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IMPLEMENTATION OF E-MARKETING AS THE EMBODIMENT OF TOURISM 4.0 INDONESIAN SAFARI TOUR

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Abstrak
Bogor city tourism has a variety of tourist objects that become tourist attractions' favorite places in local communities and outside the region, especially the tourist attractions of the Indonesian Safari Park. The number of tourist attractions in the city of Bogor has become a distinctive form of Bogor and is widely known to the public, even not a few foreigners come to travel. Tourism is a sector that contributes well to the Indonesian economy. So, it needs a planned and structured tourism development effort to realize the 4.0 tourism industry in Bogor city tourism. Therefore, e-marketing or digital marketing is needed as a form of embodiment. Based on these problems, this study was conducted to explain how to implement e-marketing properly and analyze the tourism potential in the city of Bogor with the application of e-marketing. The research method used is the qualitative research method. Collecting data in this study are visitor distribution data based on information media sources and data on the use of social media as marketing media in 2019. The results of this study can show the effect of the implementation of e-marketing on the realization of tourism 4.0.
Keywords: Tourism 4.0, Business Management, E-Marketing, Business Strategy

PRELIMINARY

The development of information technology has now changed the perspective and strategy of business people. For this reason, to survive in the competition in the tourism market, the city of Bogor needs to take advantage of this opportunity. The movement of business competition is increasingly complex so this creativity is used to create innovations. Technological developments that make the use of smartphones increase. Operations in doing business are needed to create different creativity for developing their business. According to the ministry of tourism and tourists, 70% of tourists have searched for tourist attractions to visit. In the travel market, it also increased by Rp. 3 trillion in 2015 and grew by 28% to around Rp. 10 trillion in 2020. As for the steps of tourists when searching for and researching tourist attractions using digital technology, namely satisfying customer experiences, ordering, and

paying for tourist services. According to the tourism ministry, there are about 50% of foreign tourists come to Indonesia for tourism. One of them is coming to Bogor tourism.

Tourism is one of the activities that can develop the Indonesian economy. This sector is one of the most helpful sources of foreign exchange earnings. To develop it, the role of the government in this matter is needed. The legal basis includes the development of tourism, namely the Law of the Republic of Indonesia Number 10 of 2009.

Tourism is a phenomenon that occurs globally and has become the basis of human life. The potential for tourist attractions is a very large driver of economic growth. Indonesia is a country with diverse uniqueness. If it is developed, it will become a strong competitor against other countries. Tourism is an opportunity that gives rise to new ideas, knowledge, and creativity. Information in 2017

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revealed that Indonesia's tourism industry is growing and increasing by 22%, much higher than ASEAN tourism which is only 7%, and world tourism by 6.4%. Based on the records of The World Travel and Tourism Council, Indonesian tourism ranks 9th.This is good news but also a challenge for Indonesian tourism.

According to Travel Tech Consulting, which was reported in SWA magazine on 24 July 7 August 2019, it explained that those who will encourage tourism 4.0 are millennial travelers. 70% of travelers who search and share through social media and around 51% of foreign travelers are millennials.

Marketing in business is the most important factor because it can increase the number of tourist visitors. One of the marketing activities is promotional activities. There are two ways of promotion, namely promotion in traditional and modern ways. Now, most of the promotions carried out by business people use modern promotions utilizing digital technology, such as promoting on social media.

Promotion using social media is very efficient and very influential in increasing visitors. The promotion itself serves to attract tourist visitors to come to tourist attractions, especially safaris in Bogor, Indonesia.

There is Law Number 10 of 2009 which discusses tourism and explains that tourism is a collection of interrelated businesses in the tourism sector to produce goods/services needed for tourists in the implementation of tourism.

According to Kotler, marketing is a social process that requires individual and group actors whose goal is to get what they want by creating, offering, and exchanging products/services that have value to other individuals/groups. According to Philip Kotler and Armstrong, marketing is a social and managerial process by which individuals and groups obtain what they need and want through the creation and reciprocal exchange of products and value with others.

To do marketing, a strategy is needed to promote business products to consumers.

According to Kotler's marketing strategy, there are main components, namely:

1. Segmentation

This strategy is the most important component and, in this segmentation, it determines whether the company's business is successful or not. To create a segment it takes variables that become triggers for making strategies, namely psychography, geography, behavior, geography, and individuals.

2. Target

This component is the most profitable and has high potential. Companies need to evaluate the market segment of the business before making a selection (Kotler, 2005).

3. Positioning

Positioning is a component of a marketing strategy that makes something unique to form a product image that is superior to other competitors.

A marketing mix is a marketing tool used by business people to achieve the goal of increasing sales. This marketing mix is called the 4Ps, namely product, price, place, and promotion. A promotional mix is a strategic combination of advertising with other promotional tools.

1. Advertising

Advertising can be in the form of magazines, television, radio, letters, and so on. To create advertising, it must include:

  a. The region will have to be targeted
  b. Consumer Specific which is targeted
  c. Creating unique things to attract consumers
  d. Advertising facilities.

2. Promotion

Promotion in sales activities is a form of a strategy used to attract consumers' attention to buy business products that we have. Usually, this promotion takes the form of price cuts, free services, and so on.

3. Personal selling

Personal selling is a method used to quickly attract consumers' hearts. So, in personal selling, this is the beginning of consumers making decisions to buy.

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There are promotional tools used in marketing (Kotler, P, & Keller, KL):
1) Advertising activities
2) Sales promotion
3) Individual sales
4) Public relations
5) From mouth to mouth
6) Marketing and publication direct

Digital marketing is marketing that is used to attract the attention of consumers to buy business products using a digital system. Digital marketing generally uses social media such as Instagram, Twitter, Tiktok, and so on.

Social media have a very wide network that spreads to the archipelago and even abroad. Social media are very efficient because they cover several aspects; interest, attention, and research. In this era of highly developed technology, the government is now carrying out

The implementation of information technology in tourism promotion activities. This is supported by the Minister of Tourism Arief Yahya, who started a digital tourism policy.

Digital tourism is a strategy used to develop tourism by using digital media such as mass social media. This is because modern tourists have done search and research. The use of digital tourism is related to the new paradigm in the concept of tourism 4.0 where the main target is millennials.

Direct marketing is an interactive marketing system that utilizes one or several advertising media to generate a measurable response or transaction at any location (Fandy Tjiptono 2012). Direct marketing is a marketing communication that allows companies to make direct contact with individual buyers and interactive marketing (Suryadana 2018).

With this it can be concluded that the formulation of the problem to be studied is as follows:
A. How about lodging for visitors in the Safari Park area?
B. How much data is on the distribution of visitors in the Safari Park?
C. How to use the media in marketing Safari Park?
D. What is the role of social media in tourism?
E. What are the strategies to increase Safari Park visitors?

RESEARCH METHODS

The method used for this research is qualitative. Qualitative research is research whose purpose is to analyze existing problem solving based on the data that has been collected. This method is explained based on the elements of the strategy phenomenon not based on hypothesis testing.

Data collection was obtained from secondary data derived from visitor distribution data based on information media sources and data on the use of social media as marketing media in 2019.

RESULTS AND DISCUSSION
Safari Park Area Lodging

Taman Safari Indonesia is one of the tours owned by the city of Bogor. This Safari Park tour has a variety of interesting tours and the facilities provided are also diverse so that it becomes a special interest for visitors. This tour has two hotels as accommodation supporters, namely the royal safari garden and the safari lodge hotel. These two hotels have different services and facilities. Not only that, this safari park tour also has restaurant facilities, and access to destinations that can attract visitors.

Hotel Royal safari has a capacity of up to 800 people where rooms and meeting rooms are available. While the safari lodge reached 350 people. In both of these, hotels provide special tools such as they; APAR, smoke detectors,and heat detectors. Thus, visitors will feel safe and comfortable when staying at these two hotels while traveling to the Indonesian safari park. The restaurant facilities in the safari park area are no less interesting than the hotels provided. There are many variants of the menu, prices, and of course quality. This tourist area has several restaurants, namely rainforest restaurants, panda

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restaurants, and jungle restaurants. The food served also varies, for example, Indonesian food, bento, and Chinese food.

Safari Park Visitor Distribution Data

From the results of this study, we obtained the results data on promotion costs and data on the distribution of visitors based on media information. The following data were obtained from this research:

Table 1. Visitor Distribution Data Based on Information Media Sources for Indonesian Safari Park Tourists

| Media Source Information	Amount	Percentage %
Internet	18	37.5
Exhibition	16	33.3
Radio	2	4.2
Tv	8	16.7
Other	4	8.3
Total	48	100.0

The distribution data above shows that the information obtained by visitors regarding information about Indonesian Safari Park tourism comes from various sources, namely the internet, exhibitions, radio, TV, and more. These sources of information have different percentages and it can be seen from the table that the distribution of most visitors comes from the internet with a percentage of 37.5%. This shows that the use of e-marketing or digital marketing (with the internet) is very efficient and very influential in increasing the number of visitors. The smallest percentage is the distribution of visitors by radio. This is because many people are no longer using the radio. The Radio itself is also not the choice of many people to find information, especially information about tourist attractions. In addition to the internet, the exhibition is also a medium of information for visitors to the Indonesian safari park. This is because direct marketing to the community is still effectively used and has quite an impact on increasing the number of visitors. Need to develop promotional techniques with various creativity and skills according to the times.

Use of social media and marketing media

Table 2. Trends in the Use of Social Media as a Marketing Media

Social Media Marketing (2019)	Percentage
Instagram	69%
Youtube	62%
LinkedIn	52%
Facebook	51%
Twitter	35%
Messenger Bot	32%
Pinterest	29%
Snapchat	9%

Source: https://www.marketingcharts.com/digital/s social-media-108463

Graph 1. Trends in the Use of Social Media in Marketing
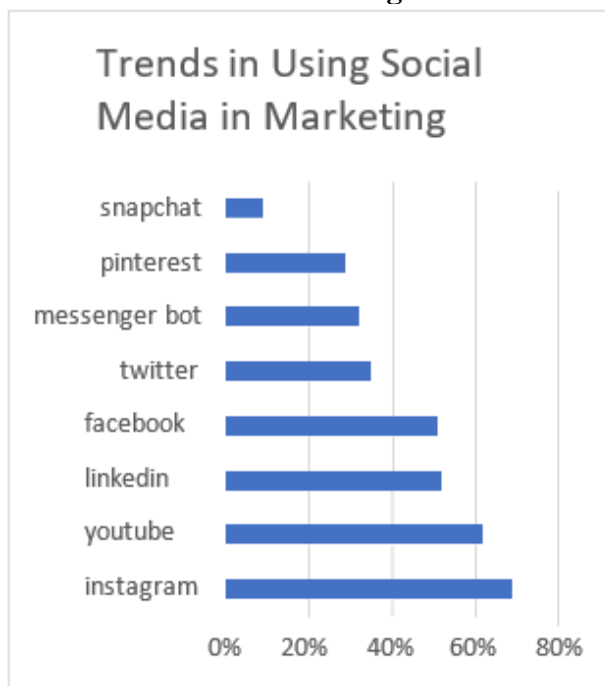
The data table is the result of a survey conducted by one of the survey institutions in the United States in 2019. Based on the trend table for the use of social media, it can be seen that many businesses have used social media as a digital-based marketing medium. The Instagram platform occupies the largest percentage value used as a marketing medium. In the second position is Youtube, a platform which has a percentage of 62%. Not very different from

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Instagram, Youtube is also one of the choices used as a marketing medium. Just Instagram has a broad scope to attract consumers. The smallest percentage is in the Snapchat application at 9%. Snapchat has the smallest percentage compared to other platforms. This is because there are not as many users of the Snapchat application as on other platforms, so the scope for engaging consumers is very small. This data is used as a plan to increase activity for the next year.

The Role of Social Media in Tourism Promotion Media

These social media are used to share travel experiences with tourists so that it becomes a source of information for other tourists to find tourist attractions like tourist destinations. In particular, Instagram has the highest percentage of use as a marketing medium. Instagram is a platform that has a very large number of users. The facilities provided by Instagram are photo, video, and direct message (DM) features. This feature makes it easier for users to share the moments or experiences that users have. As Instagram grows, the features it provides are getting more and more interesting. Here are other features of Instagram:

- Comment
- News feed
- Profile
- Reels
- Explore

According to research conducted by Araujo et al (2014), 76.1% of users upload photos of places they have visited as posts on their accounts. This matter proves that Instagram users use their Instagram accounts more as a medium for sharing personal experiences. Thus, these posts can potentially attract and hook other users to try to visit these tourist attractions.

Table 3. Number of Tourists Visiting Taman Safari Indonesia in 2015-2019

year	number of visitors (person)	
	overseas	archipelago
2015	103.042	4,979,796
2016	166.071	8,625,229
2017	355,330	6,944,804
2018	339.931	7,173,278
2019	287,681	9,197,276
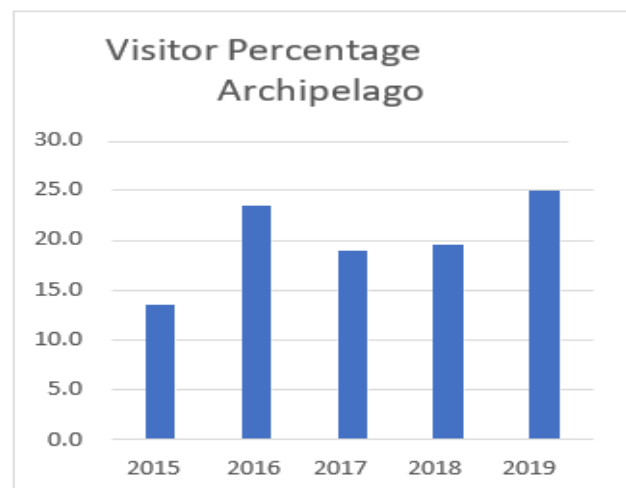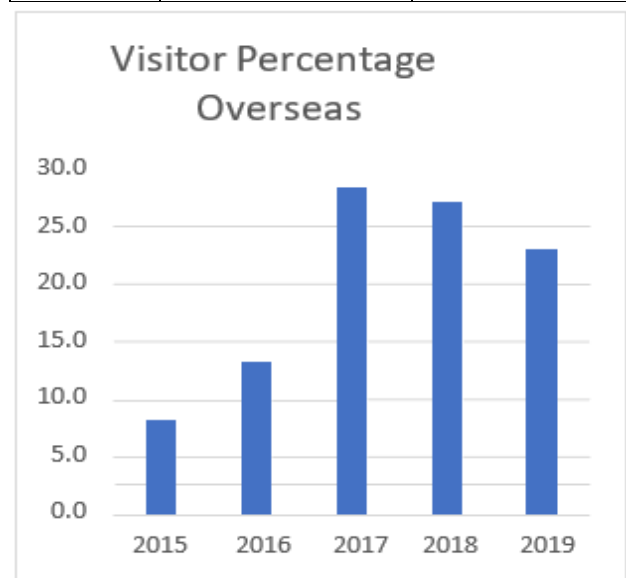
Based on data in 2019, it can be seen that the number of visitors from 2015 to 2019 experienced changes, both from domestic visitors and foreign visitors. The number of domestic visitors experienced a significant increase in 2015-2016 by 3,645,433 people. This increase was followed by increase amount visitors to foreign countries. In 2018-2019 the number of domestic visitors also experienced an increase, which increased by 2,023,998 people but in 2018-2019 the number of foreign visitors decreased. The decline did not only occur in the number of foreign visitors, but also in the number

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of domestic visitors, which occurred in 2017. Thus, judging from the data on the number of visitors to Indonesian safari parks, domestic visitors are more dominant than foreign visitors. So it is very unfortunate that this safari tourist spot is not introduced more widely in foreign countries. With that, the role of government and society is needed to introduce this safari park tour more widely to countries.

Therefore the role of social media as a marketing medium is very influential to increase amount of foreign and domestic.

Strategies to increase visitors to the safari park

To increase the number of foreign and domestic visitors, tourism promotion and marketing activities need to be carried out with various creativity. Digital marketing or e-marketing is an efficient choice to use. For example, tourism promotion is carried out by creation of interesting content will later be uploaded to social media. This promotional content is an option to attract potential tourist visitors. So human resources also help in illustrating the creation of the promotional content. Usually, human resources who are professional in handling the creation of promotional or marketing content are known as copywriters. Becoming a Copywriter requires skills and insight in copywriting. Thus, with the copywriting of the content created, it has the potential to attract visitors to visit safari park tours.

CONCLUSION

From the research that we have done, we can explain as follows:

a) In the research above, this tour has two hotels as accommodation supporters, namely the royal safari garden and the safari lodge hotel. These two hotels have different services and facilities.

b) The distribution data above shows that the information obtained by visitors regarding information about Indonesian Safari Park tourism comes from the internet with a percentage of 37.5%.

c) Based on the Instagram table with the platform most used by marketing, then YouTube is followed. Then the smallest percentage is radio, which is only under 10%. D

d) Based on data, the population in 2015-2019 has increased.

e) The digital marketing strategy known as e-marketing is very efficient in the era of technology development from year to year. Especially promotion using social media Instagram. Instagram is the choice for business people in marketing their products. This is because the impact of marketing increases the performance of the number of visitors to Indonesian safari park tours. This creates a good opportunity for business people, especially in the tourism sector. This is a form of embodiment to make the tourism industry 4.0. Thus, the existence of digital in marketing needs to be intensified to be implemented in the tourism business.

The success of the tourism e-marketing process is driven by several factors including availability, budget, innovation, and partnership. However, there are also shortcomings caused by inhibiting factors, namely lack of strategic thinking, lack of human resources, lack of coordination, and less effective and sustainable promotions. Based on this data, it can be concluded that the e-marketing process carried out by the DIY Office has been successful in terms of concept and design, but management has not been carried out optimally. This is strongly influenced by the absence of competent human resources, so e-marketing tourism gets less attention from the public as evidenced by the low number of visitors and followers of social media.

Suggestion

The suggestions I give include:

a. We can optimize the infrastructure of the lodging provided and make more lodging

because the number of visitors will increase every year

b. managers should have a plan for carrying out these digital-based marketing activities. Due to the increasing number of visitors

c. Recommended optimizing the role of social media so that marketing in the area is optimal and gets the attention of visitors

d. The need for qualified human resources to support this digital-based marketing strategy,

For example, recruiting a reliable copywriter so that the creation of promotional content can be efficient. The selection of media in this promotion and marketing must be done properly so that the reach of the promotion can be wider. So, it could attract more foreign visitors.

Not only marketing media which is conducted to increase the number of visitors, but requires major marketing strategies such as segmentation, targeting, and positioning. So that the overall marketing can achieve the maximum goal, especially for the tourist destination of the Indonesian safari park.

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