Digital marketing for improving the brand awareness at Wulenpari

Agusta Restu Fauzi Wahyudi[1*], Nunik Hariyanti[2]

[1,2]Communication Science, Ahmad Dahlan University, Yogyakarta, Indonesia
Email: Agusta1700030260@webmail.uad.ac.id[1*], nunik.hariyanti@comm.uad.ac.id[2]

ABSTRACT

Keywords

Brand Awarenes
Digital Marketing

Wulenpari is a tourist destination that is managed by the private sector and has natural resources, but there are still many people who are not fully aware of it. Wulenpari has entered its fifth year and apparently Wulenpari has used digital marketing personally to face various competitions with other tourist attractions that are tied to the government. Building customer awareness so that the tour can be known to many people is the first step taken by Wulenpari. The purpose of this study is to find out the digital marketing strategies used by Wulenpari to increase brand awareness. The method used in this study is a qualitative approach, where Wulenpari is the object of research. Data collection was conducted through interviews with Wulenpari tourism stakeholders and online data analysis related to destinations. The results showed that there are several digital marketing communication strategies applied. Although not all components of digital marketing have been implemented, Wulenpari Yogyakarta has reflected tourist destinations that are able to build personal brand awareness well and are still able to survive until the fifth year. By implementing strategies carefully and consistently, it is hoped that Wulenpari tourism can be better known and attract more potential tourists.

1. Introduction

Wulenpari is an ecotourism destination located in Jelok, Beji, Patuk District, Gunung Kidul Regency, Special Region of Yogyakarta. At first the wulenpari area was a forest area beside the river. However, due to flooding triggered by cyclone Cempaka in 2017, wulenpari owners are trying to restore vegetation destroyed by flooding. The restored area later became a tourist spot called wulenpari. Open to the public since 2018, wulenpari still survives today. Wulenpari is a tourism business managed by private parties or individuals without government interference. So, surviving for 5 years is unusual in business competition (Hamzah, 2018).

Rivers and forests are natural beauties that are rarely found in urban areas, such an atmosphere can be felt in Wulenpari. Wulenpari packs natural beauty with a rural atmosphere. The buildings and facilities at Wulenpari were built without the use of heavy equipment, all done manually and carefully to protect nature from further damage. The area of Wulenpari reaches two hectares, about one hectare is used for tourist destinations, and the rest is used for tree planting or agricultural land. Agricultural products are used as raw materials for restaurants. Not only as an ecotourism destination, there are several main services offered by Wulenpari, including lodging, restaurants, and outbound. Various tourist options are offered to attract tourists. Although Wulenpari does not stand on community-owned land, its employees are locals who live around the Wulenpari area. From the concept of wulenpari management, it is hoped that not only material benefits will be taken by wulenpari, but it is expected to provide benefits for nature and humans (Sohal & Kaur, 2018).

Based on Wulenpari's internal data, reported tourist visits in 2022 amounted to 5,323 visitors. Although it cannot be compared with other places, the number of visits to Wulenpari is quite good. The results of the Kurious survey from Katadata Insight Center (KIC) show that mountains and forests

are ranked second in year-end tourist destinations most favored by Indonesians with a percentage of 37.7%, after beaches and seas which are ranked first. The number of natural attractions in the Special Region of Yogyakarta is 98 units. From this data, Wulenpari certainly still needs to optimize itself to be able to compete and be known by many people. Brand awareness is a must to distinguish Wulenpari from other natural tourist destinations (Putri et al., 2022).

Before increasing the number of tourist visits, making prospective tourists aware of the place to be visited is a step that must be done first. Information about Wulenpari must be conveyed accurately and quickly (Nurul, 2021). Digital technology has changed the way people search for information. Digital marketing can be an effective tool to reach potential audiences (Sri Rejeki, 2021). Digital marketing is a product marketing activity that uses digital media or the internet where you can communicate with potential customers online (Andi, 2022). With digital marketing, business actors no longer sell products or services just by waiting for consumers to come (Krishna et al., 2016). However, business actors can contact and ask directly about the products or services needed by consumers one by one (Yfantidou et al., 2017).

Wulenpari itself operates various digital platforms. The digital platforms that Wulenpari looks to use are social media and Linktree (Makita et al., 2021). More personal media are also seen used by wulenpari, such as WhatsApp and email. There is one social media that has the highest number of followers, namely Instagram which has 10,008 followers (Wenerda, 2022). Social media posts vary, according to the capabilities of each social media feature. Various digital marketing platforms have the potential to help attract the attention of potential travelers. Digital marketing is one alternative for Wulenpari to compete and achieve tourist visit targets (Arriskoni & Soesanto, 2019).

The theory that supports the research is Digital Marketing from Saputra which consists of websites, social media marketing, Search Engine Marketing (SEM), Email Marketing, Video Marketing, and online advertising. then the digital media used were analyzed using Durianto's brand awareness pyramid which has four levels from bottom to top, namely brand unawareness, brand recognition, brand recall, and top of mind. Then use STP (Segmenting, targeting, and positioning) to find out whether the marketing done is right according to the market (Rosyida et al., 2020).

This research seeks to understand how Wulenpari can effectively leverage digital marketing to increase brand awareness and attract more tourists to their ecotourism destinations. This will involve a deep understanding of the target audience, the creation of engaging content, the management of social media, as well as online advertising campaigns.

2. Method

The research used in this study is descriptive with a qualitative approach with the title Digital Marketing to increase Wulenpari's Brand Awareness (Sturgeon, 2021). The characteristics of qualitative research are that the data are made using existing conditions (natural setting) using in-depth observation, interviews and documentation to obtain data. Data sources that will strengthen this study, the authors selected informants as follows: (a) Wulenpari Owner, Aziz. (b) Wulenpari Employee, Taufik. (c) Two visitors, Andi and Bagus

The process of data analysis in research is carried out at the time of data collection, and after completion of data collection, the data obtained are reduced, the data are presented for conclusion and verification. The validation technique in this study The author uses triangulation of data sources by using various data sources in one researcher's study. The researchers conducted observations, in-depth interviews and documentation to obtain results in the form of the same data source (Kriyantono, 2012).

3. Results and Discussion

3.1. Result

1. Marketing Communications

Marketing communication is a communication process carried out by a company with the aim of promoting a product (Dolan et al., 2017). Wulenpari has implemented marketing communications in the marketing process of its products. Wulenpari uses several marketing communication strategies,

namely direct and digital. Direct marketing is done by installing bars indicating the location of Wulenpari and Employees communicate directly with incoming travelers with the intention of offering some products and services, informing them about food or beverage recommendations at restaurants, or introducing things that can be enjoyed besides eating and drinking, such as accommodation. However, digital marketing is the main strategy at Wulenpari. Digital marketing uses several mediums as promotional tools.

"In conducting marketing communications, Wulenpari does two things, namely direct communication and utilizing digital media. If we directly use a marker that directs us to the location of Wulenpari, this is done because the location of Wulenpari must enter the forest. But it is more optimal for digital marketing, such as social media that we use and accommodation services." (Interview with the owner of Wulenpari. Aziz on September 1, 2023).

"Usually when tourists come, we always give our restaurant menu to them and also give an explanation about the menu they ask us. We also provide several choices of favorite menus depending on whether tourists want to eat heavy or light or just want to relax accompanied by a suitable drink. Several times when we got the opportunity to chat, we tried to give direct promotions about what can be done at Wulenpari. It also offers interesting spots in Wulenpari to explore as photo souvenirs in Wulenpari." (Interview with Wulenpari employees. Taufik on August 1, 2023).

2. Segmenting Targeting Positioning (STP)

The use of STP to determine the target of marketing communications carried out by Wulenpari.

a. Segmenting

The definition of segmentation in general is targeted, meaning that Wulenpari has a target audience to market products or services. In general, market segmentation is defined as the process of dividing the market into several groups with the aim of knowing the characteristics, needs or behavior of potential visitors.

"Wulenpari's demographic segmentation from young to old ranges from 20 – 40 years. Because what we have here starts from restaurants, accommodation, to outbound. So everyone can enjoy it. Geographically, it is actually wide from local to foreign countries, but currently there are still many local tourists." (Interview with the owner of Wulenpari. Aziz on September 1, 2023).

b. Targeting

Targeting is the act of knowing the level of interest of various market segments, then determining which market segmentation will be used as a target market.

"We want to master the interest of prospective tourists from within the country as a daily target or it can be said to be short-term. Because most tourist visits come from within the country. In the long term, we are targeting tourists from abroad." (interview with owner Wulenpari Aziz on September 1, 2023).

c. Positioning

Positioning is the stage of assessing a place in the customer's mind and what added value can distinguish it from other tourist attractions.

"We are trying to position Wulenpari as an ecotourism area that is comfortable to visit, by optimizing good service management and providing care for the environment. Through the management of Wulenpari, Wulenpari shows itself as an ecotourism area developed based on community empowerment, respect for cultural unity and local wisdom, fair trade and disaster risk reduction. Wulenpari also brands itself as a Hidden Gem tourist spot in Yogyakarta, to get to where we need more effort, but everything must pay off." (Interview with the owner of Wulenpari. Aziz, September 1, 2023).

3. Wulenpari Digital Marketing

a. Website

The website plays a very important role in showing the professionalism of the company, helping consumers know your business, frugal promotions and easy business media. However, Wulenpari does not have an official personal website. Wulenpari only uses Linktree.

"If our website doesn't exist yet, we just use Linktree. Our Human Resources (HR) are still limited in managing personal official websites, besides that the cost factor is also a consideration. So let's just choose the easy one, namely Linktree. We also don't know whether it can be called a website or not. But with Linktree we can provide everything that potential tourists will see." (Interview with the owner of Wulenpari. Aziz August 1, 2023)

b. Social Media Marketing

The circulation of platforms on social media can be done at minimal cost or even free. This can certainly increase the company's brand. Wulenpari uses social media marketing strategies by utilizing several social media for the marketing process. Through social media, Wulenpari products or services can be known to more people than using other media. Instagram has 10,008 followers and 2,278 posts to date.

"The social media used by Wulenpari today are WhatsApp, Instagram, Threads, TikTok and YouTube. All social media access is on Linktree. Our linktree is in our Instagram bio. Instagram is the social media that we most often use to build image and promote. We are more active on Instagram because I am the only one who operates all social media. Except WhatsApp and Airbnb." (Interview with the owner of Wulenpari. Aziz August 1, 2023)

The management of social media such as Instagram, Threads, TikTok and YouTube is only done by the owner of Wulenpari, some employees do not have such accounts at all.

"I don't understand how to manage social media, because the one who controls it all is Mas Aziz. I only help as a WhatsApp contact person. For example, if someone wants to order food for a particular day, you can contact me. There are two numbers on WhatsApp that can be contacted, one of which is me. Except for Airbnb, as far as I know, Mas Aziz works with his friends, so Mas Aziz doesn't need to operate Airbnb." (Interview with Wulenpari employees. Taufik on August 1, 2023).

c. Search Engine Marketing

SEM is an effort to increase the visibility of a company's website so that it is easily found in the search engine system. In addition to search engine optimization, Search Engine Marketing (SEM) also includes the use of paid search as a major component.

"Wulenpari does not use SEM. I also need to learn more if I want to use it. But so far, if you search for Wulenpari on Google, it's quite easy to find it." (Interview with the owner of Wulenpari. Aziz August 1, 2023)

d. Email Marketing

You can provide potential customers with up-to-date information regarding ongoing promotions and the latest products or services. The cost of email marketing is cheaper and can directly target target consumers. This means that messages conveyed through email marketing can be personalized.

"Wulenpari only uses email for more personal and formal communication for specific purposes. So we don't use email for digital marketing." (Interview with the owner of Wulenpari. Aziz August 1, 2023)

e. Video Marketing

That way, Wulenpari can directly explain the business it runs, explain the products and services it will get, and display customer testimonials.

"To support Wulenpari's image needs, I actively create content in the form of video and photo content. The content I use mostly tells about life and nature, which Wulenpari is the right place to be." (Interview with the owner of Wulenpari. Aziz August 1, 2023)

    f.   Advertising Marketing

Paid promotional media over the internet. This is used to get consumers faster and more satisfactorily but is somewhat more expensive than the previous type.

"We minimize expenses, because there are still many renewal needs in the Wulenpari area. So for paid advertising we still can't do it. It may still take the next few years." (Interview with the owner of Wulenpari. Aziz August 1, 2023)

4. Brand Awareness

Wulenpari's brand awareness level can be seen from several things, namely through company research, tourist visitor data, and the number of social media followers. Company research should be done to determine Wulenpari's level of brand awareness.

"Research has been done, but it has not been very in-depth. When viewed from tourists who come, sometimes we feel that we have met the target and so far we have tried to optimize it based on the pyramid of brand awareness that you described. Maybe we still have a lot of work to do at the Brand Unaware level because the Wulenpari ecotourism area is considered a hidden gem and requires considerable effort to get here." (Interview with the owner of Wulenpari. Aziz August 1, 2023)

The results of interviews with two tourists showed that one tourist only knew about Wulenpari tourism in 2023, while the second traveler already knew about Wulenpari in 2022. Based on the interview, it can be explained that several Wulenpari digital media are useful in capturing tourist interest and making potential tourists know Wulenpari.

"I have known Wulenpari since 2022 and then around October, this is my second time here. I know wulenpari from TikTok. At that time I was scrolling TikTok, then there was an account that published Wulenpari, then from that account I checked the original account of Wulenpari, I checked starting from Instagram and TikTok. So it started with other people's posts, then I found Wulenpari's original Instagram and TikTok which made me even more interested and finally got here." (interview with wulenpari traveler, good August 1, 2023)

"I learned about Wulenpari from my friend, precisely around last July, then I checked his Instagram, because it is located by the river and I saw on social media the place is beautiful so I was interested in coming here." (interview with wulenpari traveler, andi August 1, 2023)

Wulenpari has several social media such as Instagram, threads, TikTok and YouTube. Of the two tourists, they prefer Instagram because information about other social media, how to contact Wulenpari if you want to book, and knowing prices, can all be accessed through Instagram.

"For social media, I prefer Instagram because it seems that they are more diligent in publishing there, even though there is some content that seems not good enough to publish. Price information can be found through Linktree on Instagram. Like the price of the food menu, we can open Google Maps in Linktree. Then we can open accommodation prices on the Airbnb link at Linktree. And in my opinion, the concept of published content is in accordance with the tourist destination, so if you come here, you will not be disappointed." (interview with wulenpari traveler, andi August 1, 2023)

"The social media that I think helps is Wulenpari's Instagram. Although I found Wulenpari information from Tiktok, after I saw it on Instagram the information was more complete. Moreover, the first information I found from TikTok was not from Wulenpari's real account. So, it is possible that other accounts that create content about Wulenpari also know about Wulenpari from Wulenpari's original accounts such as Instagram." (interview with wulenpari traveler, good August 1, 2023)

The results also involved observing the number of followers, the number of tags, and the number of visitors which provided evidence that tourists had brand awareness of Wulenpari. Wulenpari

Whatsapp consists of 2 numbers, namely those used for guesthouse reservations through admin and management contacts. Wulenpari's Instagram has 10,008 followers and 2,280 posts. The Wulenpari thread has 710 followers and only 1 post. Wulenpari's TikTok has 473 followers and 2,801 likes. Wulenpari's YouTube has 119 followers and 25 video posts.

For the number of visitors, researchers obtained internal data from Wulenpari which was given voluntarily. Data on his visits from January 2022 to July 2023.

Table 1. Wulenpari Visitor Data

January 2022 – July 2023

No	Moon	2022	2023
1	January	674	572
2	February	386	679
3	March	462	302
4	April	554	327
5	May	368	419
6	June	493	308
7	July	302	346
8	August	394	-
9	September	504	-
10	October	348	-
11	November	460	-
12	December	378	-
	Sum	5323	2953

(Source: Wulenpari Employees)

Based on the results of observing the number of hashtags, researchers found out how many people tagged Wulenpari with hashtags on Instagram and TikTok.
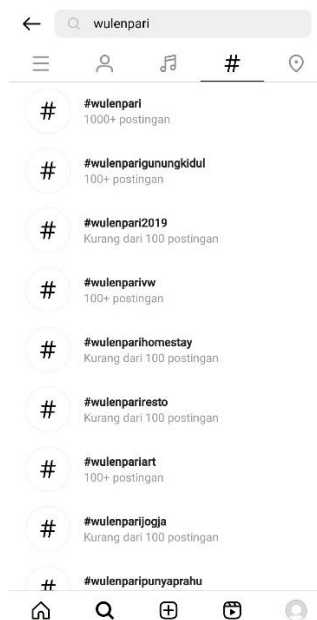

Fig 1. Hashtags on Instagram

(Source: Instagram)

Fig 2. Hashtags on TikTok

(Source: TikTok)

On TikTok, there is a feature that detects searches based on the number of likes. The post that appears at the top is the post with the highest number of likes. From the search results "wulenpari jogja" that appears at the top is not from the wulenpari TikTok account. But from another account that publishes about Wulenpari.

Fig 3. Account Publishes

Source: TikTok

Figure 4. Account Publishes

(Source: TikTok)

3.2. Discussion

Based on the results of research presented by researchers, it can be seen how Wulenpari can utilize digital marketing to increase brand awareness and attract more tourists to their ecotourism destinations. When referring to the digital marketing carried out by Wulenpari, there are several things that are suitable.

The discussion will begin by knowing the marketing communications used by Wulenpari. Furthermore, understand market characteristics with Wulenpari Segmenting, Targeting, Positioning (STP). So digital marketing becomes the main tool in marketing and knowing how digital marketing is done. Then the last researcher analyzed using the pyramid of brand awareness.

1. Marketing Communications

Marketing communication carried out by Wulenpari uses both types of marketing communication, namely conventional and digital. Conventional marketing is done by providing informative communication to prospective tourists visiting the Wulenpari location, so that prospective tourists get complete information about road access directions to the Wulenpari location and everything in Wulenpari. In addition to conventional marketing communication, Wulenpari does more digital marketing communication. Wulenpari's digital marketing communications utilize social media, websites and accommodation service platforms.

The choice of digital marketing communication is due to several differences between conventional and digital marketing. Conventional marketing requires more human resources (HR) and costs, while digital marketing utilizes digital technology that can minimize human resources and costs.

Digital marketing communication will be effective if the company knows the characteristics of the market by grouping the market into several groups according to their respective characteristics or what is often referred to as market segmentation. According to Kotler, to identify a market, several strategies are needed, namely segmentation, targeting and positioning.

2. Segmenting Targeting Positioning (STP)

Segmentation:Segmentation is the process of categorizing, grouping and classifying markets into several grouping categories according to certain characteristics. Segmentation is used to know and understand the market structure. Wulenpari segments the market by grouping the market into several groups, namely demographically and geographically. Demographically, wulenpari determines the

target market segmentation, namely all groups from young to old with an age range of 20-40 years. The selection of this segment is based on the concept of wulenpari, which is a place that must be visited by anyone who likes tranquility and nature. Geographically, for the short or everyday term, wulenpari chooses market segmentation to prospective local tourists or those who live in the country, because prospective local tourists can still be reached every day. For the long term, wulenpari chooses to segment the market to prospective foreign tourists because there is natural beauty, regional food menus, and typical Indonesian building forms that can be introduced.

Targeting: Targeting is the process of selecting, selecting and reaching the market. In determining targets, market research is needed so that the target market in the marketing process is right on target. There are several criteria in determining the target market, namely the company needs to ensure that the target market it targets is a broad enough and profitable segment. In addition, competitive advantage also needs to be considered where the company must know whether the company has sufficient ability to dominate the segment. The last criterion is based on the existing competitive situation, meaning that the company must understand the situation and conditions of market competition that can affect the attractiveness of the target that has been set.

Wulenpari's market segmentation resulted in targeted target markets, namely prospective local tourists and prospective foreign tourists. Target selection is based on local communities who have easier access to Wulenpari so that prospective local tourists are more suitable for the short term. Meanwhile, the target selection of prospective foreign tourists is intended to expand the Wulenpari market abroad. The target of foreign tourists was chosen because Wulenpari was considered quite ready to accept foreign markets. This year has also been visited several times and will be visited by foreign tourists. The products, services and facilities are sufficient to be enjoyed. By capturing more potential tourists from various regions, it is expected to increase profits and increase the company's brand awareness.

Positioning: Positioning is the process of developing a marketing strategy to influence certain market segments in viewing a product or service. Positioning can be said to be the placement of a product or service in the minds of potential consumers so that it can show how a product can be distinguished from similar products.

Wulenpari determines brand positioning according to its identity. This aims to distinguish Wulenpari Products from other similar products as well as improve brand identity. Wulenpari places brand positioning in accordance with its identity, namely an ecotourism area developed based on community empowerment, respect for cultural entities and local wisdom, fair trade, and disaster risk reduction. To show its identity, Wulenpari creates an image that tells stories, such as about protecting and loving nature, opening discussion rooms with employees where these employees come from an environment close to the Wulenpari area, and providing stories of interesting experiences of tourists who have come to Wulenpari. Wulenpari tries to bring something memorable and comfortable in its place.

3. Digital Marketing

Digital marketing is a product promotion activity carried out by a company through one or more forms of electronic media. Digital marketing is the practice of promoting products and services in innovative ways, mainly using database-based distribution channels to reach consumers and customers in a timely, relevant, and cost-effective manner. The main goal of digital marketing is to promote brands, form preferences, and increase sales through digital marketing techniques. Wulenpari uses digital marketing in the marketing process of its services and to increase brand awareness. From the results above, it is known that Wulenpari only applies several components of digital marketing, namely social media marketing and video marketing. Other digital marketing components such as websites and email marketing have not been utilized optimally.

The choice of digital marketing as a marketing communication tool is motivated by the rapid development of communication technology, saving human resources (HR), costs, and facilitating the creation of two-way communication with potential tourists. The components of digital marketing consist of website, social media marketing, search engine marketing, email marketing, video marketing, and advertising marketing. In Wulenpari, several digital marketing implementations have been carried out, which are as follows:

Website: The website presents complete and valid information, is a promotional media that can be accessed 24 hours, and can save marketing costs. From the results of the study, Wulenpari does not have an official website. Wulenpari only provides Linktree which is used like a website but with a simplified version. Linktree Wulenpari is attached to Wulenpari's Instagram bio. Researchers themselves still do not know whether Linktree can be categorized as a website or not, but when viewed from its function is almost the same. Linkktree owned by Wulenpari itself has various social media access used by Wulenpari. There is also a map link that can guide the location of Wulenpari. And there is also an Airbnb link which is a lodging service. On Airbnb, potential travelers can check the price of accommodation in Wulenpari, check the facilities and benefits obtained, and can make room reservations. With Linktree that contains various types of information in one door, it is expected to increase consumer trust or confidence.

Website utilization still needs to be further developed by Wulenpari, because the use of Linktree has limitations in managing traffic and ideas to utilize creativity in digital marketing, it would be better if you have your own official website without using a site managed by a second party. However, due to limited human resources (HR) for digital media managers and limited costs, Wulenpari still has to refrain from further developing into an official personal website.

Social Media Marketing: Social media can be used to carry out marketing activities. Through social media, companies can introduce their products or services, provide consumer reviews, and can be used as a means to approach consumers. Wulenpari uses several social media, namely WhatsApp, Instagram (@wulenpari), Threads (@wulenpari), TikTok (@wulen.pari), and Youtube (Wulen Pari). WhatsApp is only used for personal communication with prospective tourists, usually used for bookings, asking prices, asking what tour packages are provided, and for cooperation purposes. Other social media such as Instagram, Threads, TikTok, and YouTube are commonly used to advertise, build image, and create responses from potential travelers through comments. The purpose of using various types of social media is to keep up with the development of social media.

Wulenpari Whatsapp consists of 2 numbers, namely those used for guesthouse reservations through admin and management contacts. Wulenpari's Instagram has 10,008 followers and 2,280 posts. The Wulenpari thread has 710 followers and only 1 post. Wulenpari's TikTok has 473 followers and 2,801 likes. Wulenpari's YouTube has 119 followers and 25 video posts. Threads are a new trend on social media, so it is natural that the number of followers and posts is small. Threads is an online social media and new social networking service integrated with Instagram. One of the content posted displays the concept of tranquility which means that the natural environment is much better than the city environment.

One of the social media used is Instagram wulenpari plays the most important role in the digital marketing process. The reason is, the owner of Wulenpari claims to use Instagram more often than other social media. The large number of followers and posts is proof of Wulenpari's activeness on Instagram. The content posted is in the form of photos or videos with persuasive captions. There are three posts embedded above. These posts consist of different content. First, viewers or potential tourists can experience a virtual tour packaged in the form of a video. Second, Wulenpari access guide which is packaged in the form of creative videos. Third, persuasive content where viewers or potential tourists are curious and rethink visiting Wulenpari's natural destinations. Wulenpari tries to optimize the use of Instagram. Sometimes Wulenpari performs ATM strategies (observing, imitating, modifying) the content of other products. The response from potential customers has been seen several times on Instagram. This creates an advantage due to two-way communication.

Wulenpari's TikTok social media actually still updates content although not as often as Instagram. The social media that seems to have stalled is YouTube, because it hasn't posted a new video for a long time. The use of some social media is less effective because of limited human resources who are able to master the strategy of using TikTok and YouTube. In addition, the use of Wulenpari's social media marketing is hampered by very rapid trend changes so it is required to continue to innovate.

Some Most of the social media content created by Wulenpari is storytelling. So that the content in question provides an overview of how to protect and love nature, how Wulenpari can open a discussion room with its own employees where these employees are people who still live close to the Wulenpari area, and provide interesting experience stories from tourists who have visited Wulenpari. Wulenpari tries to bring something memorable and comfortable in its place. Wulenpari also reposts

accounts that have created content about Wulenpari. Usually the accounts that are reposted are tourists who have visited Wulenpari. With various strategies for using social media, it is expected to increase brand awareness of potential tourists.

Search Engine Marketing (SEM): Search engine marketing is one of the digital components that can help optimize the appearance of a website. Search engines can help websites appear on the front page of search engines like Google. Wulenpari has not used search engine marketing, because it does not yet have an official personal website. Using Linktree also does not require search engine marketing. But without search engine marketing, finding Wulenpari information on Google is not difficult. The reason is, there are several media that report Wulenpari as a tourist spot that can be visited.

Email Marketing: Email marketing is used to maintain the loyalty of consumers who have used a company's products or services by sending the latest promos via email. Through email marketing, consumers can get information and promotions that can attract consumers' attention to buy products again or visit social media and official websites again. However, email marketing is not used in Wulenpari. Wulenpari only provides personal email for personal or formal communication purposes. Usually used as a form of communication aimed at cooperation.

Video Marketing: Video marketing is used to demonstrate concepts using audio and images. Content in the form of creative videos will attract the attention of potential tourists. Video marketing usually uses the help of Instagram, TikTok or YouTube. The use of video marketing strategies through social media aims to attract the attention of potential tourists to visit Wulenpari's social media and get to know Wulenpari as a deeper tourist spot. Wulenpari video marketing currently utilizes Instagram and TikTok social media as media for publishing video content. Meanwhile, YouTube social media has not published video content for a long time.

The content is packaged in the form of videos, ranging from simple videos to videos that have gone through the editing process to make it look more attractive. The content created contains life and nature which gives the identity that Wulenpari is a great place to visit when looking for peace and comfort. The only obstacle faced in the process of creating video content is the limited number of human resources (HR). Video marketing is set up by just one person. Mas Aziz as the owner of Wulenpari himself operates the videos to be marketed. But it seems that video publishing is doing well because video content is published on Instagram almost every day.

Online Advertising: Online advertising is a process or advertising activity that uses the internet network and requires additional costs. Online advertising can be utilized through television or paid YouTube ads. Through online advertising, companies can target the quantity of consumers who see ads displayed online. Online advertising has not been fully utilized by wulenpari, due to limited costs. Wulenpari does not use Instagram Ads, TikTok Ads and others. Wulenpari only uses digital which can minimize costs. Using Airbnb can be said to be wulenpari's advertising strategy, because Airbnb is a platform that provides various types of accommodation. Through Airbnb, Wulenpari can capture the potential of foreign tourists more broadly, because Airbnb has an international market coverage. Wulenpari's involvement in Airbnb is free of charge, due to the cooperation that has been carried out.

4. Brand Awareness

Durianto explained that brand awareness is the ability of potential consumers to recognize and remember that a brand is part of a certain product category. Brand awareness is created from the existence of brand identity, namely brand identity or identity in the form of a trademark used as an identity or differentiation from other similar brands. Wulenpari has an identity called "hidden gem in Yogyakarta". This identity is formed from the image formed through social media and the image depicted will also be appropriate when tourists come directly to the place.

Brand awareness has four levels namely brand awareness, brand recognition, brand memory, and the highest peak of brand awareness which is top of mind. If you look at the efforts made by Wulenpari on one of its Instagram, Wulenpari has implemented the brand awareness pyramid well. At The subconscious stage, one example of its content is Wulenpari provides education about the need for good oxygen obtained from nature through the trees that live around it. At the Brand Recognizing and Brand Recall stages, Wulenpari presents solutions if you need fresh air, coming to Wulenpari is the best choice. At the top of mind stage, Wulenpari shows on Instagram that many tourists come,

meaning that many experienced tourists have visited Wulenpari. If you look at visitor data and various tags searched through Instagram and TikTok, it can be seen that many tourists know Wulenpari.

4. Conclusion

Based on research data and analysis conducted by researchers in a study entitled Digital Marketing Communication to Increase Wulenpari Brand Awareness, several conclusions can be drawn, including:

1. Wulenpari executes a digital marketing communication strategy: In accordance with digital marketing theory, which utilizes elements of digital marketing, but only a few are applied such as websites, social media marketing, video marketing, and online advertising. Although in accordance with digital marketing theory, there are some elements of digital marketing that have not been applied and some are still under development to maximize their role in wulenpari marketing. What has not been implemented is search engine marketing and email marketing. While what still needs further development is the website and online advertising.

2. Wulenpari's digital marketing strategy is supported by segmentation, targeting and positioning strategies to segment the market broadly so that the message conveyed can be right on target. Wulenpari's demographic segmentation from young to old, ranges from 20 – 40 years. Geographically from local to foreign. The target market wants to master the interest of potential tourists from within the country as a daily or short-term target. In the long run, targeting tourists from abroad. The positioning developed is to build the image of Wulenpari as an ecotourism area that is comfortable to visit, by optimizing good service management and providing care for the environment. Through the management of Wulenpari, Wulenpari shows itself as an ecotourism area developed based on community empowerment, respect for cultural unity and local wisdom, fair trade and disaster risk reduction.

3. Wulenpari has a brand identity known to tourists as a hidden gem tourist spot in Yogyakarta. Has implemented the pyramid of brand awareness by using digital marketing as its tool well.

4. Wulenpari's digital marketing process has several obstacles, namely the lack of competent human resources mastering several elements of digital marketing, such as websites, search engine marketing, and email marketing. However, Wulenpari tries to overcome these obstacles by involving third parties and trying to build quality human resources who are competent in the fields needed.

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