



## **Government Digital Marketing Communications for Tourism Development in Bejjong Village**

**Pradana Tera Mardiatna <sup>1\*</sup>, Iwan Joko Prasetyo <sup>2</sup>, Redi Panuju <sup>3</sup>, Nurannafi Farni Syam Maella <sup>4</sup>**

<sup>1</sup> Ilmu Komunikasi, Universitas Dr. Soetomo

<sup>2</sup> Ilmu Komunikasi, Universitas Dr. Soetomo

<sup>1\*</sup> [itspradanatm@gmail.com](mailto:itspradanatm@gmail.com), <sup>2</sup> [iwan.joko@unitomo.ac.id](mailto:iwan.joko@unitomo.ac.id), <sup>3</sup> [redipanju@unitomo.ac.id](mailto:redipanju@unitomo.ac.id), <sup>4</sup> [nurannafi@unitomo.ac.id](mailto:nurannafi@unitomo.ac.id)

### **Abstrak**

This study aims to analyze the tourism potential and marketing strategies in Bejjong Village, a village with a rich history and culture from the Majapahit Kingdom era located in Mojokerto Regency, East Java Province. This study explores how village managers conduct managerial and marketing activities to attract tourists and promote local products. The research method involves a SWOT analysis to evaluate the strengths, weaknesses, opportunities, and threats in the Marketing Mix's 7P approach implemented by the village. The results of the study indicate that Bejjong Village has several significant advantages, including historical heritage such as Brahu Temple, Petilasan Siti Inggil, and Maha Vihara Majapahit, as well as local products such as smoked salted eggs, lemon juice, pukis lumer (melting) bertopping, tahu lontong (compress rice), and Cempaka batik handicrafts and wayang kulit. However, the challenges faced include less than optimal website management, lack of effective digital marketing strategies, and entrance fees that may be insufficient to support maintenance. This study introduces novelty in marketing strategy analysis by integrating the SWOT and Marketing Mix's 7P approaches to provide in-depth insights into how management and marketing can be improved. These findings are expected to be a reference for other villages in designing more effective marketing strategies and suggesting improvement steps that can increase the attractiveness and sustainability of culture-based tourist destinations. Keywords: Bejjong Village, Tourism Marketing, SWOT Analysis, Marketing Mix 7P.

**Keywords:** Bejjong Village, Tourism Marketing, SWOT Analysis, Marketing Mix 7P

### **PENDAHULUAN**

Amidst the rapid development of information and communication technology, digital marketing has become one of the main pillars in promotional strategies and business development in various sectors, including tourism. Digital marketing tools in the tourism industry play a role in the development of sustainable tourism and contribute to the progress of the industry (Aman & Papp-Váry, 2022). Bejjong Village, a village located in Mojokerto Regency, East Java, is one example of an area with abundant tourism potential but has not been fully exposed (Sejarah Desa Bejjong - Desa Bejjong, n.d.-a). Although this village offers various interesting attractions such as natural beauty, cultural richness, and unique local traditions, the level of tourist visits is still relatively low compared to other tourist destinations. In this context, digital marketing can play a crucial role in increasing visibility and attracting visitors, while also driving local economic growth. Digital marketing is a strategy used by businesses to attract and retain digital visitors, and achieve market growth and loyalty (Meçe, 2023).

Digital marketing uses online platforms such as social media, websites, email, and paid advertising to reach a wider audience and target specific segments of the customer base (Charlesworth, 2018). For small villages like Bejjong, implementing digital marketing strategies is important in introducing their tourism potential to a global audience. Digital marketing and technology, such as online travel agents and social media, are vital in promoting international tourism by reaching a global audience and presenting unique offerings (Jassim, 2023). The village government as the main manager has the responsibility to design and implement effective digital marketing strategies so that existing tourism potential can be exposed and developed optimally. The village government plays a role in tourism development by implementing an integrated marketing communication strategy using various media (Dahana et al., n.d.). However, the challenges in implementing this strategy often involve limited resources, both in terms of budget and technical skills.

This study aims to explore and analyze the digital marketing communication strategies implemented by the Bejjong Village government in an effort to develop tourism. A qualitative descriptive approach is used to provide an in-depth picture of the digital marketing practices being implemented. This method allows researchers to collect data in the form of words and narratives from interviews, observations, and existing documents, which are then analyzed to provide a

comprehensive understanding of the effectiveness and challenges of the strategies implemented ( Sugiyono in (Sutrisno et al., 2023)).

In this context, the SWOT method is applied to analyze the strengths, weaknesses, opportunities, and threats related to digital marketing strategies. SWOT analysis helps in identifying internal and external factors that affect the success of a marketing strategy. SWOT analysis helps in planning a marketing strategy by identifying strengths, weaknesses, opportunities, and threats, which can be used in marketing mix analysis (Viviana & Victor, 2022). Strengths may include positive aspects of the village, such as unique culture or quality of service. Weaknesses may include budget constraints or a lack of digital marketing skills. Opportunities may involve market trends that support interest in local tourism, while threats may include competition from other tourism destinations or rapid technological change (Poon, 1993).

In addition, the 7P marketing mix approach is used to evaluate strategic elements in digital marketing (Fauzi et al., 2023). The 7P marketing mix includes product, price, place, promotion, process, people, and physical evidence. In the context of rural tourism, the analysis of these elements provides an overview of how digital marketing strategies can be applied to promote tourism products, determine competitive prices, select effective distribution channels, design attractive promotional campaigns, ensure efficient service processes, involve local communities in service delivery, and provide physical evidence in the form of visual content that arouses interest. The 7P+1G model in digital marketing includes people, process, persistence (the other 3Ps) and green marketing (1G) to promote sustainable ecological innovation. (Pistol & Țoniș Bucea-Manea, 2017).

The novelty of this study lies in its focus on a small village like Bejijong, which is often under-recognized in digital marketing studies. This study fills a gap in the literature by exploring how digital marketing strategies can be effectively implemented in the context of a resource-constrained tourist village. In addition, by using the SWOT method and the 7P marketing mix approach, this study offers an integrated analytical framework to evaluate the success of digital marketing strategies and provide practical recommendations.

The significance of this study lies not only in its contribution to the academic literature, but also in its impact on field practice. The results of this study are expected to provide useful insights for village governments and other stakeholders in formulating more effective digital marketing strategies. With a deeper understanding of the strengths and weaknesses of existing strategies, as well as the opportunities and threats faced, small villages like Bejijong can optimize their efforts to increase tourist visits and drive local economic growth.

In this study, a qualitative descriptive approach allows researchers to dig deeper into the experiences and perceptions of various stakeholders, including the village government, tourism destination managers, and tourists. Interviews with these parties will provide a more complete view of the implementation of digital marketing strategies and their impacts. Direct observation of digital marketing practices will also provide valuable information on how the strategy is implemented in the field. Analysis of related documents, such as marketing activity reports and visitor statistics, will complement the understanding of the effectiveness of the strategy implemented.

With this background, this study aims to provide a meaningful contribution to the development of digital marketing strategies for tourist villages. By focusing on Bejijong Village, it is hoped that this study can be a reference for other villages with similar tourism potential who want to utilize digital marketing to achieve their goals. Through in-depth analysis and practical recommendations, this study hopes to help increase the attractiveness and number of tourists visiting Bejijong Village, as well as advance the local economy through the tourism sector.

## Literature Review

### Methodology

In this study, the researcher used a qualitative method. Qualitative research involves a fairly complex process (Sitasari, 2022). This study aims to explore and analyze the digital marketing communication strategies implemented by the Bejijong Village government in an effort to develop tourism. A qualitative descriptive approach is used to provide an in-depth overview of the digital marketing practices being implemented. This method allows researchers to collect data in the form of words and narratives from interviews, observations, and existing documents, which are then analyzed to provide a comprehensive understanding of the effectiveness and challenges of the strategies implemented ( Sugiyono in (Sutrisno et al., 2023)).

In this context, the SWOT method is applied to analyze the strengths, weaknesses, opportunities, and threats related to digital marketing strategies. SWOT analysis helps in identifying internal and external factors that affect the success of a marketing strategy. SWOT analysis helps in planning a marketing strategy by identifying strengths, weaknesses, opportunities, and threats, which can be used in marketing mix analysis (Viviana & Victor, 2022). Strengths may include positive aspects of the village, such as unique culture or quality of service. Weaknesses may include budget constraints or lack of digital marketing skills. Opportunities may involve market trends that support interest in local

tourism, while threats may include competition from other tourism destinations or rapid technological change (Poon, 1993).

In addition, the 7P marketing mix approach is used to evaluate strategic elements in digital marketing (Fauzi et al., 2023). The 7P marketing mix includes product, price, place, promotion, process, people, and physical evidence. In the context of rural tourism, the analysis of these elements provides an overview of how digital marketing strategies can be applied to promote tourism products, determine competitive prices, select effective distribution channels, design attractive promotional campaigns, ensure efficient service processes, involve local communities in service delivery, and provide physical evidence in the form of visual content that arouses interest. The 7P+1G model in digital marketing includes people, process, persistence (the other 3Ps) and green marketing (1G) to promote sustainable ecological innovation (Pistol & Țoniș Bucea-Manea, 2017).

The novelty of this study lies in its focus on a small village like Bejijong, which is often under-recognized in digital marketing studies. This study fills a gap in the literature by exploring how digital marketing strategies can be effectively implemented in the context of a resource-constrained tourist village. In addition, by using the SWOT method and the 7P marketing mix approach, this study offers an integrated analytical framework to evaluate the success of digital marketing strategies and provide practical recommendations.

The significance of this study lies not only in its contribution to the academic literature but also in its impact on-field practice. The results of this study are expected to provide useful insights for village governments and other stakeholders in formulating more effective digital marketing strategies. With a deeper understanding of the strengths and weaknesses of existing strategies, as well as the opportunities and threats faced, small villages like Bejijong can optimize their efforts to increase tourist visits and drive local economic growth.

In this study, a qualitative descriptive approach allows researchers to dig deeper into the experiences and perceptions of various stakeholders, including the village government, tourism destination managers, and tourists. Interviews with these parties will provide a more complete view of the implementation of digital marketing strategies and their impacts. Direct observation of digital marketing practices will also provide valuable information on how the strategy is implemented in the field. Analysis of related documents, such as marketing activity reports and statistical data.

## METODE

In this study, the researcher used a qualitative method. Qualitative research involves a fairly complex process (Sitasari, 2022). This study aims to explore and analyze the digital marketing communication strategies implemented by the Bejijong Village government in an effort to develop tourism. A qualitative descriptive approach is used to provide an in-depth overview of the digital marketing practices being implemented. This method allows researchers to collect data in the form of words and narratives from interviews, observations, and existing documents, which are then analyzed to provide a comprehensive understanding of the effectiveness and challenges of the strategies implemented (Sugiyono in (Sutrisno et al., 2023)).

In this context, the SWOT method is applied to analyze the strengths, weaknesses, opportunities, and threats related to digital marketing strategies. SWOT analysis helps in identifying internal and external factors that affect the success of a marketing strategy. SWOT analysis helps in planning a marketing strategy by identifying strengths, weaknesses, opportunities, and threats, which can be used in marketing mix analysis (Viviana & Victor, 2022). Strengths may include positive aspects of the village, such as unique culture or quality of service. Weaknesses may include budget constraints or lack of digital marketing skills. Opportunities may involve market trends that support interest in local tourism, while threats may include competition from other tourism destinations or rapid technological change (Poon, 1993).

In addition, the 7P marketing mix approach is used to evaluate strategic elements in digital marketing (Fauzi et al., 2023). The 7P marketing mix includes product, price, place, promotion, process, people, and physical evidence. In the context of rural tourism, the analysis of these elements provides an overview of how digital marketing strategies can be applied to promote tourism products, determine competitive prices, select effective distribution channels, design attractive promotional campaigns, ensure efficient service processes, involve local communities in service delivery, and provide physical evidence in the form of visual content that arouses interest. The 7P+1G model in digital marketing includes people, process, persistence (the other 3Ps) and green marketing (1G) to promote sustainable ecological innovation (Pistol & Țoniș Bucea-Manea, 2017).

The novelty of this study lies in its focus on a small village like Bejijong, which is often under-recognized in digital marketing studies. This study fills a gap in the literature by exploring how digital marketing strategies can be effectively implemented in the context of a resource-constrained tourist village. In addition, by using the SWOT method and the 7P

marketing mix approach, this study offers an integrated analytical framework to evaluate the success of digital marketing strategies and provide practical recommendations.

The significance of this study lies not only in its contribution to the academic literature but also in its impact on-field practice. The results of this study are expected to provide useful insights for village governments and other stakeholders in formulating more effective digital marketing strategies. With a deeper understanding of the strengths and weaknesses of existing strategies, as well as the opportunities and threats faced, small villages like Bejjong can optimize their efforts to increase tourist visits and drive local economic growth.

In this study, a qualitative descriptive approach allows researchers to dig deeper into the experiences and perceptions of various stakeholders, including the village government, tourism destination managers, and tourists. Interviews with these parties will provide a more complete view of the implementation of digital marketing strategies and their impacts. Direct observation of digital marketing practices will also provide valuable information on how the strategy is implemented in the field. Analysis of related documents, such as marketing activity reports and statistical data

### **Conceptual Study**

#### **SWOT Analysis**

SWOT analysis is a strategic planning technique that aims to assess the strengths, weaknesses, opportunities, and threats associated with a project or business venture. This method can also be used to evaluate existing products, both owned by yourself and competitors. The analysis process begins by setting business goals or determining the object to be analyzed. Strengths and weaknesses are categorized as internal elements, while opportunities and threats are categorized as external elements (Rangkuti, 2006). SWOT analysis can also be interpreted as a SWOT analysis is a strategic planning tool used to evaluate the strengths, weaknesses, opportunities, and threats involved in a project (Paschalidou et al., 2018). The extended SWOT analysis meta-model and its implementation workflow model can help companies define their strategies and achieve their strategic goals. (Dobrovic & Furjan, 2020).

#### **Marketing Mix**

Marketing Mix is a collection of marketing tools used by companies to achieve their marketing objectives in the target market (Kotler & Keller, 2016). In this context, the marketing mix includes various elements designed to achieve these goals. These marketing tools consist of seven main groups, namely: products, price, place, promotion, process, people, and physical evidence. The 7 P marketing mix, which includes products, price, place, promotion, people, process, and physical evidence, effectively increases sales in the industry (S Prasad & Purohit, 2023).

#### **Marketing Communication**

According to Kotler and Keller, marketing communications are "Marketing communications are means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell." In other words, marketing communications refer to the various means used by companies to inform, persuade, and remind consumers, either directly or indirectly, about the products and brands they offer (Kotler & Keller, 2016). Digital marketing communication can be defined as a series of communication activities aimed at conveying messages to potential consumers through various digital media. The goal is for the message to influence the knowledge, attitudes, and actions of potential consumers towards a product. This strategy is designed to increase awareness of the product and attract the interest of potential consumers. To remain relevant and competitive, business actors need to adapt to digital developments and utilize the technology optimally (Yuswohady: UKM Harus Manfaatkan Perkembangan Digital - SWA.Co.Id, n.d.).

#### **Bejjong Village**

Bejjong is a village located in Trowulan District, Mojokerto Regency, East Java Province, with an area of 195,185 hectares. This village is known for having three historical relics from the Majapahit Kingdom, namely Brahu Temple, Petilasan Siti Inggil which is the resting place of Raden Wijaya, and Maha Vihara Majapahit (Sejarah Desa Bejjong - Desa Bejjong, n.d.-a).

Administratively, Bejjong borders Trowulan Village to the south, Kejagan Village to the north, Trowulan to the east, and Mojoagung-Jombang District to the west. As the westernmost village in the area, Bejjong has a strategic position in the context of local history and culture.

#### **History of Bejjong Village**

In the 13th century, the first King of Majapahit, Raden Wijaya, based on an inscription now kept in the Netherlands, began construction of the first temple known as Candi Lemah Tulis. This place was later known as Lemah Dhuwur or Siti Inggil. The early people who settled in this area named the area Kedung Wulan, which means "a wide lake full of rainwater" (Kedung = lake, Wulan = moon). This name describes an area that is often flooded by rainwater. The area next to Kedung Wulan is known as Bejjong. In the local language, "Beji" means a wide lake, while "Jong" means a place to store water, so Bejjong can be interpreted as "a wide lake where water is stored." At that time, many Chinese traders came to Majapahit and called this area "Beji Jong," which in Chinese means "profit and loss." This term describes the frequently changing conditions, where agriculture in Bejjong was sometimes profitable but could also be unprofitable due to rainwater inundation. (Sejarah Desa Bejjong - Desa Bejjong, n.d.-b).

History of Bejjong Village Government



Around 1905, the Kedungwulan and Bejjong areas still stood as separate entities. During this period, Kedungwulan was led by Lurah Trunajaya, while Bejjong was led by Lurah Bungkul.

From 1912 to 1925, Lurah Niti Truna led Kedungwulan, while Lurah Singo Karso led Bejjong. Then, from 1925 to 1935, Kedungwulan and Bejjong were merged into one village due to their proximity, and this combined village was named Bejjong. This village was led by Haji Achmad during this period. From 1935 to 1970, Bejjong Village was led by Village Head Bani Singokarso. After that, from 1970 to 1990, the leadership was held by Village Head Moh. Adnan Idris.

The next period, from 1990 to 2007, Village Head Teguh Apriyanto, SH, led this village. Furthermore, from 2007 to 2019, Village Head Jatmiko served as village leader.

From 2020 to 2021, Village Head Teguh Apriyanto, SH, again led Bejjong Village. Since 2022 until now, Bejjong Village has been led by Village Head Pradana Tera Mardiatna, S.I.Kom.

## HASIL DAN PEMBAHASAN

Bejjong Village has various potentials that attract the attention of potential tourists. The uniqueness of this village lies in the richness of historical and cultural heritage from the Majapahit Kingdom era which is still preserved to this day. Various historical relics such as Brahu Temple, Petilasan Siti Inggil, and Maha Vihara Majapahit are the main attractions. In addition, the uniqueness of this village is also reflected in various aspects, ranging from historical architecture to traditions and cultural activities that are still carried out with full respect for ancestral heritage.

Based on observations on the official website [bejjong.desa.id](http://bejjong.desa.id), several unique features distinguish Bejjong Village from other villages. These unique features include aspects of history, culture, innovation, and management that are unique and provide a unique identity for this village. The following is a table that describes these unique features along with their descriptions:

Table 1. The uniqueness of Bejjong Village

<b>Historical heritage</b>	<b>Bejjong Village has several historical relics from the Majapahit Kingdom, including Brahu Temple, Petilasan Siti Inggil, and Maha Vihara Majapahit. Brahu Temple is one of the important Hindu temples, while Petilasan Siti Inggil is the resting place of Raden Wijaya, the founder of Majapahit. Maha Vihara Majapahit is a historic Buddhist monastery complex.</b>
<b>Village Name</b>	The name "Bejjong" comes from Javanese, where "Beji" means a wide lake and "Jong" means a water reservoir. This name reflects the geographical character of the village which has many water areas and water reservoirs.
<b>Cultural heritage</b>	This village preserves the traditions and culture of the Majapahit Kingdom, including religious ceremonies and cultural events related to the history of Majapahit. These traditions are often performed in local festivals and events.
<b>Historical Architecture</b>	The architecture of the temples and monasteries in Bejjong reflects the craftsmanship and architectural style of the Majapahit era. The magnificent structures of the temples and the beautiful monasteries are important examples of ancient architecture that are still preserved today.
<b>Geography</b>	Bejjong Village is located in an area with contours influenced by history and natural conditions, such as large lakes and water areas that are often flooded by rainwater, giving unique characteristics to its landscape.
<b>Local community</b>	The Bejjong community is renowned for its local skills and crafts that reflect their cultural heritage. The community is active in preserving and promoting their traditions and unique culture to visitors.

Based on the results of the study on managerial and marketing activities carried out by the Bejjong Village management, several findings were found that describe how this village manages and markets its products and services. Although the village currently does not organize large tourism activities such as tours or cultural festivals, there are a number of important strategies and practices applied in village management. The following is a table detailing these findings, covering the managerial and marketing aspects carried out by the Bejjong Village management:

Table 2. Managerial and Marketing Activities carried out by managers

MANAGERIAL	ACTIVITY DESCRIPTION
<b>TOURISM OBJECT MANAGEMENT</b>	The management of tourist attractions in Bejjong Village is carried out independently by local community groups. Historical sites such as Candi Brahu and Petilasan Siti Inggil are subject to an entrance fee of Rp5,000 per visitor. The funds from this fee are used for the maintenance of the site and village facilities, in case of damage.
<b>ATTRACTIONS PRESENTED</b>	Bejjong Village offers a variety of cultural and historical attractions, including guided tours of historical sites and local cultural events.
<b>HUMAN RESOURCES (HR)</b>	The human resources in Bejjong Village consist of friendly tour guides who are skilled in providing information about the village's historical and cultural sites.
<b>MARKETING STRATEGY</b>	<ol style="list-style-type: none"> <li>1. Word of Mouth Information Spread Information about tourist attractions in Bejjong Village is spread by word of mouth by visitors who have been there. This serves as an indirect promotion of the visitor's personal experience.</li> <li>2. Utilization of the WhatsApp Application Bejjong Village uses the WhatsApp application to communicate with visitors and promote events or products. This includes chat groups and broadcasts to disseminate the latest information.</li> <li>3. Utilization of Instagram Social Media This village utilizes Instagram @bejjongku to post images and information about tourist attractions, activities, and local products.</li> <li>4. Utilization of the Official Website The village website, bejjong.desa.id, is used to disseminate information about the village, tourist attractions, and events. This website functions as an official information portal. The website lacks in terms of information updates, manager skills, and suboptimal features. The website looks static and does not highlight the potential uniqueness of the village. The website design has not adapted the 7P marketing mix.</li> </ol>

Based on the results of observations and analysis conducted on Bejjong Village, it can be concluded that each element of the Marketing Mix's 7P has its own advantages and challenges. The following table summarizes the SWOT analysis that describes the strengths, weaknesses, opportunities, and threats in these aspects:

Table 3. SWOT Analysis

7P ASPECT	SWOT ANALYSIS
<b>PRODUCT</b>	Strengths: Cultural uniqueness such as historical relics (Brahu Temple, Siti Inggil Petilasan, Maha Vihara Majapahit) and local products offered through Lapak Desa, including smoked salted eggs, lemon juice, topped pukis, lontong tofu, bakery bread, cincau cappuccino ice, Cempaka batik, and shadow puppets. Threats: Distributing information on unique tourism widely and massively with digital media.
<b>PRICE</b>	Weaknesses: The entrance fee charged is IDR 5,000, but may not be optimal in increasing revenue. Threats: There needs to be an evaluation and adjustment of the entrance fee to ensure sustainability and increase revenue.
<b>PLACE</b>	Strengths: Approximately 21 minutes or 13 km from Mojokerto City Train Station. Opportunities: The

	strategic location allows good accessibility from the train station, which can be an opportunity to attract both domestic and foreign tourists.
<b>PROMOTION</b>	Strengths: Promotional activities are carried out through the Instagram account @bejjongku which is always updated, increasing the visibility of the village on social media. Weaknesses: The website is not well managed, tends to be static and the information presented is incomplete. Adaptation of digital technology in marketing communications is still low.
<b>PROCESS</b>	Strengths: There are dance attractions presented. The Nyadran celebration as a Javanese cultural tradition held every February 24 adds to the richness of the cultural experience offered.
<b>PEOPLE</b>	Strengths: Friendly tour guides who are fluent in foreign languages, enhance the visitor experience.
<b>PHYSICAL EVIDENCE</b>	Strengths: The location right on the edge of the highway is an advantage in terms of accessibility. Supporting facilities such as adequate parking. Availability of clean toilets.

### Discussion

The following is an in-depth analysis discussion based on the findings of the research on managerial and marketing activities conducted by Bejjong Village, using the SWOT approach to explore the strengths, weaknesses, opportunities, and threats faced by this village.

Bejjong Village has a very significant strength in terms of cultural and historical heritage. The existence of historical relics such as Brahu Temple, Petilasan Siti Inggil, and Maha Vihara Majapahit provide extraordinary added value and are the main attractions for tourists. In addition, the diversity of local products marketed through Lapak Desa, such as smoked salted eggs, lemon juice, pukis lumer bertoping, tahu lontong, bakery bread, ice cappuccino cincau, and handicrafts such as Cempaka batik and wayang kulit, highlight the culinary richness and handicraft skills of the local community. Cultural traditions such as the Nyadran celebration held every February 24 also enrich the cultural experience for visitors. The strategic location of the village, only 21 minutes from Mojokerto City Train Station, provides advantages in terms of accessibility, making it easy for tourists to visit and enjoy the attractions offered.

However, there are some weaknesses that need to be considered. The entrance fee of IDR 5,000, although there is one, may not be enough to support optimal maintenance and development of tourist attractions. Another weakness lies in the ineffective management of the village website; the website looks static, is not updated enough, and does not provide complete information about the village. This hinders the village's potential to promote itself effectively in cyberspace. In addition, the lack of adaptation to digital technology in marketing strategies and the absence of special human resources to manage digital marketing channels are also problems that need to be addressed.

On the other hand, Bejjong Village has quite a big opportunity. Its location close to the train station provides easy access, which can be used to attract more tourists, both domestic and international. Efforts to maximize digital marketing through social media, such as Instagram @bejjongku, and improve the management of the village website can be a strategic step to expand the reach and increase the visibility of the village. Taking advantage of this opportunity to improve and update digital content can attract more visitors and improve the village's image.

However, the threats faced include challenges in distributing information widely and massively through digital media. Despite word-of-mouth marketing efforts and the use of social media, the lack of website updates and poorly integrated marketing strategies can hinder the village's appeal. In addition, there is a need to evaluate and adjust entrance fees to ensure sustainable income, as well as deal with potential competition from other tourist destinations that may have more effective marketing strategies.

By understanding these strengths, weaknesses, opportunities, and threats, Bejjong Village can design better strategies to optimize its tourism potential. Through improvements in management and marketing, the village can increase visibility, attract more visitors, and maintain the sustainability of its culture and history.

## KESIMPULAN

Bejjong Village, with its rich history and culture, has great potential as a leading tourist destination. Historical relics such as Brahu Temple, Petilasan Siti Inggil, and Maha Vihara Majapahit are the main attractions that distinguish this village from other tourist destinations. In addition, local products and handicrafts, including smoked salted eggs, lemon juice, pukis lumer bertopping, as well as Cempaka batik and wayang kulit, provide added value and highlight the skills of the local community.

However, to maximize this potential, there are several weaknesses that need to be addressed. Ineffective management of the village website and the lack of a comprehensive digital marketing strategy can hinder efforts to attract more tourists. The relatively low entrance fee also needs to be evaluated in order to better support the maintenance of tourist attractions.

With a strategic location close to the train station and marketing efforts carried out through social media such as Instagram @bejjongku, Bejjong Village has a great opportunity to increase its visibility and appeal. Improving digital management and enhancing marketing strategies can help this village overcome the threat of competition and achieve its goal of becoming a better known and sought-after tourist destination.

Overall, to reach its full potential, Bejjong Village needs to make adjustments in management and marketing. By leveraging existing strengths and opportunities and addressing weaknesses and threats, the village can enhance visitor experience, strengthen economic sustainability, and effectively preserve its cultural heritage.

## UCAPAN TERIMA KASIH

Terima kasih disampaikan kepada pihak-pihak yang telah mendukung terlaksananya penelitian ini.

## DAFTAR PUSTAKA

- Aman, E. E., & Papp-Váry, Á. F. (2022). Digital Marketing as a Driver for Sustainable Tourism Development. *Multidiszciplináris Kihívások, Sokszínű Válaszok*, 2, 3–33. <https://doi.org/10.33565/mksv.2022.02.01>
- Charlesworth, A. (2018). *Digital Marketing : A Practical Approach*. <https://doi.org/10.4324/9781315175737>
- Dahana, K., Sulaiman, A. I., & Sari, L. K. (n.d.). *Tourism Village Development through Media Extension and Marketing Promotion Communication*. [www.techniumscience.com](http://www.techniumscience.com)
- Dobrovic, Z., & Furjan, M. T. (2020). SWOT Analysis in the Strategic Planning Process-Meta-modelling Approach. *2020 IEEE 10th International Conference on Intelligent Systems, IS 2020 - Proceedings*, 574–579. <https://doi.org/10.1109/IS48319.2020.9199983>
- Fauzi, F., Abidinagoro, S. B., Arief, M., Alamsjah, F., & Elidjen. (2023). Smart Digital Marketing of Indonesia Conventional and Sharia Banks in Social Media: 7P Marketing Mix Perceptions of Twitter User. *10th International Conference on ICT for Smart Society, ICISS 2023 - Proceeding*. <https://doi.org/10.1109/ICISS59129.2023.10291851>
- Jassim, Dr. R. H. (2023). Modern Tourism Strategies and their Impact on Revitalizing International Tourism. *International Academic Journal of Social Sciences*, 10(2), 63–76. <https://doi.org/10.9756/iajss/v10i2/iajss1008>
- Kotler, Philip., & Keller, K. Lane. (2016). *Marketing management*. 942.
- Meçe, M. (2023). Tourism Industry “prefers” Digital Marketing. *International Journal of Scientific and Research Publications*, 13(5), 409–421. <https://doi.org/10.29322/ijsrp.13.05.2023.p13752>
- Paschalidou, A., Tsatiris, M., Kitikidou, K., & Papadopoulou, C. (2018). Methods (SWOT Analysis). *Green Energy and Technology*, 0(9783319639420), 39–44. [https://doi.org/10.1007/978-3-319-63943-7\\_6](https://doi.org/10.1007/978-3-319-63943-7_6)
- Pistol, L., & Ţoniş Bucea-Manea, R. (2017). The „7Ps”&”1G” that rule in the digital world the marketing mix. *Proceedings of the International Conference on Business Excellence*, 11(1), 759–769. <https://doi.org/10.1515/picbe-2017-0080>
- Poon, A. (1993). *Tourism, Technology and Competitive Strategies*.
- Rangkuti, F. (2006). Analisis SWOT teknik membedah kasus bisnis. [https://books.google.com/books/about/Analisis\\_Swot\\_Teknik\\_Membedah\\_Kasus\\_Bisn.html?hl=id&id=UHV8Z2SE57EC](https://books.google.com/books/about/Analisis_Swot_Teknik_Membedah_Kasus_Bisn.html?hl=id&id=UHV8Z2SE57EC)
- S Prasad, K. T., & Purohit, H. (2023). The Impact of the Marketing Mix on the Healthcare for Boosting Sales. *International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)* International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal, 3(7). <https://doi.org/10.48175/IJARSCT-9471>
- Sejarah Desa Bejjong - Desa Bejjong. (n.d.-a). Retrieved July 28, 2024, from <https://bejjong.desa.id/artikel/2022/6/23/sejarah-desa-bejjong>



- Sejarah Desa Bejjong - Desa Bejjong. (n.d.-b). Retrieved July 30, 2024, from <https://bejjong.desa.id/artikel/2022/6/23/sejarah-desa-bejjong>
- Sitasari, N. W. (2022). Mengenal Analisa Konten Dan Analisa Tematik Dalam Penelitian Kualitatif Forum Ilmiah (Vol. 19).
- Sutrisno, S., Lestari, M., & Agus, I. (2023). ANALISIS KOMUNIKASI PEMASARAN DIGITAL MENGGUNAKAN PENDEKATAN MARKETING MIX DESA WISATA SADE. *Sebatik*, 27(1), 37–42. <https://doi.org/10.46984/sebatik.v27i1.2093>
- Viviana, V., & Victor, V. (2022). SWOT Analysis as a Determinant of Marketing Strategy Case. *Almana : Jurnal Manajemen Dan Bisnis*, 6(1), 87–94. <https://doi.org/10.36555/almana.v6i1.1751>
- Yuswohady: UKM Harus Manfaatkan Perkembangan Digital - SWA.co.id. (n.d.). Retrieved July 30, 2024, from <https://swa.co.id/read/160717/yuswohady-ukm-harus-manfaatkan-perkembangan-digital>