

The Effectiveness of Digital Marketing in Increasing Tourist Visits to Gunung Dago Nature Tourism Parung Panjang, Bogor, West Jawa

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ABSTRACT: Gunung Dago Nature Tourism, located in Parung Panjang District, Bogor Regency, West Java, is a nature-based tourist destination officially opened on January 1, 2019. As a tourism attraction requiring a sustainable promotional strategy, the management has implemented digital marketing through various social media platforms. However, despite utilizing online media for branding and promotion, the number of tourist visits has not increased significantly and has even declined. This contradicts previous research findings, which suggest that optimizing digital marketing in tourism promotion can significantly increase visitor numbers. This study aims to analyze the effectiveness of digital marketing as a promotional strategy for Gunung Dago tourism. The research employs a qualitative approach with a case study method. Data were collected through observations, interviews, and documentation, with informants selected using purposive sampling techniques. The data were analyzed using a descriptive qualitative approach. The findings indicate that digital marketing is carried out through social media platforms such as Instagram, Facebook, TikTok, and YouTube. Additionally, an official website is available; however, its management falls under the authority of the Bogor Regency Government, resulting in suboptimal utilization. The implementation of digital marketing in Gunung Dago still faces challenges, primarily due to the management's heavy reliance on Instagram as the primary promotional medium, while the website remains underutilized. The main obstacles identified include limited human resource capabilities in managing various digital platforms. Therefore, technology-based training for tourism managers and the provision of supporting infrastructure are necessary to enhance the effectiveness of digital marketing strategies.

Keywords: Digital Marketing, Tourism Promotion, Social Media, Tourist Visits



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INTRODUCTION

The tourism industry is one of the economic sectors that significantly contributes to global economic growth, including in Indonesia. Tourism not only contributes to national income but also creates employment opportunities and drives the growth of related sectors such as hospitality, culinary, and transportation (UNWTO, 2023). However, with increasing competition among tourist destinations and changes in traveler behavior that are becoming more reliant on digital technology, conventional marketing strategies are experiencing limitations in attracting tourists (Kotler et al., 2021). Digital marketing has emerged as an effective tool for promoting tourist

destinations through various digital platforms, such as social media, websites, and search engines. The appropriate use of digital marketing strategies can enhance brand awareness, attract potential tourists, and improve interactions with customers in a more personalized and real-time manner ([Chaffey & Smith, 2022](#)).

The advancement of technology and the internet has brought significant changes to various aspects of life. According to data from Hootsuite and [We Are Social in 2024](#), there are approximately 5.56 billion internet users worldwide, equivalent to 67.9% of the global population. This data indicates a continuous upward trend in internet usage each year. Technology and the internet have also had a significant impact on the tourism sector. One of the key elements in digital tourism promotion is the utilization of social media. Platforms such as Instagram, Facebook, TikTok, and YouTube play a crucial role in capturing the attention of potential tourists through engaging visual content, including photos and videos showcasing the beauty of destinations, tourist activities, and testimonials from previous visitors. Additionally, paid advertising, the use of hashtags, live streaming, and collaborations with influencers or travel bloggers are common strategies to enhance a destination's exposure ([UNWTO, 2023](#)). In the current digital era, social media has become one of the most effective marketing strategies to reach a wider audience and build a positive image for tourist destinations. A study conducted by [Yanti et al. \(2024\)](#) highlights that digital platforms such as Instagram, YouTube, TikTok, and Facebook have significant potential in attracting public attention through engaging, informative, and interactive content.

Digital technology enables tourist destinations to reach a broader audience at a more cost-efficient rate compared to traditional marketing methods ([Aulia et al 2024](#)). Additionally, the trend of using social media in travel decision-making continues to rise. Tourists tend to seek information, read reviews, and view visual content before deciding to visit a destination ([Fotis et al., 2022](#)). Therefore, digital marketing strategies that optimize visual content, influencer marketing, and Search Engine Optimization (SEO) strategies are crucial aspects in enhancing the appeal of tourist destinations. The study conducted by [Yanto \(2022\)](#) indicates that engaging visual promotions have a significant impact on tourists' interest in visiting a destination. High-quality visual content, such as photos and videos, can enhance the attractiveness of tourism destinations. Furthermore, [Universitas Airlangga \(2023\)](#) highlights that collaboration with influencers is an effective strategy for increasing tourist visits. Influencers possess the ability to influence their audiences extensively through social media, thereby enhancing the appeal of tourism destinations and encouraging visitation. [Kotler et al. \(2017\)](#) emphasize the importance of optimizing digital marketing functions, including the use of Search Engine Optimization (SEO), to improve the visibility and attractiveness of nature-based tourism destinations in Indonesia. Engaging content and effective SEO strategies can enhance a destination's ranking on search engines, making it more accessible to potential visitors.

Although many tourist destinations have adopted digital marketing, the effectiveness of the strategies implemented remains a challenge. Some destinations have not yet fully optimized their digital marketing strategies in an integrated manner, resulting in suboptimal outcomes. Gunung Dago Nature Tourism, located in Bogor Regency, has begun implementing digital promotion strategies through social media and other digital platforms to increase tourist visits. A study conducted by [Yanti \(2020\)](#) highlighted that digital marketing significantly influences the growth in

tourist numbers. However, according to data obtained from tourism management over the past year, there has been a decline in the number of visitors despite the implementation of digital marketing strategies.

Tourist Visit Data for Bukit Dago Parung Panjang, Bogor in 2024

Month	Number of Visits
January	2,000
February	1,560
March	1,404
April	1,233
May	1,200
June	1,115
July	1,025
August	1,050
September	974
October	1,015
November	1,015
December	1,200

Source : Marketing Department of Gunung Dago Tourism

The tourist visit data for 2024 indicates that in January, the number of visitors reached 2,000. However, there was a gradual decline, reaching its lowest point at 974 visitors in September. Although a slight increase occurred from October to December, the number of visitors remained below the initial figure at the beginning of the year. This decline is suspected to be due to the ineffective implementation of digital marketing strategies in attracting tourists. Several factors are believed to contribute to the lack of effectiveness in digital marketing, including insufficient digital promotion exposure, low-quality content that fails to engage audiences, and minimal interaction between management and potential visitors on social media. Furthermore, competition with other tourist destinations that are more active in utilizing digital marketing also poses a challenge for the management of Gunung Dago Nature Tourism. Based on the aforementioned discussion, the researcher is interested in exploring the types of digital marketing strategies employed to increase tourist visits to Gunung Dago, Bogor, and evaluating the effectiveness of these strategies. This study is expected to provide valuable insights for the management of Gunung Dago Parung Panjang, Bogor, in utilizing digital media to enhance the number of tourist visits. Therefore, the researcher has chosen the study title " The Effectiveness of Digital Marketing in Increasing Tourist Visits to Gunung Dago Nature Tourism Parung Panjang, Bogor, West Jawa".

LITERATURE REVIEW

Tourism Marketing

According to Salah Wahab, L.J. Crampon, and Rothfield, as cited in [Sapta & Nengah \(2018\)](#), tourism marketing is defined as a managerial process aimed at identifying tourists who already have an interest in traveling as well as those with potential to undertake tourism activities. This process is carried out through communication intended to influence desires, understand needs, and motivate tourists by considering their preferences at local, regional, national, and international levels. To support this, various tourist attractions and activities are provided to maximize visitor satisfaction. Tourism marketing management is generally conducted by organizations or companies operating in the tourism sector. The role of marketing in this sector is crucial, as demonstrated through marketing strategies designed to assist marketing managers in setting targets and collaborating with the government. This collaboration aims to achieve sustainable tourism development goals ([Sapta & Nengah, 2018](#)). Tourism marketing refers to the practice of advertising and promoting goods and services related to the tourism sector to potential buyers on a global scale ([Awal et al., 2024](#)). Attracting more tourists and encouraging more people to visit destinations or tourist attractions is the primary goal of tourism marketing. Advertising, public relations, promotions, and sales methods are part of the tourism industry's toolkit for promoting and selling hotels, restaurants, tour guides, and other tourism-related goods and services to the general public. The opinion of [Kartajaya et al. \(2018\)](#) emphasizes the importance of marketing that is not only product- or service-oriented but also considers the emotional and spiritual needs of tourists.

Digital Marketing

Digital marketing is a marketing strategy that utilizes digital technology to reach potential consumers more broadly and effectively. According to [Kotler et al. \(2021\)](#), digital marketing encompasses various techniques such as search engine optimization (SEO), social media marketing (SMM), content marketing, email marketing, and the use of paid advertising. In the tourism industry, digital marketing serves as a key factor in increasing brand awareness, engagement, and tourist conversion rates ([Xiang & Gretzel, 2010](#)). According to [Kaplan & Haenlein \(2010\)](#), social media acts as an effective communication tool in tourism marketing, as it enables direct interaction between destination managers and potential tourists. Tourism destinations that actively manage engaging visual content, interact with their audience, and apply data-driven marketing strategies tend to experience higher tourist visit rates.

The benefits of Digital Marketing are as follows ([Yanti, 2020](#)):

- (1) Connecting sellers with consumers on the Internet.
- (2) Generating high sales.
- (3) Helping sellers save costs.
- (4) Enabling real-time customer service.
- (5) Connecting sellers with consumers using mobile devices.

The Influence of Digital Marketing on Tourist Decision-Making

A study by [Ayu \(2021\)](#) states that digital marketing has a significant influence on tourists' decisions to visit a destination. Digital marketing provides substantial benefits for tourists by offering quick and easy access to information about tourism destinations. This information can be accessed anytime and anywhere through various digital channels such as Instagram, Facebook, Twitter, and YouTube. In this context, digital marketing functions not only as a promotional tool but also as a reliable source of information for tourists in planning their trips. Various studies have shown that digital marketing plays a crucial role in increasing the number of tourists visiting a destination. [Nurmadewi \(2023\)](#) revealed that the implementation of digital marketing in the Lombok Kulon Tourism Village, Bondowoso Regency, aims to expand market reach and boost tourist visits. However, the effectiveness of this strategy still faces challenges in human resource management and financial constraints, requiring further support and training. Meanwhile, [Maudiarti et al. \(2024\)](#) highlighted the success of digital marketing strategies in enhancing the tourism potential of Kaduella Village, Kuningan, West Java. Through the optimization of social media, SEO, and Google Ads, the village was able to attract more tourists, demonstrating that digital marketing can significantly enhance the competitiveness of tourism destinations. Social media-based marketing strategies have been proven to enhance brand awareness, attract new tourists, and maintain visitor loyalty. Additionally, [Rahmah et al. \(2023\)](#) stress that digital marketing functions not only as a promotional tool but also as a direct communication channel between destinations and potential tourists. Through digital media, tourism managers can present more engaging and reliable information, ultimately increasing tourists' interest in visiting.

METHOD

This study employs a qualitative method with a case study approach to explore the utilization of digital marketing in promoting tourism at Gunung Dago, Bogor. The sample was selected using purposive sampling, consisting of six informants: a field coordinator, a promotion officer, and two tourists who had previously visited the site to obtain relevant data. Informants were chosen based on purposive sampling, which involves selecting participants according to specific criteria that align with the research objectives ([Sugiyono, 2019](#)). Data collection was conducted through observation, in-depth interviews, and documentation. Observations were carried out to understand the conditions of the tourist site and the implementation of digital marketing strategies. According to [Patton \(2015\)](#), interviews with managers and tourists were conducted to explore their experiences regarding the effectiveness of digital promotion. Documentation included social media posts, digital advertisements, and visitor data before and after the implementation of digital marketing strategies. Once the data was collected, the next stage involved descriptive-qualitative data analysis. The analysis began with data reduction, which involved simplifying and organizing the collected data based on thematic categories, such as the types of digital marketing used, tourists' responses, and the effectiveness of promotional strategies. The categorized data was then presented in the form of narratives, interview excerpts, and descriptions, illustrating the relationships between the findings. The final step in data analysis was drawing conclusions and verification. The conclusions were derived based on patterns emerging from the interviews,

observations, and documentation. Furthermore, to ensure the validity of the data, this study applied source triangulation, which involved comparing data from various sources to examine the consistency and validity of the findings (Denzin, 2012). Thus, this research not only illustrates how digital marketing is implemented in promoting Gunung Dago, Bogor, but also provides a comprehensive understanding of the effectiveness of these strategies in attracting tourists.

RESULT AND DISCUSSION

Overview of Gunung Dago Tourist Attraction, Parung Panjang, Bogor Regency

Gunung Dago is a natural tourist destination located in Dago Village, Parung Panjang District, Bogor Regency, West Java. This area was officially designated as a tourist attraction on January 1, 2019, and has since been managed by the local community through the Village Forest Community Institution (Simamora, 2022). According to the Perhutani (2022), the management of this tourism site is conducted through a collaboration between Perhutani and LMDH, with revenue-sharing as one of the key agreements. Perum Perhutani is a state-owned enterprise responsible for managing state forest resources in the regions of Java and Madura. It plays a strategic role in supporting environmental sustainability, maintaining the social and cultural balance of communities surrounding forest areas, and contributing to the forestry sector's economy. Previously, the Gunung Dago area was merely a barren, rocky mountain landscape. However, through proper management, it has transformed into an attractive tourist destination, drawing visitors from various regions such as Tangerang, Bekasi, Karawang, Depok, and Bogor. Perhutani grants permission and provides support for the development of Gunung Dago tourism, while LMDH is responsible for direct on-site management. The existence of this tourism site has brought significant benefits to the local community, including job creation and economic growth in the village.

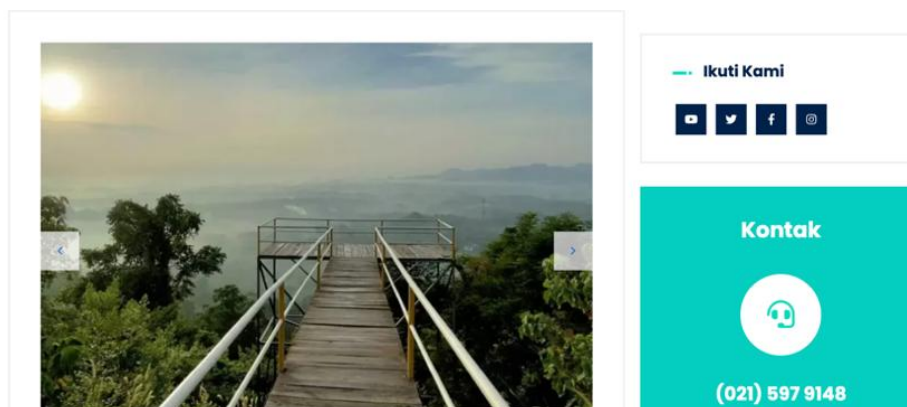
One of the main attractions of Gunung Dago is its lush green hill landscape, making it an ideal spot for relaxation and photography. Additionally, tourists can enjoy various exciting activities such as camping in the designated camping ground, trekking along challenging trails, and participating in outbound activities suitable for families, communities, and educational institutions. Several unique photo spots, such as viewing platforms, suspension bridges, and high swings with a scenic hill backdrop, further enhance the appeal of this destination among photography enthusiasts. The main activities available to visitors also include outbound programs designed for tourist groups, such as students, communities, or organizations looking to engage in personal development and team-building activities. Access to Gunung Dago is relatively easy, whether by private vehicle or public transportation from Jakarta and surrounding areas. This makes Gunung Dago an attractive alternative tourism option, especially for those seeking a nature getaway not too far from the capital.

Despite its great tourism potential, Gunung Dago still faces several management challenges. One major obstacle is the lack of optimal digital promotion, leading to limited awareness among potential visitors about this destination and its attractions. Therefore, more effective marketing

strategies, particularly through social media and other digital platforms, are needed to increase its popularity and visitor numbers. With its natural beauty and continuously improving facilities, Gunung Dago has the potential to become one of Bogor's leading tourist destinations. With better promotional strategies and more professional management, Gunung Dago can gain wider recognition and become a top choice for tourists seeking a refreshing nature tourism experience.

Analysis of Website Utilization for Promotion

The promotion and marketing of Gunung Dago tourism through websites remain limited, as the tourism management has not yet established an official website and still relies on <https://kecamatanparungpanjang.bogorkab.go.id/>, which is managed by the Bogor Regency Government. Unfortunately, the information about Gunung Dago on this website has not been updated since 2019, making it difficult for tourists to obtain the latest details on ticket prices, facilities, transportation access, and ongoing tourism events. The lack of accurate and up-to-date information may reduce tourists' interest in visiting, especially those who seek certainty regarding available services. Furthermore, the absence of effective digital promotion could hinder the development of Gunung Dago tourism, particularly in attracting visitors from outside the region. In today's digital era, many studies emphasize the importance of websites in the tourism industry. According to [Buhalis & Law \(2008\)](#), a well-managed website can enhance the competitiveness of a tourist destination by providing comprehensive, up-to-date, and easily accessible information for potential visitors. Additionally, research conducted by [Sigala et al. \(2012\)](#) highlights that websites serve as a primary medium for building a destination's image and enhancing tourist satisfaction by offering an interactive digital experience. Furthermore, a study by Gretzel as cited in [Subandi \(2018\)](#) found that modern travelers tend to rely on online information searches before deciding on a destination. An outdated or uninformative website can reduce tourists' confidence in a destination, ultimately leading to a decline in visitor numbers. This situation aligns with the current condition in Gunung Dago, where limited digital information restricts its appeal to potential tourists. In line with previous research findings, Gunung Dago tourism management should consider better digital strategies to enhance its attractiveness. Some recommended strategies include developing an official website managed directly by the tourism authority, optimizing social media to reach a broader audience, and collaborating with tourism platforms such as Google Travel, TripAdvisor, Traveloka, and Tiket.com. By implementing these strategies, Gunung Dago can increase its digital visibility, build tourist trust, and attract more visitors from both local and international markets.



Source : Bogor Regency Government's Website

Utilization of Social Media

The management of Gunung Dago Tourism has utilized several social media platforms for promotion, namely Instagram, Facebook, TikTok, and YouTube (@wisatagunungdago). Among these platforms, only Instagram is actively used, while the others do not receive regular updates. Instagram serves as the primary promotional platform managed by Gunung Dago's tourism management. Since its creation in 2019, the account has gained 8,866 followers and posted a total of 543 posts. The account consistently shares photos of landscapes, special events, and promotional content related to tourism activities. This consistent activity makes Instagram the most effective social media platform for reaching potential visitors.

Apart from Instagram, Gunung Dago's Facebook account has around 1,200 followers. However, it is not actively used and rarely updated, resulting in minimal impact on digital marketing. TikTok was also used for promotional purposes, with the account becoming active in August 2022. As of now, the Gunung Dago TikTok account has 10 videos and 117 followers. However, no updates have been made since then, leading to low user engagement. Meanwhile, YouTube is also utilized but only has 26 subscribers. The uploaded content consists mainly of videos that were previously posted on TikTok, with no exclusive content created specifically for the platform.

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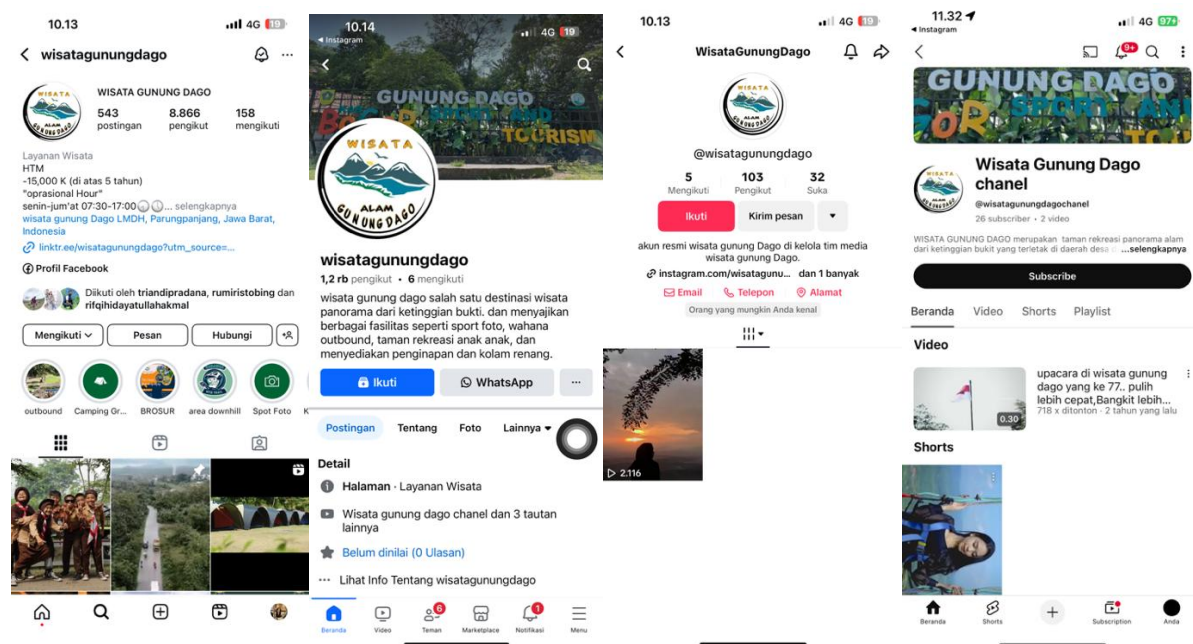


Figure. Social media of Gunung Dago tourism, Parung Panjang, Bogor.

Based on the data, it can be concluded that the management of Gunung Dago's social media has not been conducted in a sustainable and structured manner. Instagram is the only actively used platform, while Facebook, TikTok, and YouTube have not been fully optimized. The lack of content updates and the absence of a well-structured digital marketing strategy make these social media platforms less appealing to potential tourists. This indicates that the current digital marketing strategy is still ineffective in increasing the attractiveness and number of visitors to Gunung Dago.

Evaluation of the Effectiveness of Digital Marketing Strategies in Increasing Tourist Visits

Based on the tourist visit data presented in this study, it can be concluded that the digital marketing strategies implemented have not been fully optimized. An interview with the tourism manager, **Mr. Abdul**, revealed that the number of tourist visits in 2024 experienced a decline compared to the previous year. One of the contributing factors to this decline is the ineffectiveness of the digital marketing efforts.

Although there was an increase in the number of visitors in December, the figure still did not match the number of visits recorded in January 2024 or the previous year. This increase is suspected to be related to school group visits that conducted outbound activities in November. Furthermore, interviews with visitors indicated that most tourists chose to visit based on recommendations from friends or family rather than through social media or digital promotions. The case study on tourism promotion at Gunung Dago in Parung Panjang, Bogor, also indicates that offline marketing strategies remain more effective than online approaches. Based on interviews with tourism management, offline promotion was conducted through participation in

bazaar events and direct visits to schools and companies. This strategy had a significant impact on increasing the number of visitors, particularly from institutions that had previously received direct information. Moreover, interviews with tourists revealed that the majority of visitors chose to visit after obtaining information through offline promotional activities. The tourism management has utilized various digital platforms such as YouTube, Facebook, Instagram, and TikTok in their destination marketing strategy. However, Instagram remains the most dominant platform compared to other social media channels. In contrast, diversifying the use of social media, including Facebook, TikTok, and YouTube, is a crucial aspect of optimizing the effectiveness of tourism promotion on a broader and more comprehensive scale.

Several studies support the importance of diversification in digital marketing strategies. A study conducted by [Putri et al. \(2021\)](#) found that promotion through Instagram significantly influences tourists' interest in visiting, particularly among millennial generations, who are more active in using social media as a reference for travel planning. The study conducted by Andih et al. (2022) indicates that Facebook is effective in significantly increasing the number of tourist visits. This finding suggests that the more optimally Facebook is utilized, the higher the number of visits will be. A study by [Ramadanti \(2023\)](#) also found a significant linear relationship between TikTok and tourists' interest in visiting. Additionally, [Chandra \(2023\)](#) revealed that TikTok has a high viral potential in disseminating tourism content. TikTok's algorithm enables tourism promotional videos to gain greater exposure in a short period, which can enhance a destination's appeal, particularly among young users.

Furthermore, according to [Ihsanudin \(2023\)](#), the use of YouTube as a social media platform is considered effective in providing tourism-related information. The presence of YouTube facilitates tourists in searching for travel information, as it offers a more comprehensive and in-depth presentation of tourism content. Long-duration videos featuring destination reviews, tourist experiences, and travel guides can enhance potential tourists' trust and interest in visiting a destination. Thus, integrating various social media platforms into digital marketing strategies can expand promotional reach and enhance the effectiveness of tourism marketing campaigns. The optimal use of multiple social media channels not only attracts more tourists but also strengthens the digital presence and image of the tourism destination. Therefore, tourism managers need to develop a more structured marketing strategy with a multi-platform approach to ensure that promotional efforts are more effective, adaptive, and aligned with evolving social media user trends.

Challenges in Digital Promotion

In the effort to optimize the digital marketing of Gunung Dago tourism, several key challenges have been identified that affect the effectiveness of promotion, particularly in terms of limited human resources, lack of engaging digital content, and inconsistency in information updates. These issues hinder the attraction of potential visitors, who now rely heavily on digital information before deciding on their travel destinations. One of the main challenges is the limited human resources in digital marketing. Most of the staff managing Gunung Dago tourism are relatives of the business owner with an educational background of up to high school level. Although they demonstrate high

loyalty in managing the site, the lack of specialized training in digital marketing forces them to rely on self-taught promotional methods. This results in a lack of innovation in marketing strategies, making it difficult for Gunung Dago to compete with other destinations that actively utilize digital media. In modern tourism, digital marketing management requires not only creativity but also an understanding of social media algorithms and visitor data analysis to develop more effective promotional strategies. Additionally, the lack of engaging digital content poses another challenge. In today's digital era, travelers tend to seek travel references through social media, websites, or online travel platforms before making their travel decisions. According to research by [We Are Social \(2024\)](#), more than 81% of global travelers search for travel information through digital platforms before their trips. However, the available content on Gunung Dago's social media remains largely informational without a strong interactive approach. Most social media posts simply repost visitor-generated content without a narrative strategy that could build a unique appeal for the audience. In digital marketing, effective content should not only be informative but also engaging capturing potential visitors' attention through high-quality visuals, compelling storytelling, and direct interaction via social media. Another significant challenge is inconsistency in updating information. The lack of updates on ticket prices, events, or promotions makes it difficult for potential to access the latest information about this destination. In the digital landscape, consistency in content production and distribution is a key factor in maintaining the competitiveness of a tourist destination. If information is not updated regularly, potential visitors may turn to other destinations that actively provide the latest updates. Effective content management should be supported by a calendar-based editorial system, ensuring that every piece of information is systematically published and aligned with emerging tourism trends.

Digital Marketing Development Strategy for Gunung Dago Tourism

Developing a digital marketing strategy for Gunung Dago tourism requires a structured and data-driven approach to maximize the destination's potential. One of the crucial initial steps is the creation of an official website dedicated to Gunung Dago. This website will enhance credibility and provide comprehensive information on ticket prices, travel routes, available facilities, and various tour packages. Additionally, integrating an online reservation system will meet the growing demand for digital convenience, allowing visitors to book accommodations in real time while improving the operational efficiency of tourism management.

Beyond the website, optimizing social media is a key element in digital marketing. Effective social media management can significantly enhance audience engagement. Instagram, with its visually appealing content, can highlight the natural beauty of Gunung Dago, while TikTok offers a dynamic platform to showcase immersive visitor experiences. Facebook can serve as a medium for real-time updates and direct communication with potential tourists. In this regard, storytelling in digital content plays a crucial role in boosting engagement and making the destination more attractive. Authentic narratives do more than just communicate information; they create an emotional connection between visitors and the destination. Research and case studies from social media and online marketing platforms indicate that content showcasing the uniqueness and authenticity of a place tends to generate positive responses and greater interest ([Wisnawa, 2024](#)).

Another effective strategy is collaboration with influencers and travel bloggers who have a large following. Their involvement in promoting Gunung Dago can significantly increase its exposure. Such collaborations could include travel experience reviews, live streaming sessions, or even social media challenges designed to capture the attention of a broader audience ([Iswanto et al., 2024](#)). Consistently updating digital content is equally essential to ensure the relevance and accuracy of the information provided. Regular updates on upcoming tourism events, new facilities, and special promotions help maintain visitor interest and build trust in the destination. A structured and systematic approach to content updates ensures that potential visitors have access to the most up-to-date information, making their decision-making process easier and more reliable ([Kotler et al., 2017](#)). To support the success of these digital marketing strategies, it is crucial to enhance the digital skills of tourism managers through specialized training. This training should cover key areas such as professional social media management, high-quality content creation, and digital data analysis to better understand visitor preferences. Collaboration with government agencies that offer tourism marketing training could be a long-term solution to sustaining effective digital marketing efforts. This collaboration plays an important role in formulating sustainable tourism development strategies, designing various tourism products, and promoting tourist attractions as appealing destinations ([Sabaruddin, 2024](#)). Additionally, since Gunung Dago is currently in partnership with Perhutani, strengthening this cooperation would be essential to achieving a more significant impact on tourism promotion and management (source : interview 2024). A strategic partnership with Perhutani can be integrated into the digital marketing plan by emphasizing eco-tourism and conservation-based tourism concepts. Social media, websites, and other digital platforms can be utilized to highlight collaborative programs such as environmental conservation, forest ecosystem management, and authentic nature-based tourism experiences. Moreover, storytelling-based marketing that underscores Perhutani's role in preserving Gunung Dago's natural environment can be a compelling selling point for tourists who are concerned about sustainability.

By strengthening this synergy, digital marketing strategies can become more focused, highly impactful, and ultimately attract more visitors to Gunung Dago. Closer cooperation can also create innovative opportunities, such as the development of educational forestry tourism packages, curated eco-trekking experiences, and promotions through influencers and travel bloggers who highlight the natural beauty and conservation efforts in the Gunung Dago area. Through these measures, Gunung Dago's digital marketing efforts will not only increase tourist visits but also enhance the destination's image as a responsible and sustainable eco-tourism site.

CONCLUSION

This study analyzes the effectiveness of digital marketing in increasing the number of visitors to the Gunung Dago nature tourism destination in Bogor Regency. Despite the implementation of various digital marketing strategies through social media platforms such as Instagram, Facebook, TikTok, and YouTube, tourist visits have continued to decline. The findings reveal that digital marketing efforts still face several challenges, including a heavy reliance on Instagram, limited human resource capacity in managing digital platforms, and the underutilization of the official

website as a primary source of information for tourists. Additionally, the information on the destination's official website has not been updated since 2019, reducing its digital appeal to potential visitors. The 2024 tourist visit data also indicate a downward trend, attributed to inadequate digital exposure, unengaging promotional content, and minimal interaction between management and prospective tourists.

To address these challenges, this study recommends several strategies to enhance the effectiveness of digital marketing. These strategies include developing an official website managed directly by the tourism authority, optimizing multiple social media platforms with more engaging and interactive content, and implementing capacity-building programs for human resources in digital marketing management. Collaborations with influencers and travel bloggers are also suggested as an effective approach to increasing the destination's visibility. By implementing a more structured and innovative digital marketing strategy, Gunung Dago has the potential to enhance its attractiveness and attract more visitors in the future.

However, this study has a limitation in that it focuses solely on the effectiveness of digital marketing without considering other external factors that may influence the decline in visitor numbers, such as economic conditions, tourism trends, or environmental factors. Given this limitation, future research is recommended to adopt a more comprehensive approach by considering external factors that affect tourist visit numbers. This would allow for more holistic recommendations to support the development of Gunung Dago tourism.

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