

**Digital Enabler Promotion Strategy for Tourism  
Development in Malang City**

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**ABSTRACT**

**Purpose** — explain concisely the purpose of your research. This study aims to find out (1) what tourism is in the city of Malang, (2) how to utilize the development of information and communication technology (ICT) in tourism development, (3) how strategies for the use of digital enablers in promoting tourism in the city of Malang, (4) how the Tourism and Culture Office of Malang City subsidizes and promotes tourism in the city of Malang.

**Method** — The method used in the preparation of this paper is to use the literature review method involving analysis, investigation and information from literature sources relevant to the research topic. The data collection technique used is a literature research approach, by collecting a number of documents sourced from journals and other media such as journal articles, books, research reports, official documents and other sources that can provide a deep understanding of digital enabler promotion strategies by utilizing information and communication technology to develop tourism potential, especially in the city of Malang.

**Result** — The results showed that in the city of Malang in utilizing Digital Enabler to promote tourism has not used and optimized Social Media such as Instagram, Facebook, Tik-Tok and even YouTube well. Although the government, the tourism and culture office also participate in providing subsidies and promotions for tourism development in Malang City, the level of local and foreign tourists visiting Malang City tourism tends to be slight and decreased in 2023 compared to 2022.

**Novelty** — Although the city of Malang has many tourist attractions, tourist attractions such as nature, culinary and culture. However, there are rarely other people who research related to the development of tourism in this city, because of the low public interest and awareness of opportunities from tourism through promotion. So that only a few people take advantage of the promotion of tourism in the city of Malang.

**Keywords:** Tourism, Digital Enabler, Promotion, Information and Communication Technology (ICT)

**INTRODUCTION**

Information and communication technology is growing rapidly over time. The development of information and communication technology cannot be separated from the sustainability of people's lives, especially in today's digital era. The rapid advancement in the digital ecosystem, which includes Internet technologies and social media platforms like Facebook, Twitter, etc. coupled with the accessibility and affordability of electronic gadgets has changed the way people communicate and share information in today's world. This development has resulted in the number of technology users, especially in Indonesia, increasing, this can be seen from the survey of the Indonesian Internet Service Providers Association (APJII) released on January 27, 2023, stating that in 2023 internet users in Indonesia will reach 215.63 million users and East Java Province is one of the most provinces, which is in fifth place with 81.26% internet users. So that it can be used as an alternative in the business world to introduce its business to the public through technology (Puspawati, 2018). The government also has a great opportunity to provide information and promote strategic sectors such as the tourism sector, because in the current digital era there have been found many new innovations in promoting tourism, one of which is the use of digital enablers. (Laudyan, 2018). (Association Organizers Jasa Internet Indonesia, 2022).

According to Law Number 10 of 2009 the definition of tourism is a variety of tourism activities supported by facilities and services that have been provided by the community, entrepreneurs, government and local government ([peraturanbpk.go.id](http://peraturanbpk.go.id)). The tourism sector can be one of the leading sectors in the development of a country, especially regional development. Because through the tourism sector it can increase the level of income and economy of people from various layers, even able to increase the country's foreign exchange

income (Fitriana, 2018). Tourism is included in one of the important sectors to increase state income, in addition to the existence of very profitable tourism, it also has the potential as a source of income for the nation and state. So that the tourism sector remains sustainable for the future, tourism policies are needed as a basis for determining the steps of development, development and marketing of tourism involving various elements, both government, community and private parties. (Andrianto & Alif Fianto, 2023).

The purpose of tourism marketing is to provide information to the general public so that they can enjoy the existence of tourism. In line with the opinion of Yoeti 2005, that the purpose of tourism marketing is to attract or bring tourists both domestic and foreign tourists by providing service satisfaction so that more people come, stay longer and further increase the amount of spending (Yoeti, 2005). With the development of tourism in an area, it will certainly be able to drive economic activity in the area. When tourism develops well, it will create and increase jobs, people's income in the region will increase and state income in tourism development will also increase because it receives foreign exchange from foreign tourists.

Malang City is one of the favorite tourism destinations in East Java that has various natural, cultural, culinary and educational tourism potentials. The wealth of these attractions can be used as opportunities to be developed in the future for the city of Malang. According to Anam, 2017 the city of Malang is one of the big cities in Indonesia and has several popular terms in the community such as the city of education, the city of flowers, the city of history, to Paris oost java, which means the city of Parisnya East Java (Anam, 2017). But currently, along with the development of information and communication technology, the implementation of tourism in the city of Malang has not been maximized when viewed from the number of tourists who come. According to data from BPS Malang City in 2023, it states that at the end of 2022 the number of foreign tourists and domestic tourists visiting tourism in Malang is 2,749,783. This number has decreased dramatically compared to 2021 which reached 3,771,700 tourists (BPS Malang City, 2022).

Thus, to address these problems, an update on policies is needed as a basis for determining the steps of tourism development. Of course, it is adjusted to government regulations and in line with the current development of information and communication technology. One way in tourism development that can be done is to use a digital enabler promotion strategy, which is a strategy used to promote tourism on social media platforms. According to Kotler (2011), social media is a media used by consumers for various videos, images, sounds, text with other people and companies and vice versa. This social media can be used as a wider and more effective promotional tool compared to promotion through conventional media such as newspapers, brochures and billboards (Puspawati, 2018). One of the social media that can be used is like Facebook, Instagram, Tik Tok, Youtube and so on. So the purpose of writing this paper is to identify how the utilization and constraints in the use of digital enablers to promote tourism in the city of Malang as well as find out how the provincial office of the city of Malang subsidizes tourism activities, as well as what promotion has been done in the development of tourism in the city of Malang.

## **METHOD**

The method used in the preparation of this paper is to use the literature review method involving analysis, investigation and information from literature sources relevant to the research topic. The data collection technique used is with a literature research approach, namely by collecting a number of documents sourced from journals and other media such as journal articles, books, research reports, official documents and other sources that can provide a deep understanding of digital enabler promotion strategies by utilizing information and communication technology to develop tourism potential, especially in the city of Malang

## **RESULT AND DISCUSSION**

### **Result**

#### **Malang City Tourism**

Malang City is one of the big cities in Indonesia that has natural, cultural, culinary and educational tourism potential. Malang City has an area of 114.26 KM consisting of 5 districts namely Klojen, Blimbing, Kendung, Kendang, Sukun and Lowokwaru districts. The tourism potential of Malang City is tourist attraction and tourism products sourced from many sectors such as natural attractions, building attractions, and social attractions. For example, historical buildings, tourist squares, city museums and so on that can be used as attractive tourism destinations. The tourist attraction has a meaning that contains meaning and has its own historical value as a cultural heritage that is not owned by cities in Indonesia. With so many tourist attractions and tourist products in Malang City so that Malang City has and bears several titles. (*Government Malang City, n.d.*).

The first holds the title of a tourist city, namely the title is attached to the city of Malang because there are many tourist destinations found both in the city of Malang and the regional area of Malang Raya. The

strategic position of Malang City is also one of the main attractions for tourists because it makes it easy to reach tourist destinations, especially Mount Bromo beach and artificial tourism in Malang City. Both cities of education, this degree is very suitable to be held by Malang City because Malang has more than 50 universities and more than 3000 students from various parts of the archipelago. The three industrial cities, Malang City bears as an industrial city because along with the development of the structure and spatial pattern of industrial trends shifted to the trade and service sector in Malang City, so that in the last few weeks the potential of human resources and creative industries has become a new sector that is growing rapidly in Malang City.

Fourth, the historical city of Malang City bears as a historical city because there are various historical records including inscriptions, which are evidence of the long story of Malang City. Starting from the role in the development of large kingdoms such as Singasari, Kediri, Majapahit, Demak and Mataram, to the colonial era. The five cities of flowers, this nickname is closely related to the city of flowers because of the many plants and various trees that adorn the city of Malang. One of the most beautiful tourist destinations is the Malang monument square park. Finally, Malang City holds the title of Paris of Java, where this nickname is given to the surrounding and natural conditions of the beautiful city of Malang surrounded by mountains as well as a climate that tends to be cool and makes anyone who visits this city feel at home. The special meaning of Paris of Java is to consider the city of Malang as the Paris City of East Java (Government Malang City, n.d.).

### **Digital Enabler Promotion Strategy**

The scope and direction of an organization to achieve profitability through the configuration of resources to meet market needs and stakeholder expectations is called strategy. Promotion is one of the activities to offer and inform products and services to consumers or tourists who are used as target markets. Promotion can be done using print or electronic media tailored to the needs of promotion. While digital enabler is a technology formed from a set of information communication technology devices and computers as a bridge to transform business activities from conventional ways to digital ways. In line with Firdatus' opinion, it is stated that digital enabler is another term used to transform tourism marketing. (Johnson G, 2008).

From these definitions, it can be concluded that a digital enabler promotion strategy is a direction to inform products or services to tourists or consumers by using a set of information technology devices to achieve the goal of transforming marketing. Technology classified as digital enablers such as mobile devices or mobile applications, internet of things, social media, qr codes and so on. In this paper, the digital enabler used in the use of promotion is the use of social media. A collection of internet-based systems and applications is called social media. (Fabian Chandra, 2021).

In the use of social media, users can create, share, exchange content, data and information with other users in the digital community network. In the use of social media, you can invite anyone who is interested to follow by giving feedback responses openly by providing comments or sharing information (Puspawati, 2018). The use of social media is the same as word-of-mouth communication activities but social media through electronics. So that social media becomes one of the marketing strategies that is very influential in consumer decisions to use products or services. According to Puspawati's research, 2018 social media has many advantages, including:

1. Simple, meaning that social media in its use is quite simple and easy, namely only need to provide videos or images that can be accessed using mobile phones or computers
2. Interactive, in the spread of social media use is very fast so that it is able to interact between agencies and audiences in various directions
3. Global reach, through social media the information contained in it can be disseminated in a short time and can reach globally
4. Measurable, by using media can be measured effectiveness in disseminating information such as how many people have watched our content, how many likes and comments have been given by other users

In terms of marketing, especially for tourism, creative and innovative steps are needed to empower information and communication technology in order to transform tourism marketing with the use of digital enablers, namely social media. According to Pranita 2018, there are 4 things in the use of enabler digital technology that must be fulfilled, namely the ability to share information, awareness of context to marking, and the ability to provide information related to tourist attractions (Soetomo, 2021).

### **Efforts made by the Department in subsidizing and promoting tourism activities in Malang City**

Tourism development is one of the top priorities in the development of a country, especially development in the region. This development needs to be planned and managed sustainably to be able to make a

significant contribution to local original income and absorption of surrounding labor (Puspawati, 2018). From the development of tourism, it can generate income that can be used to preserve, protect culture as well as the environment directly which will affect the local community. In the management of the tourism system, there are three main pillars involved, including the community, private sector and government. The government has an important role in regulating and managing tourism from the central government to local governments. The Regional Government that regulates tourism is called the Tourism and Culture Office, the Tourism and Culture Office has the task to carry out government affairs which are the authority and duties in assisting the tourism and culture sector, the function of the Tourism Office is to formulate policies in the field of tourism and culture evaluation and reporting in the field of tourism and culture, as well as the implementation of administration in local government (Setyanto & Andin Rusmini, 2023).

The tourism attraction of the city of Malang has meanings and values that contain history in various cultural heritages that are not owned by other cities in Indonesia. Therefore, with so many tourist attractions and tourist products in the city of Malang need to be developed, marketed and promoted in accordance with technological developments in today's digital era. The purpose of tourism marketing is to attract and present both local and foreign tourists so that the number who come becomes more and longer stay so that it can increase total spending which will increase local people's income to the country's foreign exchange income (Puspawati, 2018). According to law number 10 of 2009 concerning tourism, the authority to regulate tourism is the local government, including in the preparation of tourism development plans, determining tourist attractions and tourism destinations, organizing and managing tourism, tourism research and training, and guidance to the community to be aware of the importance of tourism and promoting tourism in its region. (Setyanto & Andin Rusmini, 2023).

The Malang district government has established the Department of Culture and Tourism by issuing Malang district regulation number 1 of 2008 concerning the organization of regional apparatus (Malang: Malang Regency Government, 2008). There are many activities carried out by the Malang district government through the Tourism and Culture Office to develop and promote tourism in the city of Malang. One of them is that it has launched the branding of Malang regency the heart of is Java with the decree of the Malang regent regarding the tourism brand of Malang regency. The purpose of launching this branding is to promote tourism potential in the city of Malang to be better known by domestic and foreign tourists and build a special identity for the city of Malang. In addition, with the launch of this branding, it has a goal that is in accordance with the vision and mission of Malang regency in optimizing the tourism industry, strengthening tourism and increasing tourist visits while attracting investment. (Kana, n.d.).

Efforts made by the government of the Malang tourism and culture office in promoting tourism activities are by promoting various events. with these events have been used by the Malang tourism and culture office to be used as a means of marketing and promoting tourism in the city of Malang. The events in question include Pesona Gondanglegi, Pesona Gunung Kawi, Malang Beach Festival, Malang Culture festival and so on. Another effort that has been made by the Malang tourism and culture office to develop and market tourism is by subsidizing through several activities. First, the establishment of sub-district tourism partners (miparka). Miparka is one of the partners of the Malang Tourism and Culture Office located in the sub-district area to carry out tourism duties and functions, including managing tourism, collecting data on potential actors, reporting tourism visit data, and conducting tourism promotion for tourism development at the sub-district and inter-sub-district levels. Members of this Miparka activity consist of managers, owners, homestays, MSME owners and so on. The purpose of the establishment of miparka is as a forum for collaboration, synergy, coordination and discussion in planning and developing and promoting tourism at the sub-district level. The objectives of the miparka include providing proposals on policies, tourism development, submitting periodic tourism data updates and monitoring tourism at the sub-district level, as well as organizing events for the promotion of tourism at the sub-district and district levels by facilitating tourism services in the sub-district area. Other efforts made in subsidizing tourism by the Malang City Culture and Tourism Office are by establishing a master plan for district tourism development and the development of district tourism destinations. (Mufidah et al., 2022).

### **Malang Tourism Promotion Strategy Using Digital Enabler**

A method or way to inform products or services to consumers or tourists using a set of information technology tools with the aim of achieving marketing transformation is called a digital enabler promotion strategy. Digital enablers used in the use of tourism promotion are utilizing the use of social media, namely a collection of internet-based systems and applications such as Facebook, Instagram, Tik Tok, Youtube and so on. According to the results of research conducted by Setyoko (2019) regarding strategies that can be done for tourism development in the city of Malang obtained results, namely, in order to increase sharpness and strengthen the image of tourism in the city of Malang, a strategy is needed to form a destination area that is well integrated between sub-districts by providing characteristics in each sub-district. Through this

strategy, community service activities can be formed to increase the workforce in the field of tourism and community empowerment, regular updates and maintenance are needed to improve the management of tourist attractions through existing facilities and accessibility. (Setioko, 2019).

Another strategy is to be able to utilize and optimize each existing tourist attraction by uniting tourism stakeholders, such as the government, community, stakeholders and academics. Another strategy is to create new attractions such as culinary, educational and religious tourism by holding festivals. In addition, it can also build a pedestrian area in Malang City by developing public facilities and tourism facilities that can meet tourists with special needs in improving existing accessibility. The next strategy is to reduce congestion in the city of Malang by building a good mass transportation capital.

**Figure 1.** Destination Management Organization



Sumber: Destination Consultancy Group (2014)

Source: Destination Consultancy Group (2014)

In the picture above is one of the scope models of tourism destination management organizations (DMO) which consists of 6 scope components including, partnerships and team building which has the aim of building cooperation and cohesiveness between existing teams in destination management organizations, then there is the scope of leadership and coordination, research and planning related to tourism management, Tourism marketing and promotion that can be done through the use of digital enablers as the use of information and communication technology, product development includes development of existing tourism destinations and the scope of community relations and involvement in tourism development.

Here are some strategies that can be used in developing tourism through the use of digital enablers, including:

1. The tourism and culture government office can create a web-based application that provides complete information about tourism products and creative economy in the city of Malang. For example, Malang district tourism intelligence center (CIM) was launched by the Malang district government in 2022.
2. Holding promotional activities through various media such as television, radio, newspapers, magazines, banners, brochures or websites by making descriptions using relevant and specific local keywords.
3. Optimize the use of SEO (Search Engine Optimization) to improve the tools and facilities of tourism products on search engines such as Google.
4. Creating interesting, interactive and informative content about tourism products in the city of Malang through the management of social media as a digital strategy such as Facebook, Instagram, Twitter, YouTube and Tik tok.
5. Holding activities that can connect tourist attractions in the city of Malang with local and foreign tourists through festival activities, tour packages, exhibitions or competitions.
6. Improve and maintain tourist facilities at each tourist attraction and maintain local wisdom as well as cleanliness, safety and comfort of tourists such as road access, parking, toilets, trash cans, information boards and so on.

Figure 2. Digital Enabler in Tourism



Source: Author (2023)

## Discussion

Along with the development of information and communication technology (ICT) which cannot be separated from the sustainability of people's lives, making all implementation in various aspects required to be adjusted to existing developments. Likewise in the development of the tourism sector which is one of the leading sectors in developing a country, especially for regional development. Through the development of the tourism sector, it will be able to increase the level of income, both the income of local people and the government. In line with research conducted by Fitriana (2018) suggests that through the tourism sector it can increase the income level and economy of people from various walks of life and even be able to increase the country's foreign exchange income. Other studies also suggest that tourism is included in one of the important sectors to increase state revenue, because tourism is very profitable and has the potential to be a source of income for the nation and state (Andrianto & Alif Fianto, 2023).

Thus, it is important for the government, community and tourism managers to continue to develop, market, promote tourism in the region to be able to attract or bring tourists, both domestic and foreign tourists. In line with the purpose of marketing itself is to provide information to the general public in order to enjoy the existence of tourism. Malang City is one of the cities that has various natural, cultural, culinary and educational tourism potentials. With so many tourist attractions, it needs to be developed and promoted in accordance with advances in information and communication technology (ICT) such as the use of digital enabler promotions. Digital enabler promotion strategy is a direction to show, market products or services to consumers using a set of information technology tools to achieve marketing transformation goals. What is meant by digital enabler according to Sa'diyah (2023) is one of mobile devices or mobile applications, internet of things, social media. QR Code and so on. The digital enabler promotion strategy in tourism development in the city of Malang that can be used is to utilize social media such as Facebook, Twitter, Instagram, Tik tok, YouTube and so on.

The importance of using digital enabler promotion in tourism development, especially in the city of Malang, is to achieve development in the spread of promoting tourism optimally, so as to increase the amount of income, both community income and increase the country's foreign exchange income. This is in line with research conducted by Setyoko (2019) that in the tourism sector there is a need for a strategy for development to increase sharpness and strengthen the image of tourism, so that it can form a well-integrated area. Strategies that can be carried out in tourism development with the use of digital enablers are, government agencies can create website-based applications for tourism products, hold promotional activities through various social media by creating interesting, interactive and informative content, hold activities that are able to connect the attractiveness of local tourists and foreign tourists and improve and maintain existing tourism facilities.

## CONCLUSION

The tourism sector is one of the top priorities in the development of a country, especially in regional development. The tourism sector must certainly continue to be developed and even promoted to the general public in order to be able to improve the image of tourism itself. So that the development of tourism will have a significant impact, which can open new jobs, increase people's income, and increase the country's foreign exchange. One of the efforts that can be made to develop tourism through the use of information and communication technology (ICT) that is appropriate in today's digital era is the use of digital enabler promotion. Digital enabler promotion is a direction to inform products or services to consumers using a set

of technological devices such as social media. Strategies that can be done are to utilize website-based applications by creating interesting, interactive and informative content through social media such as Facebook, Instagram, Twitter, YouTube and Tik tok, holding promotional activities and activities that are able to attract local and foreign tourists and can improve and maintain tourist facilities. (Dredge et al., 2018).

Based on the results of this paper, it is hoped that the government, the tourism and culture office, the community, and tourism managers, especially the city of Malang, can develop their tourism potential in accordance with the times by utilizing information and communication technology (ICT) such as the use of digital enabler promotion. In addition, with this paper, it is hoped that strategies for using digital enabler promotions can be realized by the tourism and culture office and tourism managers, especially tourism in the city of Malang. (Gupta, 2019).

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