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Tourism Promotion Strategy Analysis: Increasing Destination Attractiveness in the Digital Era

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Abstract

This study aims to analyze effective tourism promotion strategies in increasing destination attractiveness in the digital era. Through the Systematic Literature Review (SLR) approach, this study examines various previous research results to identify the forms of promotion strategies commonly used, the effectiveness of digital media, and supporting and inhibiting factors for the success of digital tourism promotion. Data were collected from various scientific databases such as Google Scholar, Scopus, ScienceDirect, Emerald Insight, and Garuda, with inclusion criteria including Indonesian and English language articles published between 2015–2025 and relevant to the theme of digital tourism promotion. The article selection process followed the PRISMA flow, and the analysis was carried out using thematic analysis techniques. The results of the study showed that social media, official destination websites, and interactive digital campaigns were the dominant promotional strategies used. The effectiveness of digital promotion was greatly influenced by content quality, audience engagement, and communication consistency. In addition, it was found that technological support, human resource capacity, and collaboration between industry players and the government were key factors in the success of digital tourism promotion. This study provides strategic recommendations for destination managers to optimize the potential of digital media in attracting tourists and building a strong destination image.

Keywords: tourism promotion strategy, digital marketing, tourist destinations, social media

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1. Introduction

Tourism promotion is key to attracting tourists, both domestic and foreign. Through targeted promotion, a destination can introduce the potential of nature, culture, cuisine, and local uniqueness that are its main attractions. Without an effective promotional strategy, the competitiveness of a destination will be difficult to increase, especially in the midst of highly competitive global competition (Situmeang, IVO 2024). Promotion not only functions as a means of information, but also as a medium for forming perceptions and destination images in the minds of potential tourists. Therefore, creative, adaptive, and technology-based promotional strategies are very important in building emotional connections with target markets and encouraging sustainable interest in visiting (Asnawi, MA 2023). In the midst of increasingly fierce global competition, each destination needs to have an innovative and relevant promotional strategy. In recent decades, tourism promotion has relied heavily on conventional media such as brochures, travel magazines, and tourism exhibitions (Nurhidayati, et al. 2025).

However, digital transformation has drastically changed the promotional landscape. The presence of the internet and social media is not only a complement, but has become the main channel in conveying information, building narratives, and shaping public perception of a tourism destination (Andari, TW, & Raharjo, AS 2022). Platforms such as Instagram, YouTube, TikTok, and Facebook allow for the visualization of interesting and easily accessible tourism experiences by millions of users in a short time. Information that was previously conveyed one-way through brochures or print media is now distributed interactively and in real-time, allowing potential tourists to directly interact, comment, or re-share interesting content. This places the power of promotion not only in the hands of the government or tourism industry players, but



also in the hands of tourists themselves as content creators. Thus, the success of a promotional strategy in the digital era depends heavily on the destination's ability to utilize technology, create interesting content, and actively engage with audiences through various digital channels. This requires tourism actors to understand and master digital promotion techniques in order to reach audiences more widely and effectively (Sarira, N. 2023).

Indonesia, as an archipelagic country rich in natural, cultural, and historical tourism potential, has both challenges and great opportunities in developing digital-based tourism promotion strategies. From Sabang to Merauke, thousands of destinations offer their own uniqueness—from beautiful beaches, underwater riches, mountains, to cultural heritage that is still preserved. However, this richness is not yet fully known, either by domestic or foreign tourists (Saevasilvia, S. 2024). One of the main causes is the dominance of conventional promotional approaches that do not reach digital audiences effectively. Many tourist destinations do not yet have a strong digital identity, are not active on social media, or have not optimized the use of digital platforms to build sustainable appeal and interaction. On the other hand, the development of information and communication technology provides a great opportunity for Indonesia to bridge these limitations. With a targeted digital promotion strategy—such as the use of quality visual content, collaboration with influencers, the use of VR or AR technology, and professional social media management—Indonesia can increase the visibility of its destinations globally and encourage more inclusive and sustainable tourism growth. Therefore, the use of digital technology is a strategic way to introduce the uniqueness and advantages of the destination (Rachmad, YE, et al. 2024).

Changes in consumer behavior are also an important factor in determining the direction and approach of tourism promotion strategies. In today's digital era, millennials and Gen Z—who are the dominant market segments in the tourism industry—have search and decision-making patterns that are heavily influenced by technology (Septiansyah, D. 2024). They tend to rely more on information from social media, online reviews, travel videos, and visual content such as photos and vlogs before deciding which tourist destination to visit. Authorities or official information from tourism institutions are no longer the only source of reference. On the contrary, authentic experiences shared by fellow users, such as reviews on Google, TripAdvisor, or uploads on Instagram and TikTok, are often considered more relevant and convincing. This trend shows that promotional strategies must transform from simply conveying information to efforts to build interesting, personal, and interactive digital experiences. The success of a promotion depends not only on how much information is conveyed, but on how the information is packaged and delivered through channels that suit the characteristics of today's consumers (Marenta, AD 2023). Therefore, understanding consumer digital behavior is an important foundation in designing effective, competitive promotional campaigns that are able to create emotional connections with potential tourists. This trend shows that tourism promotion is no longer just informative, but must also be inspiring and interactive. Digital promotional strategies not only include the use of technology platforms, but also a deep understanding of market segmentation, tourist preferences, and how to convey destination narratives in an interesting way. Storytelling elements, for example, have proven effective in building emotional appeal to certain tourist attractions.

On the other hand, major challenges arise from the readiness of human resources, digital infrastructure, and technological literacy among tourism destination managers. Although the potential for digital promotion is very large in expanding market reach and shaping the image of destinations globally, the success of its implementation is highly dependent on the internal capacity of tourism actors themselves. There are still many tourist areas, especially in remote or developing areas, that face limited internet access, low network quality, and a lack of supporting facilities such as digital devices and adequate information management systems. This hinders the ability of destinations to appear actively and competitively in the digital space (Ekaputra, PS, et al. 2024).

In addition, the human resources aspect is also a major concern. The lack of competent workers in digital marketing, social media management, creative content processing, and tourism data analysis often causes promotional strategies to be off-target, inconsistent, or even stagnant. Low technological literacy among destination managers—both from the government,

private, and local community sectors—also has an impact on the less than optimal use of available digital platforms. Many destination managers still rely on conventional promotional methods without understanding the importance of a data-based approach, market segmentation, or strategic digital image management. If these challenges are not addressed immediately, the great potential of digital tourism promotion will be difficult to realize optimally (Rofaida, R., et al. 2019). Therefore, systematic steps are needed to build human resource capacity, strengthen digital infrastructure, and increase technological literacy throughout the tourism ecosystem. These efforts are crucial to ensure that digital transformation in tourism promotion is not just a discourse, but actually has a real impact on increasing the competitiveness and sustainability of destinations.

The government acts as a policy facilitator and provider of supporting digital infrastructure, including human resource training, provision of technology access, and regulations that are adaptive to developments in the digital era. Meanwhile, industry players—such as travel agencies, destination managers, and the hotel and transportation sectors—are responsible for designing and implementing innovative, data-driven marketing strategies that are relevant to tourist behavior trends. On the other hand, local communities as an integral part of tourist destinations also need to be actively involved, not only as objects, but as subjects of promotion that can create authentic content and strengthen local narratives (Prihatin, E., & Sutangsa, SP 2025). This synergy is the foundation for creating tourism promotion that is not only effective in terms of reach, but also socially and culturally sustainable. With cross-sector collaboration, tourism promotion can be designed holistically, not only pursuing the quantity of visits, but also paying attention to the quality of tourist experiences and their impact on local communities. This collaborative approach enables the creation of a digital tourism ecosystem that is inclusive, adaptive to change, and able to provide added value to all stakeholders (Wiartha, NGM, et al. 2024).

Based on this background, this article aims to analyze tourism promotion strategies in the digital era, with a special focus on the effectiveness of digital media use in increasing the attractiveness of tourist destinations. In the context of changing tourist behavior that is increasingly dependent on technology, it is important to understand the extent to which digital media—such as social media, content sharing platforms, tourism websites, and interactive technologies—play a role in shaping tourist perceptions, interests, and visitation decisions. This study will also examine best practices from various destinations that have successfully utilized digital platforms optimally, as well as identify obstacles that are still faced by destination managers in the field. The main objective of this study is to provide practical and applicable recommendations for stakeholders in the tourism sector, especially destination managers, to be able to adapt to the dynamics and demands of the digital era. By understanding effective promotion strategies, based on trends and digital consumer behavior, it is hoped that tourism actors can develop a more innovative, inclusive, and sustainable approach. Furthermore, the results of this study are expected to be a real contribution to the development of a digital tourism ecosystem in Indonesia, which is not only competitive at the national level, but also able to compete in the global market.

2. Method

This study uses the Systematic Literature Review (SLR) approach to analyze tourism promotion strategies in the digital era. This approach was chosen because it is able to provide a comprehensive and systematic overview of various relevant previous research results, so that trends, patterns, and research gaps in the topics studied can be identified (Riza, RA, & Mutiarni, R. 2022). The SLR process begins with the formulation of research questions that include: (1) What are the forms of tourism promotion strategies commonly used in the digital era? (2) To what extent is digital media effective in increasing the attractiveness of tourist destinations? and (3) What factors support and hinder the success of digital tourism promotion. Furthermore, inclusion and exclusion criteria were prepared to ensure the relevance and quality of the articles analyzed. Inclusion criteria include articles published in the period 2015–2025, specifically discussing digital-based tourism promotion strategies, available in Indonesian or English, and including empirical studies and literature reviews. Articles that are

not available in full text, or are not relevant to the focus of the research, are excluded from the selection process. Data collection was conducted through searches on various scientific databases such as Google Scholar, Scopus, ScienceDirect, Emerald Insight, and Garuda (Garba Rujukan Digital). The keywords used include: tourism promotion strategy, digital tourism marketing, destination branding, social media in tourism, digital tourism, and their equivalents in Indonesian. The article selection process follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow, which includes the stages of identification, screening, eligibility checking, and final selection. Articles that pass the selection are then analyzed using thematic analysis techniques. This stage includes a coding process to group findings into main themes such as types of promotional strategies, digital platforms used, indicators of promotional success, and challenges and opportunities faced. The results of the synthesis of these articles are used to draw conclusions and provide strategic recommendations that can be implemented by destination managers in facing the challenges of promotion in the digital era.

3. Results and Discussion

Basic Concepts of Tourism Promotion

Promotion in the context of tourism is a series of communication activities that are strategically designed to introduce and build a positive image of a tourist destination to the target audience, both domestically and abroad. The goal is to attract tourists to choose the destination as a travel destination, increase the number of visits, and encourage economic growth and preservation of local culture. Tourism promotion is not only about conveying information, but also creating emotional appeal and imaginative experiences that can persuade tourists to travel. Therefore, promotion must be able to highlight the uniqueness, natural beauty, local culture, hospitality of the community, and available tourism supporting infrastructure (Huda, N. 2025). In the digital era like today, tourism promotion strategies are also increasingly developing, utilizing information technology and social media to reach a wider target market quickly and effectively. In addition, tourism promotion also often involves collaboration with various parties such as the government, tourism industry players, mass media, and public figures who have influence (influencers). Thus, tourism promotion has an important role in shaping perceptions, creating a desire to visit, and ultimately increasing the competitiveness of a destination at the regional and global levels (Melandi, IK, et al. 2023).

The main purpose of tourism destination promotion is to attract tourists to visit a particular tourist location. Through promotion, tourist destinations are widely introduced to the public, both domestically and internationally, with the hope of increasing the number of tourist visits. Promotion also aims to form and strengthen a positive image of a destination by highlighting its uniqueness, natural attractions, local culture, and various available facilities (Amalia, E., & Lubis, AL 2023). In addition, tourism destination promotion plays an important role in encouraging the economic growth of the local community, because increasing tourist visits will have a direct impact on the development of supporting sectors such as hotels, transportation, culinary, and small and medium enterprises. Furthermore, promotion can expand the tourism market share by reaching new tourist segments that were previously unfamiliar with the destination. Amidst increasingly tight competition between destinations, promotion also functions to increase competitiveness by showing the advantages and added value of an area compared to other destinations. No less important, promotion is an educational tool that provides accurate and reliable information to tourists, so that they have realistic expectations and can enjoy the tourism experience optimally. Thus, promotion is not only oriented towards increasing the number of visitors, but also towards strengthening the image, improving the quality of services, and developing sustainable tourism (Al Mustaqim, D. 2023).

In a tourism promotion strategy, there are several important components that are interrelated and must be designed in an integrated manner in order to attract tourists effectively. These components are known as the 7Ps in the marketing mix, namely product, price, place, promotion, people, process, and physical evidence. Products in the context of tourism refer to all forms of services and experiences offered to tourists, such as natural

beauty, cultural richness, tourist attractions, accommodation, and other supporting facilities. Tourism products must have uniqueness and added value that can provide a different and memorable experience for tourists. Price is an important component related to the economic value of the tourism products offered. Pricing strategies must consider tourists' purchasing power, the level of competition, and the value perceived by tourists for the experience they get. Competitive and transparent prices can be a special attraction in attracting tourists. Place or distribution refers to how tourism products can be accessed by tourists. This includes the location of the destination, access to transportation, and the availability of information through travel agents, digital platforms, and other distribution channels. Ease of access to the destination is a key factor in attracting tourists (Saraswati, HD, & Afifi, S. 2022). Promotion includes all marketing communication activities used to attract tourists, build destination image, and influence visiting decisions. This includes advertising, publications, social media, collaboration with influencers, participation in exhibitions, and sales promotions such as discounts or special tour packages. People refer to all parties involved in providing services to tourists, such as tour guides, hotel staff, local MSMEs, and the surrounding community. The quality of human resources greatly determines tourist satisfaction and reflects the overall image of the destination. The process is how tourism services are provided to consumers, from reservations, on-site services, to post-visit. An efficient, friendly, and professional process will increase tourist comfort and satisfaction and encourage them to come back or recommend the destination to others. Physical Evidence is an element related to the real appearance of tourism services, such as cleanliness and design of facilities, information boards, brochures, website appearance, and the atmosphere of the destination itself. This physical evidence helps build tourists' perceptions of the quality of the destination before and during the visit (Syaputra, SA, Azis, H., & Wisudawanto, R. 2024).

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The Role of the Digital Era in Tourism Promotion

The development of digital technology and the internet in recent decades has brought about major changes in various aspects of human life, including in the fields of communication, economy, education, entertainment, and tourism. Digitalization has enabled the exchange of information to be faster, more efficient, and on a global scale. The internet as the main infrastructure of the digital world has connected billions of people around the world, creating a new era known as the information age or digital revolution. One of the most significant impacts of this development is the transformation in the way humans access and process information. With the emergence of digital devices such as smartphones, tablets, and computers, people can now connect to the internet anytime and anywhere. This has triggered the development of various digital platforms such as social media, e-commerce, news portals, public service applications, and online learning systems. In addition, technological advances such as artificial intelligence (AI), big data, the Internet of Things (IoT), and cloud computing have also expanded the scope and power of digital technology in assisting decision-making, automation, and personalization of services. In the economic and business sectors, the development of digital technology has created new opportunities and required business actors to adapt. Conventional business models are starting to be replaced by digital business models that are more flexible, fast, and data-based. E-commerce, digital marketing, and digital financial transactions are now an inseparable part of modern economic activities. The same thing also happens in the tourism sector, where digital technology makes it easier for tourists to search for information, book tickets or hotels online, and share travel experiences through social media, which indirectly helps promote tourist destinations (Hermawanto, A., & Anggraini, M. 2020).

Furthermore, digital technology also supports transparency, efficiency, and social inclusion. Governments and institutions can now provide public services online, reach the public more evenly, and create a more integrated data management system. However, this development also brings challenges, such as data security issues, digital divides between regions, and the potential for the spread of false information that must be addressed seriously. Overall, the development of digital technology and the internet has become a major driving force in shaping modern civilization. The changes it brings are structural and profound,

requiring all parties—both individuals, institutions, and governments—to not only follow the flow of change, but also to utilize it wisely and strategically for mutual progress. The change in promotional media from conventional to digital is one of the real impacts of the development of information and communication technology in the modern era. In the past, product or service promotion—including tourism destination promotion—relied more on conventional media such as print advertisements in newspapers and magazines, banners, billboards, pamphlets, radio, and television. Although conventional media is still used today, its effectiveness has begun to decrease along with the shift in consumer behavior who now spend more time on digital platforms (Yusman, Y., et al. 2024).

The transformation to digital media has opened up many new opportunities in the world of promotion. Digital media such as websites, social media (Instagram, Facebook, TikTok, Twitter/X), search engines (Google), and messaging applications (WhatsApp, Telegram) have become the main means of reaching consumers more widely, quickly, and personally. Not only that, the digitalization of promotion also allows the use of digital marketing tools such as SEO (Search Engine Optimization), SEM (Search Engine Marketing), email marketing, sponsored content, and data-based advertising campaigns (targeted ads) which are much more measurable than conventional media. One of the main advantages of digital media is its ability to reach a global audience at a relatively lower cost. In addition, interactivity is also an added value - users can provide direct responses, likes, shares, or even recreate promotional content, which in turn creates a viral effect. The ability to measure campaign effectiveness in real-time through statistical data such as the number of impressions, clicks, comments, and sales conversions also makes digital media very superior to traditional media which are generally one-way and difficult to measure their impact directly. This change also creates more creative and flexible promotional opportunities. For example, tourist destinations can now be promoted through travel vlogs, 360-degree virtual tours, live streaming, and collaboration with digital influencers. This allows potential tourists to get a more realistic and interesting picture before deciding to visit (Prabowo, A., et al. 2025).

In many cases, an effective promotional strategy actually combines both approaches synergistically (blended marketing), in order to reach various audience segments, including those who still rely on conventional media. Overall, the change in promotional media towards digital is an inevitability that must be responded to with adaptation and innovation. Business actors, governments, and tourism promotion institutions are required to understand the characteristics of digital media, follow developing trends, and build a strong and consistent digital presence to win the competition in this era of digital transformation. In today's digital era, social media, official websites, and travel review platforms such as TripAdvisor have a very significant role in shaping perceptions, influencing decisions, and driving tourist interest in a destination. These three digital elements have revolutionized the way tourism promotion is carried out, replacing the dominance of conventional methods that were previously one-way and limited in reach. Social media has become a very powerful promotional tool because it is dynamic, interactive, and able to convey messages visually and emotionally. Through platforms such as Instagram, Facebook, TikTok, and YouTube, tourist destinations can be promoted through attractive visual content such as photos, short videos, travel vlogs, and user stories (user-generated content). Today's travelers tend to seek travel inspiration from social media, especially from other people's experiences shared in real-time. In addition, the existence of influencers or travel bloggers also greatly influences tourism trends and can accelerate the popularity of a destination, especially among the younger generation (Fibri, YH, & Ernawati, E. 2025).

Meanwhile, the official website of a tourism destination serves as the main and trusted source of information. A good website not only displays a description of the destination and available attractions, but also provides practical information such as travel routes, ticket prices, supporting facilities, event calendars, and service contacts. A professional and updated official website reflects the credibility of the destination manager, and provides a sense of security and trust for tourists before they visit. In addition, integration with an online booking system or interactive features such as virtual tours also strengthens the role of the website in supporting tourist decisions. Review platforms such as TripAdvisor, Google Reviews, or Traveloka Review

play an important role as a source of assessments and recommendations from fellow users. Prospective tourists tend to read reviews from other tourists to get a real picture of the quality of service, comfort of facilities, and the overall experience at a destination. Positive reviews can strengthen the reputation of a destination, while negative reviews can be used as evaluation material for improvement. In many cases, ratings and comments from these review platforms have a direct influence on visiting decisions, even stronger than commercial advertising. The three—social media, official websites, and review platforms—form a complementary digital promotion ecosystem. Social media creates emotional appeal and virality, official websites provide factual and credible information, while review platforms offer social validation from real experiences. The combination of the three allows tourism promotion to be carried out more effectively, efficiently, and oriented to the needs and behavior of modern tourists who are increasingly digital and experience-based (Asnawi, MA 2023).

Tourism Promotion Strategy in the Digital Era

Digital marketing plays an important role in tourism promotion in the digital era through various effective techniques, such as SEO (Search Engine Optimization), SEM (Search Engine Marketing), email marketing, and blog content. SEO helps increase the visibility of tourist destinations in search engines by optimizing relevant keywords, making the destination easier to find by potential tourists. SEM involves paid advertising on search engines to attract the attention of tourists searching for travel-related information, providing fast and targeted results. Email marketing is used to build relationships with customers by sending special information, tour packages, and personalized travel tips. Blog content serves to share interesting stories and information about destinations, as well as increase SEO rankings through articles that are useful to readers. These four techniques, if used in a coordinated manner, can increase the reach of promotions, build credibility, and encourage tourists' decisions to visit the destination (Saputri, AMI, & Fasa, MI 2024).

Social Media Marketing is very effective in promoting tourism through platforms such as Instagram, TikTok, YouTube, and Facebook. Instagram focuses on visuals, allowing destinations to share engaging photos and videos through Stories and Reels. TikTok allows for the creation of short videos that can go viral, engaging a young audience with creative challenges and trends. YouTube is ideal for more in-depth content such as travel vlogs and virtual tours, providing a complete picture of the destination. Facebook allows for promotion through business pages, events, and ads, and reaches a wider and more diversified audience. These four platforms, although different, can be used together to increase destination exposure, engage travelers, and drive visits with creative and adaptive strategies (Wilhelmina, N., & Mistriani, N. 2025).

Collaboration with influencers and travel bloggers is a key strategy in tourism promotion in the digital era. Influencers on social media (Instagram, TikTok, YouTube) and travel bloggers have large and engaged audiences, allowing tourist destinations to reach a wider market. Through authentic content such as photos, videos, and articles, they can provide deeper insights into the destination and build credibility in the eyes of the audience. This collaboration helps tourist destinations reach targeted audiences based on certain niches (e.g. adventure or family tourism). User-generated content generated from this collaboration is also very influential because it is considered more credible and interesting. Campaigns involving influencers or travel bloggers can be in the form of visits, reviews, or events such as giveaways, which expand the visibility and engagement of tourist destinations (Isra, N., et al. 2025).

Virtual Tour, Augmented Reality (AR), and Virtual Reality (VR) are technological innovations that allow tourism destinations to provide immersive and interactive digital experiences to potential tourists. Virtual Tours allow visitors to explore destinations online through 360-degree images or videos, providing a real picture of the place. AR adds digital elements to the real world through devices such as smartphones, allowing tourists to access additional information or interactive features at tourist locations. VR takes the tourism promotion experience to a more immersive level with VR headsets, giving tourists the sensation of actually being at the promoted destination. The advantage of this technology is its ability to introduce destinations in a more interesting and in-depth way, motivating tourists

to visit the place in person. With AR/VR and virtual tours, destinations can reach a wider audience and enhance the tourist experience (Fairliantina, E., & Oktariswan, D. 2025).

User-Generated Content (UGC), which includes reviews, testimonials, photos, and videos from travelers, plays a vital role in digital tourism promotion. UGC is considered more authentic and credible by potential travelers compared to traditional advertising. Reviews and testimonials on platforms like TripAdvisor or social media provide information that helps visitors decide which destination to visit. The main advantage of UGC is social proof—travelers are more likely to trust the experiences of fellow travelers. Content shared on Instagram, TikTok, and other platforms often goes viral and provides greater exposure. Destinations can leverage UGC by re-sharing traveler content on their social media accounts, which not only increases credibility but also reduces promotional costs. Overall, UGC is effective in building closer relationships with audiences and expanding the reach of destination promotion.

Big Data and Artificial Intelligence (AI) enable tourism destinations to personalize promotions based on traveler behavior. With Big Data, information such as destination preferences, activity types, and travel patterns are collected to understand traveler needs more specifically. AI then analyzes this data to provide relevant recommendations through an AI-powered recommendation system. Personalized promotions enable destinations to deliver tailored advertisements or information, increasing traveler engagement. AI is also used in chatbots to provide real-time assistance and optimize user experience. In addition, this technology helps in managing destination demand and capacity to avoid over-tourism. Overall, Big Data and AI increase the relevance and effectiveness of tourism promotions, creating a more personalized experience for travelers and helping destinations reach a more targeted audience (Anwar, C., et al. 2023). Reference Book of Local Wisdom-Based Information Systems.

Case Study (Optional)

Several recent studies have shown that the use of digital technology in tourism promotion plays an important role in increasing the attractiveness of tourist destinations. Puspitasari and Hidayati (2023) in their study on the influence of social media on the attractiveness of Bali tourist destinations found that platforms such as Instagram and TikTok are very effective in promoting the beauty of Bali through attractive visualizations, which increase tourist interest. In addition, Setiawan and Prasetyo (2022) revealed that SEO optimization on tourist destination websites can increase visibility and attract more visitors, which accelerates tourists' decisions to visit Indonesia. Rahman and Sari (2022) highlighted the application of AR/VR technology in nature tourism promotion, which provides an immersive experience that encourages tourists to make physical visits after seeing a virtual representation of the destination. Meanwhile, Yulianto and Haryanto (2021) found that influencer marketing has a major influence in increasing the attractiveness of tourist destinations, with influencers who have large audiences being able to attract more targeted tourists. Other research by Lestari and Susanto (2021) shows that user-generated content (UGC), such as photos and reviews shared by tourists on social media and review platforms, plays an important role in increasing credibility and interest in certain tourist destinations. In terms of social media platforms, Iskandar and Wulandari (2020) found that TikTok is a very effective promotional tool, especially among millennials and Generation Z, because creative content in short video format is able to attract a wider audience. Research by Santoso and Wahyudi (2020) shows that review platforms such as TripAdvisor and Google Reviews have a major influence on tourists' decisions to choose tourist destinations. Positive reviews from previous visitors have a strong influence in building trust among new tourists. Meanwhile, Nugroho and Fadilah (2020) highlight the importance of hashtag campaigns on social media to increase the visibility of tourist destinations. The campaign succeeded in attracting the attention of a wide audience and increasing the buzz about certain destinations. Finally, Handayani and Kurniawan (2019) revealed that digital technology, including interactive websites and email marketing, is very effective in accelerating the distribution of information about destinations and increasing tourist engagement, which in turn increases the attractiveness of the destination. These studies indicate that digital-based promotional strategies, which utilize social media platforms,

influencers, AR/VR technology, and online review platforms, are highly effective in increasing the attractiveness of tourist destinations in the digital era.

4. Conclusions

Tourism promotion plays a very important role in introducing tourist destinations and building their positive image to the public. In the context of tourism, promotion is not only about conveying information but also creating an emotional appeal that encourages tourists to choose a destination as a tourist destination. Uniqueness, natural beauty, local culture, and quality of service are the main elements that must be highlighted in every promotional strategy. In addition, tourism promotion plays a major role in improving the local economy and advancing supporting sectors such as hospitality, transportation, and small and medium enterprises. With the development of the digital era, tourism promotion strategies have undergone a major transformation. Digital media such as social media, official websites, and review platforms such as TripAdvisor have a very important role in shaping perceptions and influencing tourist decisions. Promotions that use digital techniques such as SEO, SEM, and social media marketing allow tourist destinations to reach a wider and more targeted audience at a more efficient cost. In addition, collaboration with influencers and the use of advanced technologies such as AR/VR provide a more immersive and interactive experience for tourists, which in turn can increase interest in visiting. Overall, tourism promotion must utilize the development of digital technology wisely, and combine conventional and digital media synergistically to achieve maximum results. An effective promotional strategy focuses not only on increasing the number of tourists, but also on building the destination image, improving the quality of services, and developing sustainable tourism.

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