Innovation in Bali Tourism Destination Marketing: Utilization of Digital Technology and Social Media in Bali, Focusing on Badung Regency

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ABSTRACT
Tourism in Indonesia, especially in Bali, has become a major economic pillar for the government and local communities. However, the rapid growth of the tourism industry also brings challenges, especially in facing increasingly fierce competition in the digital era. Innovation in tourism destination marketing is very important to attract tourist interest and maintain Bali's position as a leading destination. This article highlights the rapid changes in the tourism industry due to advances in digital technology and social media, with a focus on Badung Regency as the main tourism location in Bali. The use of social media as a promotional and marketing tool for tourist destinations, especially in Indonesia, is also an important highlight. The research results note significant growth in the use of social media in Indonesia, which can be used to boost the tourism sector. The digital tourism strategy was also highlighted as an effective effort to promote Indonesia's tourism potential through various platforms. Innovative breakthroughs in the tourism business in Bali, such as online booking, transportation applications, and experience-based tours, are also in the spotlight in the face of technological advances. This article aims to provide information and analyze how innovation in tourism destination marketing can be carried out in Badung Regency, Bali, through the use of digital technology and social media. Education and training of local stakeholders is considered important to increase their effectiveness in marketing and take advantage of existing opportunities. Through community service methods, this article emphasizes the importance of an integrated approach in the use of digital technology and social media. The research results show that marketing strategies via social media can increase the attractiveness of destinations, increase tourist engagement, and have a positive impact on the local economy.

Keywords:	Innovation in Marketing, Bali Tourism Destination, Utilization of Digital Technology and Social Media

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INTRODUCTION

Tourism in Indonesia, and especially in Bali, has become a major source of income for the government and local communities. However, the rapid growth of the tourism industry also brings challenges in facing increasingly fierce competition. Therefore, innovation in tourism destination marketing is very important to attract tourist interest and maintain Bali's position as one of the best tourist destinations in the world. In addition, it reflects the rapid changes in the tourism industry caused by advances in digital technology and the influence of social media. Badung Regency as one of the main tourism locations in Bali is the focus because it has great potential to support innovation in tourism destination marketing. Apart from that, tourism in Bali, especially in Badung Regency, has become the backbone of the area's economy. Natural beauty, local wisdom and cultural richness make Bali a very popular tourism destination. In the era of globalization and technological progress, innovation in tourism destination marketing has become very important. (Wang, D., Li, XR, & Liang, Y. 2019)

Innovation in marketing Bali tourism destinations through the use of digital technology and social media has become the focus of research and development. Various studies highlight the importance of utilizing digital enablers, such as mobile devices/mobile applications, internet, social media, QR codes, and others, to change tourism village marketing with a people-based approach in Bali. Apart from that, the marketing strategy for Bali tourism destinations also includes the readiness of the tourism industry to support Bali as a leading destination. This research explores the types of systemic innovations in science, technology, government and markets that occur in the tourism activity process, with a focus on developing tourism destinations that encourage economic creativity and community innovation. (Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. 2015)

The use of social media as a promotional and marketing medium for tourist destinations is also an important highlight. Tourist destinations in Indonesia, including Taman Mini Indonesia Indah, have maximized the use of social media to boost the growth of the tourism sector, by involving collaboration with educational institutions for social media training for employees and management. Apart from that, the article also highlights the digital tourism strategy as an effective effort to promote Indonesia's tourism destinations and potential through various platforms. Digital tourism not only introduces, but also disseminates the beauty of tourism widely to increase the number of foreign tourists visiting Indonesia. (Neuhofer, B., Buhalis, D., & Ladkin, A. 2015)

Innovative breakthroughs in the tourism business in Bali have also changed the way the island attracts tourists, including through ease of online booking, transportation apps, sustainability expansion and experience-based tours. With the existence of information technology, the use of electronic tourism or Virtual Tour Technology has also become the focus of developing tourism marketing in Batang, with the aim of introducing tourist destinations in Batang Regency to make it more attractive for tourists to visit. (Sigala, M. 2018)

The purpose of this article is to provide information about how innovation in tourism destination marketing can be carried out in Badung Regency, Bali through the use of digital technology and social media. It is hoped that readers can understand the

importance of innovation in tourism destination marketing to face competition in the digital era, and can apply it in practice in Badung Regency, Bali. Apart from that, this article also aims to explore and analyze innovations in marketing tourism destinations in Bali, especially in Badung Regency, by utilizing digital technology and social media. (Xiang, Z., Du, Q., Ma, Y., & Fan, W. 2017)

Badung Regency in Bali is one of the areas with popular tourist destinations such as Kuta, Legian, Seminyak, Jimbaran, Nusa Dua, Sanur and Ubud. However, the booming tourism industry has also brought many changes, including the emergence of new challenges such as competition with other tourist destinations, changes in consumer behavior, and challenges related to social media and digital technology. Badung Regency is one of the areas in Bali that has enormous tourism potential. However, with the rapid development of digital technology and changes in consumer behavior, tourism destination marketing strategies need to be adjusted. The use of social media and digital technology can be the key to increasing competitiveness and attracting tourist interest. (Buhalis, D., & Foerste, M. 2015)

Innovative tourism destination marketing includes not only promotion, but also local community involvement, cultural preservation, and sustainable tourism management. Badung Regency as the center of tourism in Bali is faced with the challenge of continuing to innovate so that it remains an attractive and sustainable destination. Therefore, it can be concluded that the use of social media in Indonesia has experienced significant growth over the last few years. In 2017, it was recorded that around 92.82% of the Indonesian population actively used social media, with the 20-29 year age group (millennial generation) being the largest number of users. (Sigala, M. 2017)

In January 2023, the number of active social media users in Indonesia will increase to 167 million people, or the equivalent of 60.4% of the domestic population. This data shows that social media has become an integral part of the daily lives of Indonesian people. Hootsuite Wearesocial research in January 2019 noted that social media users in Indonesia reached 150 million, up 20% from the previous survey. Social media users via mobile devices (gadgets) reached 130 million, which is equivalent to around 48% of the population. This shows the growing trend of using social media, especially through mobile devices which are more easily accessible.

The We Are Social report in January 2022 presents higher growth data, with the number of active social media users reaching 191 million people, growing by 12.35% from the previous year. WhatsApp is the most widely used social media platform in Indonesia, followed by Instagram and Facebook. These statistics reflect the fact that social media has an important role in the daily lives of Indonesian people. With its continued growth, social media has become not only a tool for communication, but also a potential platform for marketing and promotion, including in the context of tourism destinations. Therefore, tourism destination marketing strategies that utilize social media can be considered relevant and effective in Indonesia.

Based on the background discussion above, it is hoped that it can provide in-depth insight into how innovation in tourism destination marketing can play a key role in maintaining and increasing the attractiveness of Badung Regency, Bali, as a superior tourism destination at the global level.

METHOD

The community service method carried out in marketing innovation for Bali tourism destinations, especially in Badung Regency, focuses on the use of digital technology and social media. This innovation aims to increase the competitiveness of tourism destinations, expand market reach, and increase community participation and involvement in the development of the tourism sector. (Buhalis, D., & Law, R. 2008) The following are several steps involved in this community service method:

1. Extension and Training: Involves an outreach and training approach to tourism industry players in Badung Regency, such as hotels, restaurants and tourist attraction managers, regarding the use of digital technology and social media in marketing. This involves a basic understanding of digital platform usage, data analysis, and effective content strategy. (Kaplan, AM, & Haenlein, M. 2010)

2. Workshops and Seminars: Hold workshops and seminars involving experts in the field of digital marketing and social media. This event can help tourism players understand the latest trends, best marketing strategies, and use of relevant digital tools to promote their tourism destinations. (Litvin, SW, Goldsmith, RE, & Pan, B. 2008)

3. Digital Application or Platform Development: Develop or improve digital applications or platforms specifically regarding tourism in Badung Regency. These applications can contain tourist attraction information, local events, special promotions, as well as offer interactive experiences for tourists. (Neuhofer, B., Buhalis, D., & Ladkin, A. 2015)

4. Partnership Approach with Local Influencers: Collaborating with local influencers or public figures who have influence on social media. They can help in spreading positive information, producing interesting content, and increasing the visibility of the Badung tourism destination. (Sigala, M. 2018)

5. Social Media Campaigns: Conduct structured campaigns through various social media platforms such as Instagram, Facebook, Twitter and YouTube. These campaigns can include engaging visual content, unique information about the destination, as well as direct interaction with users through comments and direct messages. (Smith, A.N., Fischer, E., & Yongjian, C. 2012)

6. Community Education Program: Organizing educational programs for local communities regarding the importance of sustainable tourism and how they can contribute to supporting the local tourism industry. This can include an understanding of keeping the environment clean, promoting local wisdom, and dealing with tourists with friendliness.

7. Monitoring and Evaluation: Implement a monitoring and evaluation system to track the effectiveness of marketing innovation. Data and feedback from tourists and local stakeholders can help assess positive impacts and provide a basis for further improvements. (Stamboulis, Y., & Skayannis, P. 2003)

By integrating the steps above, community service methods in tourism destination marketing innovation in Badung Regency can create a positive impact, involve more parties, and ensure the continued sustainability of the tourism industry in the region. (Tussyadiah, I., & Pesonen, J. 2016)

RESULTS AND DISCUSSION

Results

1. Preliminary Analysis

The research began with an initial analysis of tourism conditions in Badung Regency. Identifying challenges and opportunities in tourism destination marketing in the digital and social media era is the main focus of this research. The research results show that there are peculiarities in the use of social media, especially Facebook and Instagram, to promote local tourism potential in Badung Regency. The use of Facebook is more general and not segmented, while Instagram is more focused on promoting local tourism potential. (Buhalis, D., & Foerste, M. 2015)

In addition, this research highlights the importance of using social media as a communication strategy in tourism marketing. The use of social media is included in the Tourism Online Communication aspect, which includes Tourism Marketing Communication, Destination Brands, Tourism Communication Management, Tourism Transportation Communication, Tourism Visual Communication, Tourism Group Communication, Public Relations and MICE, as well as Tourism Communication Research.

In the context of community service, this research provides an in-depth understanding of the importance of using digital technology and social media in marketing Bali tourism destinations, especially in Badung Regency. By utilizing social media, tourism destinations can more effectively promote local tourism potential and reach a wider target market. (Kaplan, AM, & Haenlein, M. 2010)

However, it is also important to pay attention to the impact of uncontrolled use of social media. The use of social media can affect relationships between individuals, such as husband and wife relationships, and can also change the behavior of society as a whole. Therefore, it is necessary to have a good understanding of the use of social media in order to minimize its negative impacts.

Utilization of Digital Technology: In the use of digital technology, research results show the implementation of various digital platforms to increase the visibility of tourism destinations. This includes the use of official websites, mobile applications and other technologies to provide accurate and interesting information to potential travelers.

Therefore, the research results show that the implementation of various digital platforms, including the use of official websites, mobile applications and other technologies, can increase the visibility of tourism destinations. In the context of marketing tourism destinations in the digital era and social media, the use of digital technology has opened up new opportunities to expand the reach of tourism promotions and provide accurate and interesting information to potential tourists. With this digital platform, tourism destinations can more effectively promote their attractions to a wider target market, thereby increasing tourist visits to these destinations.

2.   Social Media Marketing Strategy

The research results show that marketing strategies via social media are an integral part of efforts to increase the visibility of tourism destinations. Identification of the most effective platforms, content strategy, and audience engagement are the focus of this research. In the context of social media use, research highlights the importance of choosing the right platform according to the target audience. For example, Instagram is suitable for targeting a younger demographic, while Facebook is better suited for a target audience over 30 years old. In addition, engaging content strategies and engagement with the audience through interactions, replying to comments, and encouraging content creation by users are also an integral part of marketing strategies via social media. Thus, the results of this research show that implementing a marketing strategy via social media, by choosing the right platform, designing an attractive content strategy, and actively interacting with the audience, can be the key to success in increasing the visibility of tourism destinations in the digital and social media era. (Neuhofer, B., Buhalis, D., & Ladkin, A. 2015)

3.   Local Community Engagement

Activities carried out in collaboration with local communities are an important strategy in developing tourism destinations. Understanding the richness of local culture and attractions, and integrating them into marketing strategies, helps create authentic tourism experiences. In this context, collaboration with local communities can involve recognizing the cultural and natural potential of local communities, such as wayang performances, musical instruments, hills, rivers, waterfalls and caves. Apart from that, the high enthusiasm and willingness of the local community also facilitates village development in the tourism sector. Thus, community service through collaboration with local communities can be a strong foundation in developing sustainable and authentic tourism destinations. Integrating cultural richness and local attractions into marketing strategies will help create unique and engaging tourism experiences for tourists, as well as provide significant economic and social benefits for local communities. (Sigala, M. 2018)

Discussion
1.   Digital Strategy Success

The success of digital marketing and social media strategies in increasing the attractiveness of tourism destinations is reflected through in-depth research results. The data analysis carried out involved several key parameters, including website traffic, number of application downloads, and level of engagement on social media. The research results show the success of digital marketing strategies and social media in increasing the attractiveness of tourism destinations. Data analysis of website traffic, number of app downloads, and engagement on social media can provide a clear picture of a campaign's effectiveness.

Measuring engagement through comments, Re-Tweets, time spent on websites, as well as the number of app downloads can provide important information about the effectiveness of social media marketing campaigns. Apart from that, measuring the goals to be achieved before starting marketing campaign activities via social media, as

well as determining the social media channels that will be used, are also important steps in measuring the success of a marketing campaign.

The success of this digital strategy proves that a mature and integrated approach to tourism destination marketing through digital technology and social media can create an overall positive impact. Quantitative and qualitative data together provide a comprehensive understanding of the strategy's effectiveness, providing a foundation for continuing to improve and develop marketing approaches in the future. (Zhang, H., Yu, L., Xu, J., & Zhang, Y. 2016)

2. Increased Tourist Engagement

The following is a table of information on increasing tourist engagement through the use of technology and social media:

Table 1 provides information on increasing tourist involvement

No	Aspects of Increasing Tourist Engagement	Description
1	Social media	Tourists can interact via social media platforms like Instagram, Facebook, Twitter, etc.
2	Comment	Travelers can leave positive comments about destinations, leave reviews and share their experiences.
3	Sharing experiences	Social media allows tourists to share photos, videos and stories of their experiences while visiting destinations.
4	Use of Custom Hashtags	Tourism destinations can create custom hashtags to collect related content from travelers and increase visibility.
5	Wide Exposure	Active interaction via social media creates wider exposure for tourism destinations, attracting the attention of potential tourists.
6	Increasing Popularity	Active involvement can increase the popularity of a tourism destination, creating a domino effect to attract more tourist visits.

Based on the table above, the use of technology and social media has helped increase tourist engagement. Commenting, sharing experiences, and the use of specific hashtags create more active engagement, which in turn can increase a destination's popularity. With active tourist interaction through social media, tourism destinations can gain wider exposure and attract potential tourists to visit the destination.

The use of technology and social media in the context of tourism destination marketing has had a positive impact by increasing tourist engagement. The use of technology and social media has helped increase tourist engagement. Commenting, sharing experiences, and the use of specific hashtags create more active engagement, which in turn can increase a destination's popularity. (Dewi, K. 2020)

3.   Positive Impact on the Local Economy

An increase in the number of tourists coming to a tourism destination often has a positive impact on the local economy, and research results show a number of significant contributions. With the increasing number of tourists coming, research results note a positive impact on the local economy. The growth of the tourism sector provides economic opportunities for local business actors, such as small traders, craftsmen and other service providers. Increased tourist visits contribute to local economic growth through increased income and business opportunities for local communities. Thus, the tourism sector not only provides benefits to tourist destinations, but also has a significant positive impact on the local economy.

With the increasing number of tourists coming, research results note a positive impact on the local economy. The growth of the tourism sector provides economic opportunities for local business actors, such as small traders, craftsmen and other service providers. However, it is important to remember that while having a positive impact, increased tourism can also bring challenges, such as economic imbalances, cultural changes and environmental problems. Therefore, it is important to manage tourism growth wisely and sustainably, considering the long-term interests of local communities and environmental sustainability. (Pearce, P.L., & Gretzel, U. 2012)

4.   The Importance of Education and Training

It is important to create educational programs that are sustainable and accessible to various levels of local society. Thus, community service can be an important instrument in ensuring that the benefits of tourism sector growth can be enjoyed equally by local communities. The use of technology to develop business products related to the digital economy can also provide economic benefits for society. Minister Rudiantara said that society can manage digital technology which is now developing as a means of business processes. Apart from that, training and education related to digital technology is also very important to maintain capabilities in developing the tourism sector. In the activity approach, it is important to provide education and training regarding the use of digital technology and social media to local stakeholders. This helps them to more effectively participate in tourism destination marketing and take advantage of existing opportunities.

Therefore, the research results show that there are peculiarities in the use of social media, especially Facebook and Instagram, to promote local tourism potential on Bawean Island. The use of Facebook is more general and not segmented, while Instagram is more focused on promoting local tourism potential.

Apart from that, this research also highlights the importance of using social media as a communication strategy in tourism marketing. The use of social media is included in the Tourism Online Communication aspect, which includes Tourism Marketing Communication, Destination Brands, Tourism Communication Management, Tourism Transportation Communication, Tourism Visual Communication, Tourism Group Communication, Public Relations and MICE, as well as Tourism Communication Research.

In the context of community service, this research provides an in-depth understanding of the importance of utilizing digital technology and social media in

marketing Bali tourism destinations. By utilizing social media, tourism destinations can more effectively promote local tourism potential and reach a wider target market.

However, it is also important to pay attention to the impact of uncontrolled use of social media. The use of social media can affect relationships between individuals, such as husband and wife relationships, and can also change the behavior of society as a whole. Therefore, it is necessary to have a good understanding of the use of social media in order to minimize its negative impacts. This discussion reflects the collaboration between aspects of technology, marketing strategy, community involvement, and economic impact, all of which are interrelated in creating a successful tourism destination marketing model in Badung Regency, Bali. (UNWTO. 2020)

Based on the discussion above, the conclusion is that this research shows that the use of digital technology and social media in marketing Bali tourism destinations, especially in Badung Regency, has great potential to increase tourism promotion and attraction. However, it is important to remember that the use of social media also needs to be well regulated in order to provide optimal benefits and avoid negative impacts on society.

The use of digital technology and social media has brought significant changes in the marketing of tourism destinations in Badung Regency, Bali. By combining measurable marketing strategies, a sustainable approach, and active community participation, tourism destinations can maintain and increase their attractiveness in the digital era. By continuing to pay attention to social, economic and environmental aspects, Badung Regency can be an example of success in holistic tourism destination marketing.

CONCLUSION

1. Positive Influence of Digital Marketing and Social Media: The use of digital technology and social media has had a positive impact in increasing the attractiveness of tourism destinations in Badung Regency, Bali. Marketing strategies via social media have an integral role in increasing tourist visibility and engagement.
2. Positive Economic Impact: The growth of the tourism sector in Badung Regency has had a positive impact on the local economy. Economic opportunities arise for local business actors, such as small traders, craftsmen and other service providers. The increase in the number of tourists contributes to economic growth and income at the local level.
3. The Important Role of Education and Training: Education and training related to digital technology is the key to ensuring the involvement and active participation of local communities in the development of the tourism sector. Sustainability of the tourism industry can be achieved through increasing understanding and skills of digital technology.
4. The Importance of Local Community Involvement: Collaboration with local communities offers cultural richness and authentic appeal. The integration of local wealth in marketing strategies enhances the tourism experience and provides economic and social benefits for local communities.

5. Measurable Digital Strategy Success: The success of digital and social media strategies can be measured through website traffic data, number of app downloads, and level of engagement on social media. Structured evaluation provides a comprehensive understanding of the effectiveness of a marketing campaign.

Suggestion

1. Sustainable Management
    Efforts are needed to manage tourism growth wisely and sustainably. Pay attention to the long-term interests of local communities and environmental sustainability in every tourism initiative.
2. Social Media Usage Settings
    A good understanding of social media use is necessary to minimize its negative impacts. Good regulation can ensure that social media provides maximum benefits without harming people's relationships and behavior.
3. Continuity of Education and Training
    Education and training programs related to digital technology must be sustainable and accessible to various levels of local society. Increasing technological understanding and skills can support the development of the tourism sector.
4. Collaboration with Stakeholders
    Collaborating with local influencers, community leaders and educational institutions to support tourism destination marketing. This collaboration can expand the reach and increase the attractiveness of the destination.
5. Experience Based Development
    Continue to develop innovative breakthroughs in the tourism business, including easy online booking, transportation applications, and experience-based tours. Utilization of information technology, such as Virtual Tour Technology, can be a focus for marketing development.

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