



Digital Tourism Marketing 4.0 Collaborative Strategy for Banggai Brothers Area, Central Sulawesi, Indonesia

Rully Anggi Akbar¹, Tri Kuntoro Priyambodo^{2*}, Hendrie Adji Kusworo¹
and Chafid Fandeli¹

¹Doctoral of Tourism Program, Gadjah Mada University, Indonesia.

²Center for Tourism Studies, Gadjah Mada University, Indonesia.

Authors' contributions

This work was carried out in collaboration among all authors. Authors RAA and TKP designed the study, performed the statistical analysis and wrote the protocol. Author RAA wrote the first draft of the manuscript. Author TKP reviewed and proofread the final manuscript. Authors TKP, HAK and CF managed the analyses of the study. Author TKP managed the literature searches. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/JESBS/2020/v33i1130269

Editor(s):

(1) Dr. Gustavo Henrique Silva de Souza, Federal Institute of The North of Minas Gerais, Brazil.

(2) Dr. Sara Marelli, IRCCS San Raffaele Scientific Institute, Italy.

(3) Dr. Chih-Wei Pai, Taipei Medical University, Taiwan.

Reviewers:

(1) Jennifer Caroline Soares, Universidade Federal de Sergipe, Brazil.

(2) Anupreet Kaur Mokha, University of Delhi, India.

Complete Peer review History: <http://www.sdiarticle4.com/review-history/62627>

Original Research Article

Received 10 September 2020

Accepted 15 November 2020

Published 03 December 2020

ABSTRACT

Aims: This study aims to analyze the obstacles in digital tourism marketing in The Banggai brothers area (Banggai Luwuk, Banggai Islands, Banggai Laut), Central Sulawesi, to analyze the digital marketing strategies that have been applied and to formulate an effective collaborative digital tourism marketing strategy that can be used, and applied to the Banggai brothers in the future.

Study Design: This research study design is a qualitative study

Place and Duration of Study: This research was conducted in the Banggai brothers (Banggai Luwuk, Banggai Islands, Banggai Laut) Central Sulawesi, Indonesia, in February - June 2020.

Methodology: This qualitative research method uses a case study. Collecting data through interviews and direct observation with regional tourism offices, destination management, local communities, and visitors to tourism objects in the Banggai brothers. Data analysis using Grounded Analysis (Reduction, Display, and Drawing Conclusion / Verification).

Results: The result of this research is The dominant problem is the limited human resources in tourism.

Conclusion: The marketing strategy plan aimed at the Banggai Brothers area is Digital collaboration tourism, namely; Planning phase using a collaborative market system. The implication of this research can help create a collaborative tourism marketing strategy 4.0 based on internet use, especially social media, for the Banggai area and destinations throughout Indonesia.

Keywords: Digital-tourism; marketing-strategy; collaborative marketing; cross-border destination development.

1. INTRODUCTION

Industrial Revolution 4.0 shows the progress of the industry globally. It is marked by each country's efforts to increase its competitiveness in their respective countries to face the global market. Industry 4.0 applies the principles of interoperability, virtualization, decentralization, real-time capabilities, service-oriented, and modular, which aims to increase product value [1]. The benefits of industry 4.0 include the speed of product development, increased productivity, increased consumer service, and increased income, which directly impacts a country [2]. And it is also considered to be more profitable for business people in terms of operational cost-efficient. There is a belief that this revolution will benefit business people because it can cut production and distribution costs, especially if the actors can create an effective and efficient collaboration ecosystem [3] and continuously for all industrial sectors. All industrial sectors are affected by the 4.0 industrial revolution, including the tourism sector industry [1].

The tourism sector is one of the industries with the most profitable economic growth globally. Supported by a report from the World Travel and Tourism Council (WTTC), the tourism industry accounts for 10.4% of the world's GDP, making it one of the largest economic sectors worldwide [4]. The management of each country's tourism sector, from planning and implementation to supervision, is crucial, including the marketing of tourism products currently shifting to digital marketing.

Along with the emergence of the industrial revolution 4.0, digital marketing has also experienced rapid development, namely marketing 4.0. Marketing 4.0 is horizontal, inclusive, and social that focuses on humanity in the digital era. It combines online and offline interactions, besides integrating style and substance, which means that the brand puts forward good branding and relevant content [5].

Over the past few years, it can be seen that marketing trends have fluctuated. Several companies have widely used marketing trends in the digital era, such as banner ads, video ads, and native ads. This marketing trend is predicted to become more prevalent due to broader internet access without time limitation. Based on a survey in 2019, many companies budgeted 50% of the total advertising costs for digital advertising via telephone [6]. This marketing is also a new marketing strategy that is often used, including in the tourism sector.

The concept of tourism marketing is where marketers and managers of tourism destinations play a role in facilitating sustainable actions and behaviors in tourism development [7]. Marketing 4.0 not only prioritizes branding, but the content displayed in marketing must be relevant and good [5]. Marketing 4.0 uses the internet, where the internet has become a part of human life, especially in Indonesia. Indonesia not only has the potential to become a large consumer in the world market but has the potential to become a powerhouse for the world's digital economy. The data shows that Indonesia is quite significant in coloring competition in the world's digital world. As the country with the highest internet access globally, the country with the third-highest internet growth in the world, and large consumption of internet access time with an average of 8 hours a day [8]. It is a potential that the industry can use to focus more on increasing digital marketing.

Therefore, the development of digital marketing for Indonesian tourism should be carried out comprehensively in Indonesia, especially in Indonesia's underdeveloped tourist areas. One of the tourist areas that need to be improved is the Banggai area, which consists of Banggai Luwuk Regency, Banggai Islands Regency, and Banggai Laut Regency. The proud site is part of Central Sulawesi Province, a province with a much lower level of tourist visits than the provinces of South Sulawesi and North Sulawesi,

and so on [9]. The contribution of regional revenue from tourism to the Banggai Area is still low, below 10% [10]. There are two main problems faced. First, the problem is caused by the low quality of human resources in tourism due to the low education and tourism knowledge level. Second, problems in implementing the tourism promotion communication strategy by the Banggai Regency Tourism Office via the internet. Tourism promotion is not optimal yet, and not innovative enough so that its reach is minimal [11].

The Banggai area (Banggai Luwuk, Banggai Islands, and Banggai Laut) can be an inseparable unit, each of which has attractive tourism potential and can be developed and compete with other destinations in Indonesia. The development stage requires marketing strategies that can be applied effectively and efficiently. One of the strategies that can be implemented is collaborative marketing or cooperation, aiming to enhance or strengthen the cooperation network between the government, private sector, and society. This study analyzes digital tourism marketing obstacles in the Banggai brothers (Banggai Luwuk, Banggai Islands, Banggai Laut), Central Sulawesi. This study analyzes the digital marketing strategies applied and formulate an effective collaborative digital tourism marketing strategy used in the Banggai brothers in the future.

Several studies on tourism in the Banggai area include researching the landscape planning of tourist areas [12], and the tourism information system. The studies show that tourism data management in Banggai Islands Regency and the dissemination of tourist information are still manual [13]. Last, study the role of government in tourism management [14].

Regarding digital marketing research, there has been quite a lot of discussion about digital marketing connected to the tourism sector. Using digital marketing, marketers can reach a global audience without a barrier [15]. The internet has helped reduce costs and improve customers' services in the travel and tourism sector [16]. This work focus on digital tourism marketing in the Banggai Area, to fill the gaps.

2. LITERATURE REVIEW

2.1 Digital Marketing

Digital marketing utilizes application technology media that focuses on positioning personal,

corporate, and product brands; increase brand equity; product and process development, internal and external marketing. It is also used to conduct consumer research because, at the same time, it provides direct contact with its customers through several activities such as social media, blogging, and online communities [17]. Digital marketing is closely connected to consumers, especially young people because it is integrated into their media content and their social and personal relationships [18].

Digital marketing affects various aspects of consumer behavior, including brand awareness, access to information, opinions, attitudes, purchasing behavior, post-purchase communication, and evaluation of these different aspects to improve the company's competitive position and ultimately lead to increased sales. For example, digital marketing strategies and tactics affect both the volume and valence of online reviews and, indirectly, hotel performance [19]. There is a lot of research that supports an effective digital marketing strategy in today's market and is a new element of the marketing promotion mix [17].

The era of digital marketing with the internet continues to evolve. Marketing Evolution 1.0 focuses on selling products without thinking about consumer needs. Marketing 2.0 is consumer-oriented, which refers to centralized management decisions and the low variety of consumer behavior called Decentralized Marketing Systems [20]. Marketing 3.0 is human-oriented by democratic marketing systems, which refers to centralized management decisions and various consumer behavior [20]. Marketing 4.0 combines online and offline strategies to get customer engagement [5]. In other words, Collaborative Market Systems which focus on the involvement of all related parties have an equal share in the creation of commercial value of products, where there is a diversity of behavior of market participants, and the regulation is self-managed loosely / decentralized [20].

2.2 Marketing 4.0

Marketing 4.0 is horizontal, inclusive, and social that focuses on humanity in the digital era, which means combining interactions between online and offline, besides integrating external appearance and content, which means that the brand puts forward good branding and relevant content [5]. Consumers today are not only looking for products to meet their needs. Still, they are looking for satisfaction, channeling their

creativity and values socially, such as participating, interacting with products, sharing experiences, and reviewing product usage [21]. A close relationship is formed between consumers and products; it is expected to create loyalty and increase purchases. Marketing 4.0 uses various marketing channels to create a smooth and consistent consumer experience. By using multiple channels, consumers can easily recognize and access product or service information [22].

Marketing 4.0 ensures that they rely on online marketing activities. Still, entrepreneurs must take an offline approach, such as establishing relationships with consumers related to the products or services offered. Marketing 4.0 focuses on forming digital branding with the 5A approach, namely [5]:

1. Aware, this stage approaches the consumer knowing the existence of the brand or product being sold.
2. The Appeal, a continuation of the previous stage were at this stage consumers begin to feel attracted to the products being sold; there is a need for these products so that the desire to buy will emerge.
3. Ask, the stage of searching for in-depth information about the product, making comparisons with other products, then being sure.
4. Act, at this stage, the consumer finally buys the product.
5. Advocate, after using the product and feeling the benefits of satisfaction, consumers will provide feedback on product reviews and recommend relatives' products.

Marketing 4.0 focuses on forming digital branding with marketing content that attracts consumers with various media application technologies.

2.3 Content Marketing

Content marketing can help consumers with intermediaries in any media convey producer messages that have credible characteristics, shareable, useful or fun, interesting, relevant, and different on the brand [23]. Content marketing creates and distributes relevant, attractive, obtains content and engages a clearly defined and understood target audience to get consumers' attention, then focusing and interested in learning more about the products being sold [24].

Content marketing is useful for increasing brand awareness, building consumer confidence in products, creating needs for certain products so that new prospects emerge, increasing consumer loyalty, testing new product ideas [24]. Content marketing maintains readers' attention, and increases brand loyalty, and shares it through all media [25]. The importance of content marketing has been shown in several previous studies, among others. Most consumers feel content marketing helps them make better purchasing decisions and tend to buy products from companies that provide product content marketing [24].

Some of the most common types of content are website articles; news; case study; White paper; blog; video; mobile application; mobile content; testimonials; e-book; infographics; picture; online presentation; annual report; research papers; recorded audio discussion/podcast [23]. In creating content marketing, several things need to be considered to be effective and efficient. What needs to be considered in content marketing, namely;

1. Audience. Set goals for the target audience, who will see content marketing [23]. Create a close relationship with the audience or consumer. In other words, the social foundation, the audience, or consumers who provide feedback, share experiences using the product will attract other audiences [24].
2. Fill in content. Set an interesting topic, focus on quality content [24]
3. Widespread and plural. Use a wide variety of media and written content such as images, videos, infographics, checklists, audio content, webinars, and even live events [24]. Extend the reach, not only on its website, based on Content Marketing Institute research showing that the most ineffective type of content is publishing on its website [23].
4. Experts. Experts are needed to create content, including strategy analysis, market analysis, branding, content creators, and other supporting personnel [23].

Monitoring of content marketing performance is carried out by engaging with audiences who respond to the content and potential prospects or industry stakeholders with monitor metrics [24];

1. Consumption metrics (Google Analytics, Traffic, Open Rates). Such as visit to the company's site, page views, newsletter

- subscribers, followers on social media; bounce rate; time spent on the company
- 's site-sharing metrics (Retweets, Forwards, Likes).
 - Lead-metrics (Leads generated).
 - Sales metrics (Deals).

2.4 Tourism Marketing

Tourism marketing is carried out by tourism institutions, including activities to innovate, communicate, deliver, and share tourist product offerings to customers, partners, and communities [26]. Tourism marketing is an important element in designing strategies and communication by following the target market. Marketers and managers of tourism destinations play a role in facilitating sustainable actions and behaviors in tourism development [7]. Tourism marketing includes identifying and evaluating tourist product offerings, focusing on target tourists, determining market choices [27], focusing on tourism products or services and their development, and fair pricing policies and integrated distribution channels to target markets [26]. In tourism marketing, pay attention to modifying the seven elements of the tourism marketing mix: tourism products, tourism product prices, tourism placement/distribution, tourism promotion, people/individuals, service delivery processes, and customer service [26]. It is necessary to plan an effective and efficient tourism marketing strategy.

The tourism marketing strategy includes three phases: Planning, implementation, and control [28]. The planning phase includes needs analysis, research and analysis [28] and prognosis [29]; The implementation phase includes creative infusion, strategic positioning, marketing plan development and training, implementation [30] including determining the budget and activity plan [29] then the control phase includes evaluation and adjustment [30] where this phase shows the feedback from the marketing process that has been carried out so that it can make future adjustments as needed [28].

Tourism marketing is related to government, society, and other parties connected to public management. Public management general aspects of management planning, organizing, and controlling, from the one hand, with human, financial, physical, information, and political resources [31]. Public tourism management connects tourism stakeholders to co-

management. Public management is related to public policies regulated by the government by taking into account the community's interests [32].

The management of tourism in Indonesia still does not pay attention to the tourism industry's strategic role and has not prioritized public policies on tourism development [32]. The partnership pattern between the government, the community, and the private sector is still unclear [32]. Suppose the current condition of society is increasingly critical and digital conditions that are evenly distributed in all fields. In that case, the government is expected to use a new vision in tourism management. Tourism must be managed based on local interests, involving the community and the distribution of authority and the distribution of authority for the community it is important to put forward; this is known as democratic governance [32]. So collaboration between parties is needed in tourism management.

Collaboration between parties in tourism management will increase the added value that tourists can get. Added value is in the form of social and economic changes that increase the public's positive value on the quality, efficiency, or ability of government and tourism administrators [33]. This value will affect more people or private parties who wish to further partner with the government to advance tourism.

Collaboration between stakeholders is important to plan and manage the destination [34]. There are several stakeholders involved in managing the destination, especially in marketing—first, the central and local governments are responsible for providing the policy. Next, industry or NGO, education institutions for research and development support [34], and the last is the community. Marketing collaboration using digital media is also needed to support the sharing economy.

Sharing economy means using an internet platform optimized to collaborate with all stakeholders [35], where communities and industries focus on producing to support the government's public services. Government creates public policies for the communities related to tourism [35].

3. METHODS

The research was conducted by collecting data and information directly from respondents. Collecting data and information is done using in-

depth interviews, observation, and documentation. Qualitative interviews contain open-ended questions that are flexible, in-depth, and detailed so that informants can put forward clearly [7]. Interview questions include the constraints of digital tourism marketing for The Banggai brothers area (Banggai Luwuk, Banggai Islands, Banggai Laut), Central Sulawesi faced by the Tourism Office and destination managers, current society and tourists, marketing strategies that have been implemented so far, as well as hopes and suggestions. From informants in digital tourism marketing The Banggai brothers area (Banggai Luwuk, Banggai Islands, Banggai Laut), Central Sulawesi.

The informants were selected with the consideration that they would provide the best data and information [36]. In this study, the informants were the regional tourism officers from the three Banggai brothers consist of nine officers, six managers of several tourist destinations, ten local people, and ten tourists.

Data were collected in February-June 2020 in the Banggai area of Central Sulawesi. The selection of research locations is based on several considerations. Banggai area is potentially becoming one of Indonesia's tourist destinations, ranging from natural, cultural, and local culinary tourism. Maybe there are many more potential tourism needs to be explored. Another reason is that place interests the researchers to analyze.

Data analysis was performed using The Grounded analysis, namely: Data Reduction, Data Display, and Conclusion Drawing/Verification. The Grounded analysis systematically considers collecting data and sequentially, allowing the research process to cover all potential aspects relevant to the topic under study [37].

4. RESULTS AND DISCUSSION

4.1 Results

Based on the results of field findings through interviews and observations with the regional tourism office, tourist destination managers, local communities, and tourists in destinations in the Banggai area, there were several obstacles in tourism marketing in the field. The following are some of the results of interviews with informants;

4.1.1 In-depth interview with key informants

Regional tourism office informants and tourist destination managers: Based on

interviews with regional tourism offices and tourist destination managers, the Banggai Brothers Area's dominant problem is tourism's limited human resources (HR). Also, digital marketing has not been optimal, and the allocated budget is still limited. In strengthening the analysis, researchers made observations related to marketing analysis carried out by the regional tourism office and tourism destination managers.

"Overall, the tourism development here, in my opinion, is still stagnant, especially the lack of community management and involvement. It is all related to human resources and community support; for example, there is the development of cottages, but those who manage it also don't know who and existing institutions such as POKDARWIS only occasionally" (Labawo, 2019).

"If the main problem is the limited human resources, then the synergy between related OPDs is still lacking. In terms of marketing, so far, it is still promoting through cooperation with national TV, making videos of collaboration with several higher education and private institutions" (Sara, 2019).

"So far, the problem is the limited human resources in the tourism sector. The budget is also minimal, and the Political Will / Partisanship of regional leadership to make regional development a priority. From the marketing strategies we have implemented include cooperation with private TV media, such as Trans TV, Trans7, TV One, Kompas, MNC, and print media but still not maximally" (Londa, 2019).

"Marketing online or using social media is not effective enough or a priority, because the experts here are still minimal" (Moidady, 2019).

Marketing that has been carried out by the Banggai Tourism Office is a digital marketing and social media. Marketing has been done through the Website, Facebook, Instagram, Twitter. However, activities have not been carried out actively due to the lack of interaction between tourism managers and potential tourists. The social media users are also not well managed, so the use of the internet as a marketing tool is not optimal. The marketing management of the Banggai Luwuk and Banggai Laut tourism offices is less active in marketing through social media.

Unlike the Banggai Islands, the manager is quite active in marketing activities on social media. It can be seen from the interaction, the novelty of information, and many followers on social media. Based on research data, the Banggai Islands tourism office's marketing management is the most active among the other two Banggai Areas.

Tourist Informants: Based on several tourist statements, marketing problems in the Banggai area are related to facilities, accessibility, and tourism information, which is still very minimal and difficult to access. The arrangement and management of destinations are not optimal.

"One of the things that make me and my friends lazy to travel here (Salodik Waterfall Tourism Object) is that sometimes the staff or officers at the location are not available. Sometimes, the tickets are paid at different prices. Even when I rent a gazebo on the same day, the price can vary" (Siska, 2019).

"Sometimes, I don't know there are new tours in my city because the information I get on the internet is limited" (Frans, 2019).

"We, local people, are sometimes lazy to travel here, apart from the difficult access, uploading (social media) is also less attractive" (Egi, 2019).

"I prefer to have a vacation to Makassar as well, easy access and information obtained from the internet is also easy" (Maulana, 2019).

Local Community Informants: Based on the local community's statements, people around tourist destinations prefer to work in other sectors than tourism. For example, they prefer to be fishermen, trade food and beverages, or work outside the city. So far, they feel they have not received a positive impact from tourism in their area to create negative tourism perceptions. It means that the level of tourism awareness of the Banggai community is still low.

"I prefer to be a fisherman rather than work here (a tourist spot) because the results are immediate and there is no need to wait" (Rahmat, 2019).

"Yes, sometimes there is counseling about tourism, and we all come, but after arriving, it turns out to be not that interesting, so we prefer to go home and work" (Anto, 2019).

"I choose to work outside the city rather than working here (the Tourism Office) because the bureaucracy is busy" (Angga, 2019).

"The impact of tourism here is not very significant, bro, so I prefer to trade drinks here, sometimes official officers are rarely seen at work." (Nur, 2019).

4.1.2 Result of observation related to marketing in Banggai Area

The results of observations were made to validate the information from key informants. In the three Banggai areas, digital marketing has not been carried out optimally. There has been no visible engagement with tourists regarding the use of social media. The digital media used in marketing throughout the Banggai area are the Website, Facebook, and Instagram. Only *Banggai Kepulauan* uses Youtube. Activities on social media are scarce because managers do not upload new content regularly. However, when compared to the other two Banggai areas, *Banggai Kepulauan* is the most active in using social media in its marketing. The types of social media in the Banggai area as marketing media can be seen in Table 1.

4.2 Discussion

Tourism management requires good management planning. One of the planning is public management, which includes general aspects of management such as planning, organizing, and controlling, from the one hand, with human, financial, physical, information, and political resources [31]. The management of tourism in Indonesia is still considered to have not paid attention to the tourism industry's strategic role. It has not prioritized public policies towards tourism development [32]. If it is related to the current state of society that is increasingly critical, the government is expected to use a new vision in managing tourism. Tourism must be managed based on local interests, involving the community and the private sector and the distribution of resources and distribution of management authority for the community is important to be put forward. This is known as democratic governance [32]. With the added value that influences the stimulus of social and economic change, increasing public value on the quality, efficiency, or ability of governance and services, in the future, it will be easier to invite people to partner with the government towards civil society [33].

Table 1. Media social used as promoting tools in Banggai Area

District area	Website	Facebook	Instagram	Youtube
Banggai Luwuk	√	√	√	-
Banggai Kepulauan	√	√	√	√
Banggai Laut	√	√	√	-

Based on interviews and observations with the regional tourism office, tourist destination managers, local communities, and tourists in destinations in the Banggai area, the dominant problem related to tourism development is the limited tourism human resources. Human resources are important in tourism management, starting from planning, organizing, implementing, and monitoring. The limited quantity and quality of human resources impact tourism management and operation in the whole Banggai Area.

The limited quantity of human resources referred to is the minimum number of human resources in managing tourism in the Banggai Area. Lack of human resources at regional tourism offices and tourist destinations has resulted in tourism destination management activities, not satisfying tourists. Marketing activities are less effective in attracting tourists. The absence of driving the concept of tourism awareness in the local community makes tourist destinations less positive on the surrounding community. Meanwhile, the limited quality of human resources in question is limited knowledge in managing tourist objects such as destination management and appropriate marketing strategies to be used at this time.

This is supported by previous research results regarding the weaknesses of the tourism office of Banggai Luwuk Regency in having a low level of education, which affects the management of the quality and quantity of tourism products offered [11]. Various things in tourism are always changing. This has contributed significantly to changes in tourism operators' skills and service demands [38]. As well as the low awareness of tourism in the local community, the lack of understanding of the concept of tourism awareness causes tourism can't develop effectively. The budget for promotion is one of the obstacles. Human resources in tourism marketing, namely stakeholders, partners, and local communities, must have the will and ability to utilize collective knowledge assets from the sustainability of destinations in the global market [26].

Another problem is accessibility to tourist sites where transportation is difficult and quite

expensive to become a problem for tourists to visit tourist sites. Road facilities to tourist objects are still damaged, and there is no notification of tourist locations. Information about tourism in the location is still minimal. This is related to promotion or marketing that has not been maximally carried out by the local tourism office. The rise of tourism in the Banggai area has not spread widely to the general public, both in Sulawesi and other cities. Ineffective tourism management can be seen from several facilities and infrastructure that have not been categorized at a good or standard level. The local tourism office's administrative management has not been implemented optimally. It is shown in several tourist attractions in the absence of legal fees given to visitors, and in some tourist locations, sometimes the price given varies by each visitor. This is included in the coverage of tourist product points offered to consumers. This is included in the coverage of tourist product points offered to consumers. Tourism products are anything that can be given to the market to meet consumer wants/needs, including natural conditions, services, tourism facilities, and many others. This is included in the coverage of tourist product points offered to consumers. Tourism products are anything that can be given to the market to meet consumer wants/needs, including natural conditions, services, tourism facilities, and many others [26]. In addition to the obstacles in marketing that were found, researchers conducted a marketing analysis that has been carried out so far.

The marketing analysis carried out by the tourism agency, namely digital marketing and social media only through the Website, Facebook, Instagram, Twitter, has not been utilized maximally, so it has an ineffective marketing impact. Meanwhile, digital marketing focuses on positioning personal, company, and product brands; increase brand equity; product and process development, internal and external marketing. It is also used to conduct consumer research because, at the same time, it provides direct contact with its customers through several activities such as social media, blogging, and online communities [17]. Based on the interview results, it was found that the dominant problem in marketing analysis was related to the constraints

of responsible and reliable human resources in digital marketing plans. It's resulted in ignorance or confusion of the people in charge. Experts are needed to create content marketing, including strategy analysis, market analysis, branding, content creators, and other supporting personnel [23]. Therefore we need the right marketing strategy that includes answers to human resource problems and marketing techniques. In doing content marketing, a team of experts is needed, including strategy analysis, market analysis, branding, content creators, and other supporting personnel [23].

The digital collaboration tourism marketing strategy or social media that will be aimed at the Banggai Brothers area includes three phases, namely planning, implementation, and control [28];

1. Planning Phase. The analysis of the Banggai Area's marketing needs is to select qualified human resources in management and operations, including all parties involved in the implementation of tourism activities in the Banggai Area, namely the regional tourism office, tourism destination managers, and the local community. The next step is to conduct research and analyze solutions to the Banggai Area's marketing problems so far. The result shows that the dominant problem is the limited human resources for tourism in this area. Still, suppose The Banggai have to use human resources from outside the area. In that case, it is deemed less effective and efficient, so that you should take advantage of existing human resources by improving quality.

The solution that researchers can offer is to use a collaborative market system. Establish an agreement to cooperate (collaboration) with all related tourism stakeholders, including the regional tourism office, tourism managers, local communities, and tourists. The Banggai Area's regional tourism office coordinates employees who are qualified for the marketing department. The representatives of tourist destination managers who will be given training on management and digital marketing techniques must follow the current 4.0 era, for the local community to form a Komunitas Sadar Wisata (Tourism awareness community) that focuses on supporting regional tourism with various campaigns and training and direct community approaches. This community can create tourism support businesses in the Banggai area, such as

selling traditional souvenirs or traditional food in the Banggai area. For tourists as consumers also need to be involved in this collaborative system. Tourists' involvement can promote potential tourists by inviting travel bloggers, tourism observers, YouTubers, and various other influencers. They will review the Banggai Area's tourist experiences that they have experienced in blog posts, websites, YouTube, or any other digital medium that many of their followers will see. The involvement of all parties is consistent with the concept of a collaborative market system.

The concept of a collaborative market system focuses on all stakeholders' involvement having an equal share in creating the product's commercial value. There is a diversity of market participants' behavior, and the arrangements are loosely managed/ decentralized [20]. In other words, all related parties manage their management but remain in the same direction as to form tourism products to be commercialized. It is known as the sharing economy. Some studies show that the sharing economy produces results that satisfy all parties, confusing commercial, and non-commercial logic objectives such as forming social communities that achieve commercial purposes [20].

Collaboration between regional tourism offices and destination managers needs to be improved, such as tourism facilities, proper human resources placement, and sustainable marketing. Those who also involve the local community, such as tourism promotion, also showcase the potential for souvenirs or specialties of the Banggai Region that can be found around tourist destinations. It is shown to selected tourists as promoters, namely travel bloggers, tourism observers, traveling YouTubers, and various other influencers. This collaboration is intended to be able to help each other in improving tourism in the Banggai area. Also, the purpose of this collaboration is one way to strengthen the brotherhood ties between districts. Another thing is to facilitate tourism promotion and marketing simultaneously, fairly, and prosperously to advance tourism. Moreover, increasing the level of existing visits in this region by utilizing technological advances, internet, digital that focuses on social media and is expected to improve the people's economy around tourism objects. After the collaboration agreement, the next step is the implementation phase, which is essential "Content Marketing," a fully responsible team for all activities carried out in the world of digital marketing. Digital focuses on social media

and is expected to improve the economy of the community around tourism objects.

2. **Implementation Phase.** The implementation phase includes creative infusion, strategic positioning, marketing plan development and training, implementation [29], including determining a budget and activity plan [29]. The Banggai Area marketing strategy's creative infusion is fully responsible for all activities carried out in digital marketing. Following the current marketing era 4.0, digital marketing is the best solution in marketing all goods and services, especially tourism products. Digital marketing is not affected by distance and time because it can be done anytime, anywhere. The most important thing is the availability of a quality internet network. The Banggai area certainly has a fairly good internet network availability. Banggai area tourism content marketing with credible characteristics; shareable; useful or fun; interesting; relevant; different; the brand will include strategy analysis, market analysis, branding, content creators, and other supportive personnel [23]. Analysis of several alternative contents that will be used. Such as, historical information of the tourist destinations in the Banggai Area can be created with animation. Tourist map information must include all tourist facilities or audio promotional recordings to be broadcast on local radio or other media. It is then continued with an analysis of market trends by looking at people's current activities, for example, things that are viral or are being discussed as part of content creation. The role of the content creator is critical at this phase.

Content creators take care of all digital marketing needs, such as content, determining what type of media to use appropriate and suitable. Digital marketing or online marketing is meant to focus on social media, the results of which are photos, videos, and so on. The Banggai Area's tourism digital marketing will include collaboration with tourism stakeholders, namely the regional tourism office with destination managers, to determine marketing strategies that involve the local community as tourism supporters. The unity of this collaboration is shown to selected tourists as promoters, namely travel bloggers, tourism observers, Traveling YouTubers, and various other influencers in the form of the content displayed in various digital marketing media such

as social media. The form of the Banggai region's tourism digital marketing strategy can be seen in Fig. 1.

In Fig. 1, digital marketing strategy 4.0 includes the initial phase of collaboration between tourism stakeholders in the Banggai area who have planned target goals, determining the position of the current proud area of tourism, planning for interaction between stakeholders, analyzing tourist visits so far, tourism growth, determining superior tourist areas, establishing target tourists. It is followed by a content marketing formation phase that involves content creators in various digital media, such as websites and social media.

Digital marketing or online marketing [39], can be supported by offline marketing such as marketing by holding events held in collaboration with various sponsors with certain themes, such as local food cooking competitions with raw materials typical of the Banggai Laut area with instant sponsorship seasoning products. Information on this competition becomes content material broadcast on various digital marketing media such as websites, social media, Facebook, Instagram, and other media. This offline marketing can be managed directly by the agency. It is also possible to collaborate with existing content creator teams who are then packaged more attractively to attract tourists from all regions and even from other cities. Here, content creators' role is significant as a bridge between related parties and potential tourists from all over. After implementing digital tourism marketing, the proud area is continued with a control phase to maintain marketing sustainability.

3. **Control phase.** The control phase includes evaluation and adjustment [30]. As previously discussed, digital media in marketing is essential in the current marketing era 4.0. However, it is still a need for an evaluation of the effectiveness of this marketing. The effectiveness of digital tourism marketing in the Banggai Area with various content created is by seeing how interested social media users are and potential prospects or industry stakeholders in responding to the Banggai Area tourism content. This supervision uses monitor metrics [24], namely, Consumption metrics (Google Analytics, Traffic, Open Rates). Such as visits to the company's site; page views; the number of newsletter subscribers; followers on social media; bounce rate; time spent on the

company 'site; Sharing metrics (Retweets, Forwards, Likes); Lead metrics (Leads generated) and Sales metrics (Deals).

The results of monitoring metrics in the Banggai Area's tourism digital marketing media that have been evaluated will produce conclusions on the effectiveness of this digital marketing type. Further steps can be adjusted in the future, such as improving existing content, changing the type of content used, or other adjustments such as innovations for marketing development.

Development innovations that can be done are collaborating directly with local start-up companies such as Draiv. Draiv is a local start-up from Banggai Luwuk, which is online-based. It is a start-up that provides various services related to the Banggai Luwuk area, such as shuttle services for cars, motorbikes, food, laundry, and alms services. Based on the observations of researchers, the Draiv application has good potential to be a

collaborative partner, such as partners in providing tour package services in the Banggai area, tourism information in the Banggai area, and other matters related to tourism and other information that can be accessed by easy on the application. Other development innovations can collaborate with well-known and widespread online applications such as Gojek, Grab, Traveloka, and others to sell tour packages and tourist attractions. Innovation in developing marketing collaborations with various digital media platforms will expand the Banggai Area's tourism marketing scope. Make it easier for tourism stakeholders to carry out their respective roles: regional tourism offices and tourist destination managers' role in monitoring, evaluation, and future policies. The local tourism office and tourist destination managers can control traffic or engagement through certain applications. Reporting on digital marketing supervision that has been carried out can be daily, weekly, and even monthly data, which will make it easier to plan future strategies.

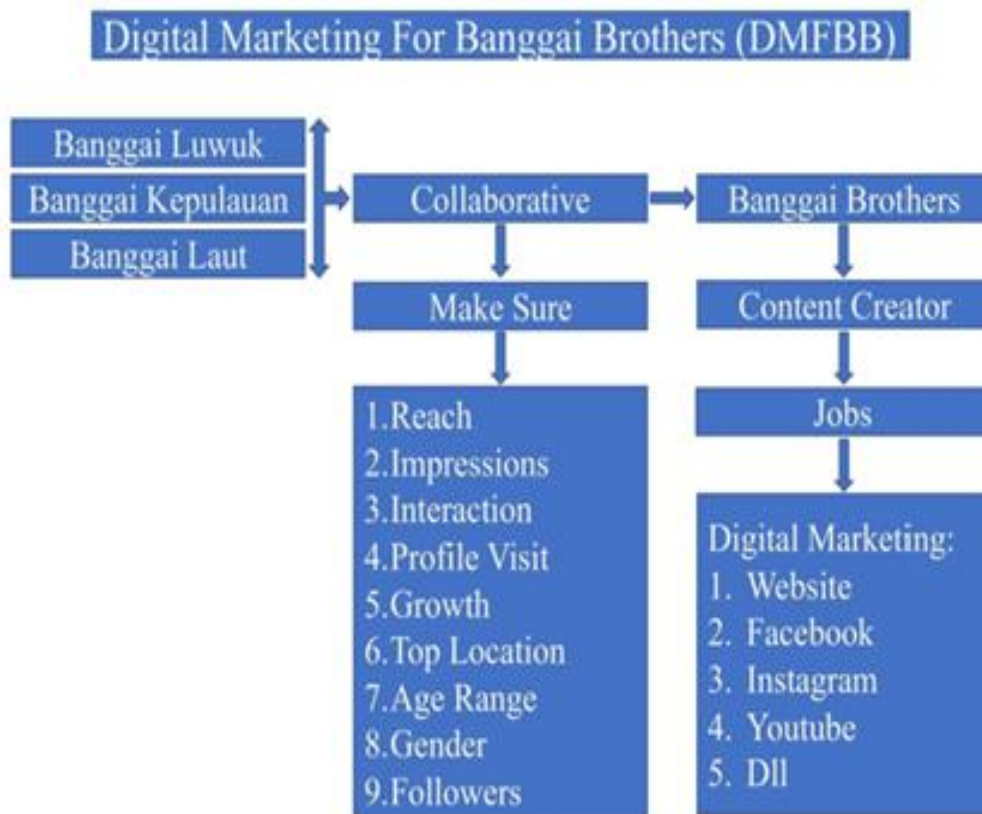


Fig. 1. Digital Marketing 4.0 Strategy

5. CONCLUSION

The conclusion is that the dominant problem in the Banggai area's tourism marketing is the limitation of human resources in the tourism office, tourism site managers, and tourism drivers from the communities around the tourism environment, impacting tourism management operations whole. The marketing analysis that has been carried out has used digital marketing but has not been properly utilized. The marketing strategy aimed at the Banggai Brothers area is digital collaboration tourism, namely; Planning phase using a collaborative market system. Establish an agreement to cooperate (collaboration) all related tourism stakeholders, including the regional tourism office, tour managers, entrepreneurs around tourist sites, and the local community. Implementation Phase, The implementation phase includes creative infusion, strategic positioning, marketing plan development and training, and content marketing formation implementation. They were followed by the Control Phase, which includes evaluation and adjustment. This research is expected to help create a collaborative tourism marketing strategy 4.0 based on the use of the internet, especially social media and applications used in the Banggai area and even tourism throughout Indonesia.

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

ACKNOWLEDGEMENT

The authors would like to express their gratitude and appreciation to Indonesia Education endowment fund (LPDP) for financing this research through the National Research Priority supported by the Ministry of Research and Innovation in collaboration with Universitas Gadjah Mada, with contract numbers 201/E1/PRN/2020 and 4124/UN1.DITLIT/DITLIT/PT/2020.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Korže SZ. From Industry 4.0 To Tourism 4.0. Innovative Issues And Approaches In Social Sciences. 2019;12(3):29-52.
2. Prasetyo H, Sutopo W. Industry 4.0: Study the Aspect Classification and Direction of Research Development. Journal of Industrial Engineering. 2018;13(1):17-26.
3. Inet.Detik.Com. (May 23). Industrial Revolution 4.0 in the Digital Age, Indonesia Ready?; 2018. Retrieved From Detik.Com: <https://inet.detik.com/Business/D-4033692/Rev-Revolusi-Industri-40-Di-Era-Digital-Indonesia-Siap>
4. Tourism-Review.Com. (10 7). Tourism Has Generated 20% Of Total World Employment Since 2013; 2019. Retrieved From <https://www.tourism-review.com/>: <https://www.tourism-review.com/tourism-industry-is-the-pillar-of-economy-news11210#:~:Text=According%20to%20the%20latest%20data,The%20largest%20economic%20sectors%20worldwide>.
5. Kotler P, Kartajaya H, Setiawan I. Marketing 4.0: Moving From Traditional To Digital. New Jersey: John Wiley & Sons; 2016.
6. Beritasatu.Com. (12 24). 4 Marketing Trends in 2019; 2018. Retrieved From Beritasatu.Com: <https://www.beritasatu.com/faisal-maliki-baskoro/ekonomi/529306/4-Tren-Marketing-Di-2019>
7. Mwinuka OH. Reviewing The Role Of Tourism Marketing In Successful Sustainable Tourist Destinations. African Journal Of Hospitality, Tourism, And Leisure. 2017;6(2)-(2017) Issn: 2223-814x
8. Hootsuite, Wearesocial. Internet Data in Indonesia and Their Behavior in 2020. Hootsuite & We Are Social; 2020. Retrieved From Teknoia.Com: <https://teknoia.com/data-internet-di-indonesia-dan-perilakunya-880c7bc7cd19>
9. Retrieved From Metrosulawesi.Id: <https://metrosulawesi.id/2020/01/23/Indeks-P-Pariwisata-Sulteng-Perlu-Diperjelas/>
10. Ekonomi.Bisnis.Com. (, 10 14). Central Sulawesi Will Build Maritime Tourism Connectivity; 2016. Retrieved From Ekonomi.Bisnis.Com: <https://ekonomi.bisnis.com/read/20161014/12/592416/sulteng-akan-bangun-maritime-tourism-connectivity>
11. Tunggal S, Saadjad KA. Communication Strategies at the Culture and Tourism Office in Promoting Tourism Objects in Banggai Regency. Journal of Communication. 2019;11(2):197,197.

12. Budiyo D, Nurisjah S, Adrianto L. Planning of the Lalong Coastal Tourism Area, Luwuk City, Central Sulawesi. *Journal of Indonesian Landscape*. 2013; 21-27.
13. Mertayasa DM, Yambese A. Web-Based Coastal Tourism Information System at the Tourism and Creative Economy Office of Banggai Islands Regency. *Electronic Journal of Information Systems and Computers*. 2017;3(1):51-62.
14. Babo J. The Role of the Tourism and Creative Economy Office in Managing Coastal Tourism in Banggai Laut Regency. *Executive Journal*. 2015;1(4).
15. Pitana IG, Pitanatri PD. Digital Marketing In Tourism: The More Global, The More Personal. Conference: International Tourism Conference: Promoting Cultural And Heritage Tourism: Udayana University Bali (Pp. 116-125). Bali: International Tourism Conference: Promoting Cultural And Heritage; 2016.
16. Standing C, Tang-Taye J-P, Boye M. The Impact Of The Internet In Travel And Tourism: A Research Review 2001–2010. *Journal Of Travel & Tourism Marketing*. 2014;82-113.
17. Bång A, Hell J. Digital Marketing Strategy, Social Media And Its Contribution To Competitiveness. Sweden: Linnaeus University, Sweden; 2015.
18. Kurniawati Dewi, Arifin Nugraha. Marketing Strategies Through Social Media and Student Purchase Interest. *Jurnal Simbolika: Research and Learning in Communication Study*. 2015;1(2):193-199.
19. De Pelsmacker P, Tilburg SV, Holthof C. Digital Marketing Strategies, Online Reviews, And Hotel Performance. *International Journal Of Hospitality Management*. 2018;72:47-55.
20. Busca L, Bertrandias L. A Framework For Digital Marketing Research: Investigating The Four Cultural Eras Of Digital Marketing. *Journal Of Interactive Marketing*. 2020;49:1-19.
21. Qurniawati, Rina Sari. Theoretical Review: Marketing Of Social Media. *Among Makarti*. 2018;11(21):17-27.
22. Kotler P, Kartajaya H, Setiawan I. *Marketing 4.0: Moving From Traditional To Digital*. Jakarta: Gramedia Pustaka Utama; 2019.
23. Kingsnorth S. *Digital Marketing Strategy An Integrated Approach To Online Marketing*. London: Koganpage; 2016.
24. Baltés LP. Content Marketing - The Fundamental Tool Of Digital Marketing. *Bulletin Of The Transilvania University Of Braşov Series V: Economic Sciences*. 2015;8(57)2-2015:111-118.
25. Contentmarketingworld. (January 13). What Is Content Marketing?; 2016. Retrieved From Contentmarketingworld.Com: <https://www.Contentmarketingworld.Com/What-Is-Content-Marketing/>
26. Sadq ZM, Othman B, Khorsheed RK. The Impact of Tourism Marketing In Enhancing Competitive Capabilities. *African Journal Of Hospitality, Tourism And Leisure*. 2019;8(5)-(2019)Issn: 2223-814x, 1-11.
27. Morrison, Alastair M. *Marketing and Managing Tourism Destinations*. Second Edition. Routledge; 2019.
28. Svend Hollensen. *Marketing Management: A Relationship Approach*. Pearson Education; 2019.
29. Alsem, Karel Jan. *Applied Strategic Marketing: A Step by Step Approach*. Routledge; 2019.
30. Chaffey D, Smith PR. *Digital marketing excellence: planning, optimizing, and integrating online marketing*. Taylor & Francis; 2017.
31. Fernalika, Zahra, Maesaroh. Strategy for Increasing Tourism in the Department of Culture and Tourism of the City of Semarang in 2010-2015. *Indonesian Journal of Public Policy and Management Review*. 2015;62017:403-415.
32. Damanhuri, Jawandi, Roni. Reactualization Of Bureaucracy Reforms Towards Good Governance. *Proceedings of the 2017 FKIP UNTIRTA National Education Seminar*, ISBN 978-602-19411-2-6. 2017; 297-304.
33. Moreno-Izquierdo L, Ramón-Rodríguez AB, Such-Devesa MJ, Perles-Ribes JF. Tourist environment and online reputation as a generator of added value in the sharing economy: The case of Airbnb in urban and sun-and-beach holiday destinations. *Journal of Destination Marketing & Management*. 2019;11:53-66.
34. Saito H, Ruhanen L. Power in tourism stakeholder collaborations: Power types and power holders. *Journal of Hospitality and Tourism Management*. 2017;31:189-196.
35. Ganapati S, Reddick CG. Prospects and challenges of sharing economy for the public sector. *Government Information Quarterly*. 2018;35(1):77-87.

36. Etikan Ilker. Comparison of Convenience Sampling and Purposive Sampling. American Journal of Theoretical and Applied Statistics. 2016;5(1):1:1-4.
37. Graue C. Qualitative Data Analysis. International Journal Of Sales, Retailing, And Marketing. 2015;4(9):5-13.
38. Baum T. Human Resources In Tourism: Still Waiting For Change? - A 2015 Reprise. Tourism Management. 2015;50: 204-212, 204-212.
39. Cornellia AH, Putra HSA, Priyambodo TK, Widyaningsih YA. Social media based proposed model for museum marketing strategy in Yogyakarta. Advanced Science Letters. 2017;23(11): 10636-10639.

© 2020 Akbar et al.; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
<http://www.sdiarticle4.com/review-history/62627>