The Utilization of Digital Media in Marketing Ecotourism Packages in Sekotong, Lombok Barat Regency, NTB Province, Indonesia

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ABSTRACT

Digital marketing as a business trend in branding is a crucial component in marketing products, services, or brands using various digital platforms to expand the market share globally. In the tourism industry, every tourism product must effectively utilize digital media. Sekotong, as a destination known for its ecotourism, needs to leverage digital media optimally to market its ecotourism packages. However, the reality is that the available potential has not been packaged into a single ecotourism package, and its digital promotion for marketing is still not optimal due to the community's lack of understanding on how to manage digital marketing platforms. To comprehend the phenomenon under examination, this study employs a qualitative technique with a case study strategy, while the time horizon is covered by a cross-sectional approach. Data were collected through 3 methods such as: observation, interviews, and documentation. The collected data were reduced and analyzed using content analysis, data validity ensured through those methods and sources triangulation. The results of this study indicate the utilization of digital media concerning time, cost, and accessibility in marketing ecotourism packages in Sekotong is not optimum implemented, even it has 3 Mangroves forest as its attraction. These are obstacle factors such as limitation of budget, lack of knowledge related digital platform navigation for marketing, and the most important is stakeholder or tourism Penta-helix coordination and collaboration to develop digital marketing training and sustainable marketing program. The data from this study provide important contributions to tourism practitioners and researchers in developing more effective marketing strategies to promote local ecotourism destinations.

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1. INTRODUCTION

Modern tourism marketing heavily relies on digital technology, which has transformed the way we view marketing strategies, Irawan (2023). As a part of digital technology, the internet has always provided all the necessary information, ultimately offering a new dimension to the communication process, Supardi dkk. (2022). The digital potential offers significant opportunities to introduce and promote tour packages, including ecotourism in Sekotong. However, further research is needed to evaluate the extent to which the utilization of digital media has been conducted and how effective it is in marketing ecotourism packages in Sekotong.

Sekotong boasts a variety of tourist destinations that are capable of attracting both domestic and international tourists, particularly due to the presence of international ports such as Gili Mas Port located near Sekotong. Ecotourism destinations in Sekotong include small islands, mangrove forests, and sunset spots along the Sekotong coastline, all of which hold great potential. According to Istiqomah (2023), factors influencing the success of digital utilization in increasing tourists' interest in visiting ecotourism destinations include the quality of presented content, targeting the right audience, active interaction with users, as well as effective data management and analysis. Engaging and informative content about natural beauty and ecotourism activities, along with active interaction with users, can attract tourists' interest. Moreover, successful digital media utilization can also increase the number of tourist visits and revenue in the tourism sector.
Furthermore, optimizing digital utilization can also contribute to local economic growth by increasing the number of tourist visits and revenue from the tourism sector, Anom Pancawati & Rieka Yulita Widaswara (2023), which is expected to trigger sustainable economic growth in Lombok Barat Regency.

Digital media serves not only to increase the number of tourist visits but also can be utilized as a means to enhance environmental awareness and sustainability in the ecotourism destinations of Sekotong, Abidin dkk. (2022). By conveying messages about environmentally friendly practices, nature conservation, and social responsibility to digital audiences, ecotourism destinations can inspire tourists to act responsibly during their visits, which is crucial to ensuring sustainable tourism growth in Sekotong.

With a deep understanding of the potential and utilization of digital media in ecotourism in Sekotong, appropriate strategies and solutions to enhance the marketing of these destinations can be identified, Martiwi (2021). Therefore, this research aims to investigate the utilization of digital media in marketing ecotourism packages in Sekotong, Lombok Barat Regency, considering aspects such as time, cost, and accessibility to enhance awareness of environmental conservation and overall tourist interest.

Theoretical Framework

Digital Media

Etymologically, the word "media" originates from Latin, meaning "intermediary" or "channel". Meanwhile, the term "digital" stems from the Latin word "digitus", which translates to "finger". In the context of digital media, the term "media" refers to the means or tools used to convey information, content, or messages to the general public. Whereas "digital" pertains to the representation of information in the form of numbers or digits. Therefore, overall, "digital media" refers to the means or tools used to disseminate information, content, or messages in a form that can be processed and distributed through digital technology, Faidlatul Habibah & Irwansyah (2021).

Tuncdogan (2023) Defining digital media as "a medium that not only records and projects images and sounds but also enables active and complex interaction with the represented world. In the dissemination of information, content, and messages to the audience, digital media plays a crucial role. Alongside technological advancements, digital media is not only used to convey messages but also to facilitate interaction between users and content. Digital media itself encompasses various platforms such as websites, social media, mobile applications, and others that allow users to actively engage in the process of content consumption and production. Websites are often used to provide information and education, while social media enables social interaction and product promotion.

Marketing

According to Chaffey & Smith, (2022) Marketing can be defined as the social and managerial process that involves individuals and organizations in creating, communicating, and exchanging offerings that have value for consumers, customers, partners, and the general public. The goal of marketing is to fulfill the needs and wants of consumers by creating, communicating, and exchanging offerings that have value for them. This goal involves efforts to achieve consumer satisfaction and obtain profits for the company, Wijoyo (2021).

Digital marketing is a form of marketing that utilizes online and digital platforms to reach consumers. According to Chaffey & Hemphill (2019) Digital marketing is the utilization of digital media to promote products or services, create brand awareness, and enhance sales by leveraging information and communication technology. Meanwhile, according to Musliadi (2021) marketing through digital media involves the use of platforms such as Facebook, Instagram, Twitter, and others to build relationships with consumers and promote products or services. Marketing through digital media is becoming increasingly important in the current digital era because customers are increasingly connected online and use digital media as a source of information and reference for purchasing products or services, Pramadyanto (2022).

In the current era of digital marketing, Kotler, Kartajaya, and Setiawan in their book "Marketing 4.0: Moving from Traditional to Digital" emphasize that marketing success should be measured by relevant and reliable indicators. Some suggested indicators for measuring marketing success include the number of visitors, social media interactions, repeat visitation rates, revenue, and reputation.

Ecotourism

According to Velasufah (2019) Ecotourism, as a concept of sustainable and environmentally conscious tourism, possesses distinct characteristics compared to other tourism objects. It involves tourism that is responsible for environmental conservation, tourism that contributes to the empowerment of the local economy, and tourism that respects local culture.

The sustainability of resources and culture is embedded in the concept of sustainable tourism, which aims to develop tourism products that provide optimal benefits for stakeholders and ensure long-term satisfaction for tourists, Rumba & Dwi Pratiwi (2022).

Ecotourism is a concept of tourism that prioritizes environmental conservation and the empowerment of local communities in tourism activities. The uniqueness of ecotourism lies in the series of activities that prioritize environmental aspects and natural conditions packaged into tourism packages, accompanied by geographically attractive locations that draw tourists to visit the destination, Buttarbar & Hardani HD (2019).

Ecotourism provides environmental management tools to local governments while also offering alternative sources of income for local residents, all while avoiding unsustainable land use., Huda (2008)
2. LITERATUR REVIEW

Previous Research

Previous research serves as a standard for researchers to formulate and analyze their own research. The purpose of studying previous research is to assess the success or failure of the steps taken by researchers. The following is an overview of the previous research that serves as a reference in this study.

<table>
<thead>
<tr>
<th>NO</th>
<th>Title, Year of Publication</th>
<th>Authors</th>
<th>Research Method</th>
<th>Main Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Utilization of Digital Marketing in Introducing Tunjungan Street Tourist Area in Surabaya, 2023 Utomo (2023).</td>
<td>Sulistyono Budi Utomo</td>
<td>Quantitative</td>
<td>Websites and social media have a significant influence on product knowledge and public interest.</td>
</tr>
<tr>
<td>2</td>
<td>The Utilization of Digital Marketing in Accelerating the Establishment of Agrotourism Park in Tamanrejo Village, Kendal Regency,2023 (Meiriyanti dkk., n.d.),</td>
<td>Ratu Meiriyanti, Rauly Sijabat, Prianka Ratri Nastiti</td>
<td>Qualitative</td>
<td>Digital marketing training and community involvement in accelerating the establishment of tourism objects through digital marketing are highly effective.</td>
</tr>
<tr>
<td>3</td>
<td>The Influence of Digital Marketing on Increasing Tourist Visits to Lake Toba, 2020 Yanti dkk. (2020)</td>
<td>Dewi Yanti</td>
<td>Quantitative</td>
<td>Digital marketing has a positive and significant influence on increasing tourist visits to Lake Toba, with a percentage of 59.8% through various digital marketing media.</td>
</tr>
<tr>
<td>4</td>
<td>Development Strategy of Tourism Potential as an Effort to Increase the Existence of Ecotourism and Improve the Economy of the Community in Terih Village, 2023 Anggraini &amp; Marheni (2023)</td>
<td>Ratih Anggraini, Dewi Khornida, Marheni</td>
<td>Qualitative</td>
<td>In addition to digital marketing strategies, community involvement, revitalization, and governance are a combination that will create the existence of ecotourism and improve the economy of the community in Terih Village.</td>
</tr>
<tr>
<td>5</td>
<td>The Utilization of Digital Marketing as a Means of Commercializing Products of Kembang Turi Batik Village, Blitar, 2020 Rani dkk., (2020)</td>
<td>Rani Arifah Normawati, Shanti Ike Wardani, Anna Widayani</td>
<td>Qualitative</td>
<td>Digital marketing has a positive impact on SMEs, including an increasing number of followers and more tourists from outside the region visiting the Kembang Turi Batik Village in Blitar and buying its products.</td>
</tr>
</tbody>
</table>

Source: Researcher's Data Analysis

Based on the table of previous research presented, it can be concluded that websites and social media, including Instagram, have a significant influence on product knowledge and public interest in visiting or purchasing a tourism product. This is supported by statement from Caraka dkk. (2022) which mentions that Instagram is an excellent medium for promotion. Digital marketing training, community involvement, revitalization, and good management are also important in strengthening the existence of ecotourism and supporting the increase of tourist visits. The distinguishing factor of this research is the chosen location.
A. CONCEPTUAL FRAMEWORK

The conceptual framework is a crucial theoretical basis in research, aimed at providing direction and focus to the study in a concise and structured manner. The following is the conceptual framework of the researcher, presented in the form of a diagram.

![Conceptual Framework Diagram](image1)

The final outcome of this research will ascertain the extent of digital marketing utilization concerning time, cost, and accessibility applied to the promotion of ecotourism packages in Sekotong, and can provide recommendations and guidelines for relevant parties to further optimize the utilization of digital marketing in marketing their ecotourism products.

3. RESEARCH METHOD

The methodology employed in this research is a qualitative approach with a research strategy utilizing a case study to gain in-depth understanding of the phenomena under investigation through the analysis of selected cases. Additionally, this study employs a cross-sectional approach to determine a specific point in time without involving observation or data collection over a long period. Data collection is carried out through three techniques, namely observation, interviews, and documentation. The collected data consists of primary data obtained from observations and interviews, as well as secondary data obtained from documentation. These data have been reduced and then analyzed using content analysis method. To ensure the validity of the data, two triangulation techniques are employed, namely method triangulation and source triangulation.

4. RESULTS AND ANALYSIS

This research examines the utilization of digital media in marketing ecotourism packages in Sekotong, Lombok Barat Regency, through the analysis of primary data obtained through direct field observations and in-depth interviews, and secondary data obtained from various documentation categorized as follows:

1. Observation and documentation data’s
a. Sekotong, Lombok Barat Regency
b. Maps and travel time to Sekotong
c. Mangrove Tanjung Batu; Mangrove Bagek Kembar; Mangrove Buwun Mas

2. Interview and documentation data’s
a. Tourism potential in Sekotong, Lombok Barat Regency
b. Marketing efforts by Tourism Awareness Group (Pokdarwis) and Dinas Pariwisata Lombok Barat (Lombok Barat Tourism Board Office)
c. Platform digital
d. Evaluation of Categorical data’s (time, cost, accessibility)

1) Sekotong, Lombok Barat Regency

(Documentation and Observation data’s)

Sekotong is one of the ten districts in Lombok Barat Regency. This district directly borders Central Lombok Regency to the east, the Lombok Strait to the west, Lembar district to the north, and the Indonesian ocean to the south. Sekotong district has the largest area in Lombok Barat Regency, covering 529.38 square kilometers or equivalent to 50.2% of the total area of Lombok Barat Regency. Administratively, Sekotong district comprises 9 villages including Pelangan, West Sekotong, Buwun Mas, Central Sekotong, Kedaro, Batu Putih, Cendi Manik, Gili Gede Indah, and Taman Baru, all of which possess extraordinary marine resources.

Sekotong is home to numerous beautiful islands, including Gili Sudak, Gili Tangkong (Tawan Village), Gili Kedis, Gili Poh, Gili Genting, Gili Lontar, Gili Gede, Gili Ringgit, Gili Layar, Gili Asahan, Gili Goleng (Pelangan Village), Gili Sepatang (Sepi Village), and many more. Gili Sepatang (Sophialouisa Island) is one of the furthest small islands of Indonesia located in the Indian Ocean and is the southernmost region of the West Nusa Tenggara province. There are still many islands in the area that do not have names. Based on satellite image observations in 2016, there were 100 new uninhabited islands in West Nusa Tenggara, mostly located in Lombok Barat Regency, particularly in Sekotong district, with 90 islands. Additionally, Sekotong boasts many beaches and mangrove forests such as Tanjung Batu Mangrove in Central Sekotong Village, Bagek Kembar Mangrove Forest in Cendimani Village, and Buwun Mas Mangrove. This area offers stunning natural scenery and is a fascinating tourist destination for visitors seeking natural beauty and tranquility.

Access to Sekotong is already good because the roads are wide, paved, and can be accessed using private vehicles (motorcycles, cars), travel services, or rental vehicles. When traveling to Sekotong, it is advisable to use a vehicle in good condition because there are two route options to reach there: the upper route (Gerepek) and the lower route (passing through Gili Mas Harbor). For the upper route, buses or other heavy vehicles are not recommended to pass through this road because if you take the upper route, you have to pass through uphill sections with an average elevation of 35-40 degrees, making it very risky to traverse. Meanwhile, for the lower route, it will take longer as it is three times farther than the upper route.

As for telecommunication access, there are only two operators available, namely XL and Telkomsel, with the majority of the population using XL. The telecommunication networks of both providers are quite good with access to 4G. However, lighting in the area is very minimal, so it is not recommended to travel at night. Based on the statement given by Mr. Bahari Utama, a member of the Tourism Awareness Group (Pokdarwis) of Central Sekotong (March 8, 2024), he said, “I declare Sekotong safe because many visitors who camp here have never felt disturbed.”
The travel time from Zainuddin Abdul Majid International Airport to Sekotong is approximately 68.5 km or 1 hour 20 minutes, while from Lembar Port to Sekotong, it covers a distance of about 37.7 km or requires 48 minutes. The expenses incurred are also quite affordable. For food and beverages, the minimum price per serving is Rp 10,000, the entrance fee is Rp 5,000, and parking fees range from Rp 2,000 to Rp 10,000. This makes Sekotong an economical and visitor-friendly tourist destination.

2) Ecotourism Potential in Sekotong
(Interview and documentation data’s)

Based on the observations and interviews conducted from March to May 2024, it is evident that Sekotong has remarkable ecotourism potential, although there are some aspects that need attention. In general, Sekotong has ecotourism potential areas such as Mangrove Tanjung Batu in Sekotong Tengah Village, Bagek Kembar Mangrove in Cendimani Village, and Buwun Mas Mangrove. However, the utilization of digital marketing in promoting and developing ecotourism packages is still suboptimal due to the lack of coordination and synchronization among the institutions involved in tourism development in Sekotong.

Mr. Buhari, a member of Pokdarwis Sekotong, mentioned that related agencies such as the Department and the Dinas Pariwisata Lombok Barat (Lombok Barat Tourism Board Office) have provided support for the development of mangrove ecotourism in Sekotong, but there has been no follow-up action.

Based on data obtained from the Dinas Pariwisata Lombok Barat (Lombok Barat Tourism Board Office) in 2023, it is noted that 9 types of training have been conducted for tourism stakeholders in Lombok Barat Regency. From August 30 to September 2, 2022, a training for Ecotourism guides was conducted in Sedau Village, attended by 40 representatives from Pokdarwis per district in Lombok Barat Regency. Additionally, Digitalization, Branding, Marketing, and Sales Training for
Tourism Villages, Homestays, Culinary, Souvenirs, and Photography was held from September 19 to 21, 2022, at Hotel Aruna. This demonstrates the government's efforts in developing tourism in Lombok Barat Regency, particularly in Sekotong district.

Here are the tourism potentials in Sekotong, Lombok Barat Regency:

**Table 2.A Ecotourism Potential In Sekotong, Lombok Barat Regency**

<table>
<thead>
<tr>
<th>No.</th>
<th>Tourist Destination</th>
<th>Location</th>
<th>Tourism Activities</th>
<th>Distance from Mataram</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mangrove Tanjung Batu</td>
<td>Sekotong Tengah</td>
<td>• Bird Watching; • Planting Mangrove Seedling; • Canoeing; • Capturing Moments (Photography)</td>
<td>35.3 Km (47 minute)</td>
</tr>
<tr>
<td>2.</td>
<td>Hutan Mangrove Bagek Kembar</td>
<td>Cendi Manik, Sekotong</td>
<td>• Mangrove adoption; • Enjoying the Scenery, Flora, and Fauna; • Camping; • Culinary Hunting; • Capturing Moments (Photography)</td>
<td>34.5 Km (44 minute)</td>
</tr>
<tr>
<td>3.</td>
<td>Mangrove Buwun Mas</td>
<td>Buwun Mas, Sekotong</td>
<td>• Planting Mangrove Seedling; • Canoeing; • Ngokor (Seafood Hunting with Nets); • Capturing Moments (Photography)</td>
<td>44.8 Km (1 Hour)</td>
</tr>
<tr>
<td>4.</td>
<td>Gili Nanggu</td>
<td>Tawun, Sekotong</td>
<td>• Snorkeling dan diving; • Camping; • Turtle Conservation; • Capturing Moments (Photography).</td>
<td>40.4 Km (50 minute) + Crossing 15 minute</td>
</tr>
<tr>
<td>5.</td>
<td>Gili Kedis</td>
<td>Tawun, Sekotong</td>
<td>• Snorkeling dan diving; • Camping; • Fun games; • Capturing Moments (Photography).</td>
<td>40.4 Km (50 minute) + Crossing 15 minute</td>
</tr>
<tr>
<td>6.</td>
<td>Gili Layar</td>
<td>Pelangan, Sekotong</td>
<td>• Snorkeling dan diving; • Camping; • Fun games; • Capturing Moments (Photography).</td>
<td>54.6 Km (1 Hour 5 minute) + Crossing 15 minute</td>
</tr>
<tr>
<td>7.</td>
<td>Gili Asahan</td>
<td>Batu Putek, Sekotong</td>
<td>• Snorkeling dan diving; • Camping; • Fun games; • Capturing Moments (Photography).</td>
<td>54.6 Km (1 Hour 5 minute) + Crossing 15 minute</td>
</tr>
<tr>
<td>8.</td>
<td>Pantai Elak-Elak</td>
<td>Sekotong Barat</td>
<td>• Picnicking; • Swimming; • Snorkeling dan diving; • Exploring Coral Islands; • Capturing Moments (Photography).</td>
<td>49.1 Km (1 hour 2 minute)</td>
</tr>
<tr>
<td>9.</td>
<td>Pantai Bangko-Bangko</td>
<td>Batu Putek, Sekotong</td>
<td>• Surfing; • Picnicking; • Swimming; • Diving; • Capturing Moments (Photography).</td>
<td>70.9 Km (1 Hour 35 minute)</td>
</tr>
</tbody>
</table>
The ecotourism potential possessed by Sekotong should be a unique selling point for the village and region. With its diverse and captivating natural beauty, as well as various natural tourism destinations such as mangrove forests and exotic islands, Sekotong should be the most suitable option for prospective tourists seeking a sustainable and environmentally-friendly tourism experience.

The mangrove forests, as a rich natural resource teeming with life, possess diverse potentials that provide significant benefits for humans, especially the communities living in the coastal areas. These mangrove resources can be managed in the form of products and services, Hidayat (2020). The utilization of digital technology can provide additional income and even become the main source of livelihood for the community, strengthen cultural identity, and promote environmental conservation, Fonna (2019). In addition, Sekotong also has many interesting tourist attractions that can be further developed. The combination of utilizing mangrove resources and optimal management of tourist attractions can make Sekotong a leading sustainable tourism destination. If optimized, the ecotourism potential in Sekotong can become an important asset for the progress of tourism in Sekotong, Lombok Barat Regency.

3) Ecotourism Marketing in Sekotong

Ecotourism promotion in Sekotong has been carried out by both the Tourism Awareness Group (Pokdarwis) and Dinas Pariwisata Lombok Barat (Lombok Barat Tourism Board Office). This effort aims to attract more tourists by highlighting the natural beauty, biodiversity, and environmentally-friendly tourism experiences. This initiative is not only to raise awareness about the importance of protecting nature, but also to help develop the local economy through sustainable tourism.

Table 2. Marketing Efforts By Pokdarwis And Dinas Pariwisata Lombok Barat (Lombok Barat Tourism Board Office)

<table>
<thead>
<tr>
<th>Marketing Effort</th>
<th>Digital Platforms Utilized</th>
<th>Challenges Faced</th>
<th>Collaborations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pokdarwis</td>
<td>Utilizing digital platforms and word of mouth to encourage the entire Sekotong community to promote their destination.</td>
<td>Facebook; Instagram; Tiktok; Youtube; Website (Only Bagek Kembar Mangrove Forest has a website)</td>
<td>Budgeting to unite the entire Sekotong community in developing their region</td>
</tr>
<tr>
<td>Dinas Pariwisata Kabupaten Lombok Barat</td>
<td>Organizing Familiarization Trips (Famtrips), collaborating with various parties (travel agents, tourism awareness groups, print media, etc.), hosting events, and marketing through digital media platforms</td>
<td>Facebook; Instagram (Reels); Website; Youtube; Ayo ke Lombok Application (which had been developed).</td>
<td>Budgeting</td>
</tr>
</tbody>
</table>

Pokdarwis Sekotong has made efforts to market ecotourism in Sekotong through word of mouth (personal recommendations) and social media platforms such as Facebook, Instagram, and their website. However, they have yet to develop attractive ecotourism packages in the form of brochures, and their use of social media remains suboptimal. Pokdarwis
has focused primarily on developing and managing the natural tourism potential in Sekotong by involving the local community.

On the other hand, the Dispar Lombok Barat plays a crucial role in tourism development by creating ecotourism promotion strategies based on market analysis and current tourism trends. As a government agency, Dispar Lombok Barat has implemented various promotional strategies to enhance the marketing of tourism products in Lombok Barat Regency. One such strategy is the creation of the tagline #KeSekotongAja to entice tourists to visit Sekotong. They have also collaborated with travel agents and media to showcase the tourism potential in Sekotong and surrounding areas. Additionally, they have organized Familiarization Trips (Famtrips) and events like the Gili Gede Festival (Sail Boat Race) to attract tourists, which can positively impact the tourism development in Sekotong. In terms of digital promotion, the Dinas Pariwisata Lombok Barat (Lombok Barat Tourism Board Office) utilizes social media platforms such as Facebook, Instagram, YouTube, their website, and a previously developed application called "Ayo ke Lombok." However, the application is currently inactive due to budget constraints. Despite this, Dinas Pariwisata Lombok Barat (Lombok Barat Tourism Board Office) remains active in using social media as a digital platform for marketing the tourism destinations in Lombok Barat Regency; Akbar & Oktariyanda (2023).

The quality of human resources in the tourism sector significantly influences the success of a tourist destination in increasing the marketing of its products, Setyoko & Ristarnado (2021). Dinas Pariwisata Lombok Barat (Tourism Board Office) has conducted training programs for ecotourism nature guides, digital branding, marketing and sales in tourist villages, homestays, culinary arts, souvenirs, and photography. However, achieving the set targets requires more time and greater effort, Putra & Mahmudi (2023).

The lack of coordination regarding budget allocation, both from the Lombok Barat Regency government and local villages, is one of the reasons why the marketing of ecotourism packages in Sekotong has not yet reached its optimal level.

The following is a table of the digital platforms utilized by Pokdarwis and Dinas Pariwisata Lombok Barat (Lombok Barat Tourism Board Office) in promoting ecotourism packages in Sekotong:

<table>
<thead>
<tr>
<th>Names of Ecotourism Attractions</th>
<th>Digital Platforms Utilized (Pokdarwis)</th>
<th>Digital Platforms Utilized (Dispar Lobar)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mangrove Tanjung Batu</td>
<td>Facebook: Mangrove Sekotong Channel, Instagram: -, Tiktok: -, Youtube: Mangrove Channel Website: -</td>
<td>Facebook: Dinas Pariwisata Kabupaten Lombok Barat, Instagram: pariwisata.lombokbarat, Youtube: Dinas Pariwisata Lombok Barat (Tourism Board Office), Website: <a href="https://dispar.lombokbaratkab.go.id">https://dispar.lombokbaratkab.go.id</a></td>
</tr>
<tr>
<td>Hutan Mangrove Bagek Kembar</td>
<td>Facebook: Mangrove bagek kembar, Instagram: bagekkembar, Tiktok: -, Youtube: Ekowisata Mangrove Bagek Kembar Website: <a href="http://www.bagekkembar.web.id">www.bagekkembar.web.id</a></td>
<td>Aplication: Ayo ke Lombok</td>
</tr>
<tr>
<td>Mangrove Buwun Mas</td>
<td>Facebook: Ekowisata Mangrove Buwunmas, Instagram: Wisatamangrovebuwunmas, Tiktok: -, Youtube: -, Website: -</td>
<td></td>
</tr>
</tbody>
</table>

(Interviews and observation data’s)
Source: Researcher’s Data Analysis

Based on the table above, the digital platforms can be categorized into 3 themes: time, cost, and accessibility as follows:

<table>
<thead>
<tr>
<th>Platform Digital</th>
<th>Time</th>
<th>Cost</th>
<th>Accessibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Have been using</td>
<td>Relatively low-cost</td>
<td>Very high</td>
</tr>
<tr>
<td>Instagram</td>
<td>Have been using</td>
<td>Relatively low-cost</td>
<td>Very high</td>
</tr>
<tr>
<td>TikTok</td>
<td>Have been using</td>
<td>Relatively low-cost</td>
<td>Very high</td>
</tr>
<tr>
<td>Youtube</td>
<td>Have been using</td>
<td>High cost</td>
<td>High</td>
</tr>
<tr>
<td>Website</td>
<td>Have been using</td>
<td>Very high cost</td>
<td>Very high</td>
</tr>
</tbody>
</table>
The utilization of various digital platforms in the marketing of ecotourism in Sekotong has demonstrated diversity and great potential. There is a variation in the level of utilization and effectiveness of each platform. For example, Facebook and Instagram have shown good potential with low cost and high accessibility. YouTube and official websites provide more in-depth information but require higher costs to manage quality content.

Newer platforms such as TikTok and the "Ayo ke Lombok" application show great potential but have not been optimally utilized, with the main constraints being limited budgets and a lack of understanding among the community and tourism managers about effective ways to manage and use digital media for marketing. Therefore, it is necessary to increase the capacity and training of local tourism actors in effectively utilizing digital technology.

Overall, an integrated digital marketing strategy supported by the improvement of digital skills will be able to increase visitation and the attractiveness of ecotourism in Sekotong in the global market. Collaboration between the government, local communities, and tourism actors is very important to overcome existing obstacles and maximize the available digital marketing potential.

5. CONCLUSION

Based on the research conducted on the utilization of digital media in marketing ecotourism packages in Sekotong, Lombok Barat Regency, it can be concluded that despite Sekotong’s immense ecotourism potential with its three mangrove forests and diverse and beautiful tourist destinations, the utilization of digital media in marketing ecotourism packages has not been optimal. However, if utilized effectively, digital media can play a crucial role in advancing tourism in Sekotong, particularly in terms of time efficiency, cost savings, and increased global accessibility. Therefore, several inhibiting factors including budget limitations, lack of public understanding of managing digital platforms for marketing, and insufficient coordination and synchronization among involved institutions for tourism development need to be effectively addressed.

REFERENCES


