept integrates promotional media to be applied together. Although basically, the concept of IMC has also been carried out. This is shown by the fact that each promotional media is related to other promotional media. Promotional media, such as social media and the internet as well as telephone and SMS, play an important role in the use of other promotional media. From the results of this study, only advertising and billboard media seem to have little connection with other media.

IMC can be a strategy and media program for promotional and marketing counseling in the development of tourist villages by empowering digital media literacy tourism administrators, especially the younger generation.

The digital media tools and access for marketing counseling and promotion with the IMC approach need to be fully facilitated by the government and supported by academic stakeholders and the private sector.

Promotion and direct service to tourism visitors remains an important aspect to foster a sense of comfort, satisfaction, and impressiveness which is very effective for marketing promotion for other potential visitors through word of mouth.

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