

Renting Out Villas in The Villa Kota Bunga by Utilizing Digital Marketing Technology

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Abstract

Tourism is a field that is directly related to global development and economic growth. Year after year there has been a significant increase in this sector, even though during the Covid-19 pandemic it had experienced a decline, but it is believed by various parties that there will be a period of revival in the tourism sector. In Indonesia, there are many local tourist attractions that are worldwide and many more are loved by both local and foreign visitors. Tourist attractions that are close to the capital city of Jakarta and visited by many tourists include the peak area of Bogor. The main attraction of the peak area is the cool mountain area with tea plantations. Many culinary places, game arenas are offered by local residents. Its location close to the city of Jakarta makes this area always crowded with tourists, especially every weekend. One of the places that is used as a benchmark when on vacation to the top is Villa Kota Bunga Puncak. In Kota Bunga Puncak there are many villa rentals but unfortunately, they are still doing traditional marketing. After observations have been made in the field, the villa marketing is carried out in collaboration with brokers or freelance sales. In general, there is no concept of creating digital marketing content for the rental Villa in Villa Kota Bunga Puncak. From the many rental villas there, in this study we take the example of the case of Villa Wubao. Digital marketing is made possible by a series of adaptive digital touchpoints that include marketing activities, processes, customers or institutions that interact with one another. From existing research, the number of touchpoints is increasing by more than 20% every year as more and more customers using traditional or offline means are switching online or to digital technology. In this research digital marketing strategy will be analyzed and designed based on seven stages: situation analysis, digital marketing strategic planning, objectives (goals), digital marketing strategy, implementation planning, budget, and evaluation plan.

Keywords: Digital Marketing, E-Commerce, Tourism, Villa Kota Bunga

Abstrak

Pariwisata adalah bidang yang berhubungan langsung dengan pembangunan global dan pertumbuhan ekonomi. Tahun demi tahun terjadi peningkatan yang signifikan pada sektor ini, meskipun pada masa pandemi Covid-19 sempat mengalami penurunan, namun diyakini oleh berbagai pihak akan ada masa kebangkitan kembali pada sektor pariwisata. Di Indonesia sendiri terdapat banyak sekali tempat wisata lokal yang sudah mendunia dan banyak lagi disukai oleh para pengunjung baik lokal maupun mancanegara. Tempat wisata yang dekat dengan Ibu Kota Jakarta dan banyak dikunjungi wisatawan antara lain kawasan puncak Bogor. Daya tarik utama kawasan puncak adalah kawasan pegunungan yang sejuk dengan perkebunan teh. Banyak tempat kuliner, arena permainan ditawarkan warga setempat.

Lokasinya yang dekat dengan kota Jakarta membuat kawasan ini selalu ramai dikunjungi wisatawan, terutama setiap akhir pekan. Salah satu tempat yang dijadikan patokan saat berlibur ke puncak adalah Villa Kota Bunga Puncak. Di Kota Bunga Puncak terdapat banyak persewaan villa namun sayangnya pemasarannya masih tradisional. Setelah dilakukan observasi di lapangan, pemasaran villa dilakukan bekerjasama dengan calo atau sales *freelance*. Secara umum belum ada konsep pembuatan konten digital marketing untuk penyewaan di Villa Kota Bunga Puncak. Dari sekian banyak penyewaan villa yang ada, dalam penelitian ini kami mengambil contoh kasus Villa Wubao. Pemasaran digital dimungkinkan oleh serangkaian titik kontak digital adaptif yang mencakup aktivitas pemasaran, proses, pelanggan, atau institusi yang berinteraksi satu sama lain. Dari penelitian yang ada, jumlah titik sentuh meningkat lebih dari 20% setiap tahun karena semakin banyak pelanggan yang menggunakan cara tradisional atau *offline* beralih ke teknologi *online* atau digital. Dalam penelitian ini strategi pemasaran digital akan dianalisis dan dirancang berdasarkan tujuh tahapan yaitu analisis situasi, perencanaan strategis pemasaran digital, tujuan (*goal*), strategi pemasaran digital, perencanaan implementasi, anggaran, dan rencana evaluasi.

Kata kunci: Pemasaran Digital, *E-Commerce*, Pariwisata, Villa Kota Bunga

1. Introduction

The development of internet technology has a direct impact on marketing around the world. The existence of the internet has changed the way consumers search for the desired product or service. This changes marketing strategies and forces businesses to follow the flow of technological developments or they will fall by themselves. For business actors, the old way or traditional system of doing marketing can no longer be continued. Digital marketing has now become the main focus for all businesses around the world. In the past, to communicate with consumers, it was enough to place advertisements in newspapers, put up banners, distribute brochures or by telephone. Currently, the way of communication has evolved and continues to develop in order to maintain long-term relationships with various parties in the market. Internet users not only interact with each other but they also communicate with products or services that are marketed through media provided by producers or widely with other social media. This has opened up opportunities for manufacturers to talk directly to their users and get to know them better. Thus market power can be controlled by producers as it allows producers to track user behaviour in real-time. Any product or service campaign launched digitally is traceable in terms of reach, engagement, controversy and user scale. This has helped marketing research to explore user needs like never before. Thus the existence of digital marketing contributes to the better achievement of overall marketing and business goals and allows producers to gain insight into consumer behaviour and provide services and products that can meet the consumer needs of their customers (Kaur, 2017; Velentza & Metaxas, 2023).

Tourism is a field that is directly related to global development and economic growth. Year after year there has been a significant increase in this sector, even though during the Covid-19

pandemic it had experienced a decline, but it is believed by various parties that there will be a period of revival in the tourism sector. Studies in the field of tourism are increasing even though with different perspectives and thoughts, for example about the development of local tourism, the impact on the environment, tourism destination planning and also the image or impression of tourist attractions among the community. In Indonesia, there are many local tourist attractions that are worldwide and many more are loved by both local and foreign visitors. Tourist attractions that are close to the capital city of Jakarta and visited by many tourists include the peak area of Bogor. The main attraction of the peak area is the cool mountain area with tea plantations. Many culinary places and game arenas are offered by local residents. Its location close to the city of Jakarta makes this area always crowded with tourists, especially every weekend. One of the places that is used as a benchmark when on vacation to the top is Villa Kota Bunga.



Source: Research Result (2023)

Figure 1. Tourist Area Villa Bunga Kota Puncak

At the time of its establishment, the name "City of Flowers" or "Kota Bunga" had not yet been thought of as "Taman Mawar". The area of this area was originally 9 ha and in accordance with the concept of the name on this land a lot of rose plants. The initial idea from the developer was to build villas in a "country" style for resting places. But in the process of development, it turns out that roses do not develop throughout the year. So the idea to build a "Rose Garden" becomes difficult to maintain. After a long discussion, "Taman Mawar" was turned into a theme park by taking examples from traditional villas from abroad. Then in 1997 this area was inaugurated under the name "City of Flowers" with the slogan "City of a Million Aromas". The rose plant is replaced with a variety of flowers which essentially can grow throughout the year with various types of colours and aromas. Currently there are approximately 2500 villas built. A very beautiful location in the mountainous region of West Java makes this area has its own charm. With temperatures between 25-30 degrees Celsius and an altitude of more than 700 meters above sea level, the air is cool all year round. Water management was initially built by developers

from springs and artesian wells which are now managed by the local PDAM. Availability of electricity is also available with a power between 1200 to 2200 watts depending on the size of the villa and its needs. Places of recreation and entertainment surround this area including the Gunung Mas Puncak tea garden and factory, Cibodas Botanical Gardens, Cipanas Palace, Nusantara Flower Park and several Strawberry gardens. Local residents also sell a variety of ornamental plants, vegetables, fruits and various other crafts. Culinary tourism is also widely offered in this area from local to foreign cuisine. During long holidays, villa owners usually come to visit and so do local tourists who want to rent villas and entertainment venues provided by the manager. In the Kota Bunga area, there is a swimming pool, Little Venice tourist attractions, playgrounds, hiking and others are provided. So that the marketing prospects of this area become interesting to be studied by researchers.

In Kota Bunga Puncak there are many villa rentals but unfortunately they are still doing traditional marketing. After observations have been made in the field, the villa marketing is carried out in collaboration with brokers or freelance sales. It can be seen that there are many brokers standing near the gate to offer villas or at the T-junction in the Kota Bunga area. Another marketing done is by attaching a banner for rent in front of the villa. There are already several villas that collaborate with travel agents from abroad such as Arab, Middle Eastern and several other travel agents, especially from Soekarno-Hatta Airport. There are also those who have placed advertisements in online mass media but the marketing has not been maximized, especially with information technology, making researchers try to market Villa from their own business with the business name "Villa Wubao" in the "Kota Bunga Puncak" area.

Villa Wubao is located in the GG block in the Kota Bunga Puncak area. Currently Villa Wubao has 3 villa units consisting of 2 rooms, 3 rooms and 4 rooms. This business was initiated in December 2020. Starting from 1(one) small villa then growing into 10 unit villas in less than 1 (one) year. The marketing carried out is still simple so it is necessary to do a more in-depth study to practice digital marketing so that this business can continue to grow and meet the needs of its customers.

From the previous discussion, the problem formulation of this research is there is no concept of creating marketing content for the rental of Villa Wubao in Villa Kota Bunga Puncak. With traditional marketing currently, it is necessary to make the right social media marketing at Villa Wubao in Kota Bunga Puncak to increase villa rentals. Apart from those two, there is no review of feedback from customers to be used as evaluation material for the continuity of the Wubao Villa rental business in Kota Bunga Puncak.

From the problem formulation described above, the objectives of this project are as follows: (a) How to create the right content and social media marketing at Villa Wubao to increase villa rentals?; (b) How to accommodate aspirations or feedback from customers so that they can be used as evaluation materials to improve the performance of Villa Wubao so that it is more optimal?; and (c) How to create the right marketing model for Villa Wubao?

1.1. Digital Marketing

Marketing is an uncertain, changing, and dynamic business activity. Over time, the role of marketing has changed due to various crises such as energy shortages, inflation, economic downturn, declining industry, rising unemployment, war and terrorism and rapid technological changes in certain fields. The advent of the internet has forced marketing executives to adapt to market conditions. This has also changed the industry in making strategic decisions. The availability of accurate and timely information is a determinant of decision making. Marketing using the internet harnesses the power of electronic commerce to sell and market a product or service. E-Commerce targets every market on the internet. With the explosive growth of the internet, internet marketing started to become very popular. It is said that Internet marketing first started in the early 1990s with only text-based sites offering product information. With the growth of the internet, not only selling products, but also information about products, advertising space, software programs, auctions, stock trading and matchmaking (Bala & Verma, 2018).

Digital marketing or digital marketing continues to evolve over time from a specific term that describes products and services marketed through digital channels to a general term that describes marketing using digital technology to gain customers and gain trust as products or services that customers can “subscribe”, build and promote trademarks and increase sales (Kannan & Li, 2017). Digital marketing is also defined as “an adaptive process enabling technology by which companies collaborate with customers and partners to jointly create, communicate, deliver and maintain value for all stakeholders”. The adaptive processes enabled by digital technologies create value in new ways in new digital environments. Digital technology-enabled institutions build the basic capabilities to create that value together for their customers and for themselves (Arora et al., 2022; Saura, 2021).

Digital marketing is made possible by a series of adaptive digital touchpoints that include marketing activities, processes, customers or institutions that interact with one another. From existing research, the number of touchpoints is increasing by more than 20% every year as more and more customers using traditional or offline means are switching online or to digital technology. The current conventional marketing strategy process starts from environmental analysis which includes customers, collaborators, competitors or competitors, context and company. While the digital marketing process of research has elements consisting of context, competitors or competitors, customers and collaborators that make up the environment in which the company operates (Kannan & Li, 2017).

In 2016 the number of social network users was 2.22 billion users and in 2019 that number increased to 2.72 billion and is predicted to penetrate more than 3 billion in 2021. Social media marketing provides an easy, inexpensive and fast way to interact and engage with a large number of potential customers. The goals of social media marketing include branding, promotion, market research, customer service and customer relationship management activities and are a valuable marketing channel or network for sellers. There are 3 stages in social media marketing, namely: trial, transition and strategic phase. The pilot includes testing of various platforms that

are available but have not yet been decided as an integral part of the company's marketing mix of activities. Transition is an activity where social media marketing is not fully planned but becomes more systematic. The strategic phase is that marketers have a formal process for planning and implementing social media marketing activities with clear objectives and pre-defined metrics for review (Jaakonmäki et al., 2017). Content and social media marketing includes:

a. Content Management

Blog posts, Blogs make it easy for users to post or publish short articles in this type of content management system. The software on the blog provides a variety of social features, including comments, blog roll, trackback, and subscriptions that make it perfect for marketing purposes. Blogs make great centers for other social media marketing efforts because they can integrate with almost every tool and platform. Every company with a website should have a blog that speaks to current and potential customers as real people. Blogs are not the right place for company press releases; blogs should have a conversational tone (Saravanakumar & SuganthaLakshmi, 2012). From previous research, it is known that readers trust blog content more than social media sites for shopping. It makes sense logically because buyers are usually looking for detailed information to help them make decisions.

Tweets and pretty much anything else online, Twitter and micro-blogging are forms of blogging in which the size of each post is limited. Currently Twitter can only contain 140 characters. Twitter reached its popularity in 2009 when Oprah mentioned Twitter and people started using it even today companies must have Twitter to make it easier to market their products. It's an investment of time, and can quickly prove beneficial in increasing consumer buzz, sales and insights. Twitter can also be used to announce offers or events, promote new blog posts, or notify readers with links to important news. Twitter can be one way to stay abreast of what competitors are doing. Companies can also show support for their Twitter-loving customers by subscribing to their tweets (Saravanakumar & SuganthaLakshmi, 2012). Videos and Images, video has potential in marketing through social media. Video is also a challenge for producers because it can be used as part of a conversation between consumers and producers can listen to consumer complaints through videos on social media. Consumers basically avoid advertising and marketing messages; this is also due to the role of digital media that allows consumers to skip ads. For example, Youtube allows viewers to skip ads and if they have subscribed to Youtube Red then viewers are free from ads in every video they watch. Since consumers have more control over what content they want and don't want to watch, producers must find ways to keep consumers engaged with video content. Conversational style in video for marketing is the main focus of attention by paying attention to elements in producing videos which include length, format and execution that can affect message processing by users (Coker et al., 2017).

b. Then other content and social media marketing are content engagement value, content media, content syndication, content access platform and content participation.

2. Methodology

The method or stages used to analyze this project are as follows: At the beginning of the research, a digital marketing strategy will be analyzed and designed based on seven stages: situation analysis, digital marketing strategic planning, objectives (goals), digital marketing strategy, implementation planning, budget, and evaluation plan (Strauss & Frost, 2009).

2.1. Situation Analysis

The start for the business concept is to do a SWOT analysis, namely Strength, Weaknesses, Opportunities and Threats. SWOT is used to identify various factors systematically to formulate strategies and objectives of the organization or company. The function of this SWOT analysis is to compare the internal factors of strengths and weaknesses with the external factors of opportunities and threats faced in the business world.

	Strength (S) Determine 5-10 internal strength factors	Weakness (W) Determine 5-10 internal weakness factors
Opportunity (O) Determine 5-10 external threat factors	SO STRATEGY Use power to take advantage of opportunities	WO STRATEGY Overcome weaknesses by taking advantage of opportunities
Threat (T) Determine 5-10 external threat factors	ST STRATEGY Use power to avoid threats	WT STRATEGY Minimize weaknesses and avoid threats

Source: Research Result (2023)

Figure 2. SWOT Strategic Formulation Framework

2.2. Digital marketing planning strategy

At the stage of the digital marketing planning strategy includes: Segmentation, goals, differentiation and positioning. The methodology used in evaluating and analyzing market opportunities or Market Opportunity Analysis or MOA (Rayport & Jaworski, 2003).



Source: Rayport and Jaworski (2003)

Figure 3. Market Opportunity Framework

2.3. Purpose

The goals to be achieved in digital marketing are as follows: increase and expand market share, increase the number of comments on a blog or website, reduce costs such as promotion and distribution costs, increase sales revenue, make the brand widely known, increase database size, build customer goals Relationship Management and improve supply chain management.

2.4. Digital Marketing Strategy

At this stage includes strategies regarding the 4Ps and the objectives of the company's plan including products, prices, distribution channels and promotions.

2.5. Planning Implementation

At this stage the company will make decisions regarding effective and creative strategic objectives. Marketers choose the 4Ps, management strategies and other strategies in accordance with the planned goals to be achieved and then develop an implementation plan that will be carried out. In this case, the Internet plays an important role and changes the marketing that occurs in companies such as marketplaces into marketspaces. The main difference occurs in the relationship between people-mediated to technology-mediated interfaces and there are also a number of interface design considerations to be faced.

2.6. Budget

Accountable budget information needs to be calculated regarding revenue forecasts, intangible benefits, cost savings and digital marketing costs. With the right budget, the company can identify the expected results from the investments made. Here the company can monitor the actual revenue and costs to see the results that have been achieved.

2.7. Evaluation Plan

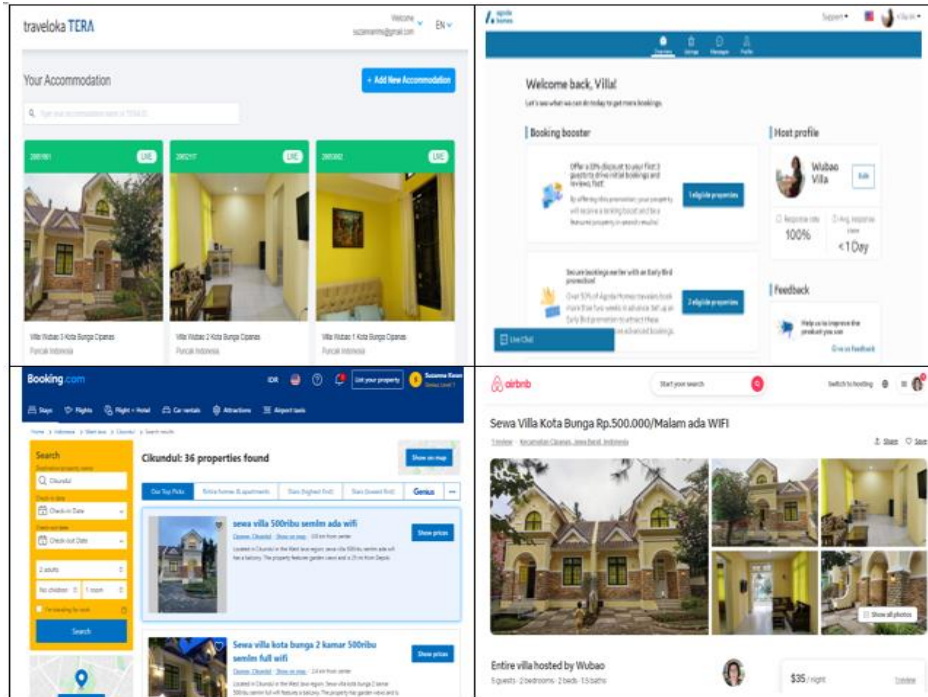
Evaluation if carried out continuously can increase the success of strategic planning. This type of evaluation depends on the goals the company has set. The tools that can be used include a balance scorecard to measure the success of internet marketing programs and are adjusted to the objectives of the company.

3. Results

3.1. Situation Analysis

Villa Wubao in Kota Bunga Cipanas is a villa rental company in Puncak, Cipanas. There are currently 5 villas available consisting of 2 rooms, 3 rooms and 4 rooms in each villa. Currently, Villa Wubao has collaborated with Traveloka, Agoda, Booking.com, Airbnb, OLX and conducts marketing by broadcasting advertisements on other social media such as WA, FB, Instagram and other means. Villa Wubao is also actively participating in existing MSME exhibitions such as the expo at Unas (<http://unig.unas.ac.id/ftkiexpo/>), exhibitions in the flower city area of Cipanas and others. The series of collaborations is as shown in the Figure 4.

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Source: Research Result (2023)

Figure 4. Situation Analysis of Villa Wubao Cipanas

The SWOT matrix of Villa Wubao is as follows Figure 5.

	<p>Strength or strength:</p> <ol style="list-style-type: none"> 1. Prioritizing the quality of the villas offered 2. Provide 24-hour service to provide satisfaction for consumers 3. Provide support services with many parties such as massage, car rental and others 	<p>Weaknesses or Weaknesses:</p> <ol style="list-style-type: none"> 1. Not many people know Villa Wubao Puncak 2. The marketing process still needs to be improved. 3. Have not maximized the use of information technology 4. Customers are still local, not yet "go international"
<p>Opportunity or opportunity:</p> <ol style="list-style-type: none"> 1. Internet users in Indonesia are increasing every year. 2. The trend of marketing through the internet continues to increase. 3. There are still many unreached market opportunities. 4. Information Technology helps Villa Wubao in marketing. 	<p>SO Strategy:</p> <ol style="list-style-type: none"> 1. The area or reach for marketing is expanded to increase the number of customers. 2. Develop marketing by using digital marketing web 3. Establish close relationships with customers so that they become loyal customers. 4. Always maintain the quality and quality of services provided. 	<p>WO Strategy:</p> <ol style="list-style-type: none"> 1. Using and utilizing technology optimally to increase revenue and reach customers more broadly.
<p>Threats or threats:</p> <ol style="list-style-type: none"> 1. More and more competitors and increasingly irrational price competition. 2. A newcomer to the diverse villa rental business. 	<p>ST Strategy:</p> <ol style="list-style-type: none"> 1. Maintaining quality – maintaining quality. 2. Creativity needs to be done to make the villa always comfortable and up to date. 3. 24-hour service so you can compete with competitors. 	<p>WT Strategy:</p> <ol style="list-style-type: none"> 1. Increase promotional activities. 2. Increase cooperation with other parties such as travel agents etc.

Source: Research Result (2023)

Figure 5. SWOT Villa Wubao Cipanas

Based on the previous steps, an Internal and External matrix was made with a score of IFAS = 2.5 and EFAS = 3.00. It can be seen that Villa Wubao is in a position of growth and development so that it is an opportunity to expand its business strategy by expanding its marketing area and increasing the types of services provided.

		4.0	Strong	3.0	Average	2.0	Weak	1.0
High		3.0	I Growth		II Growth		III Stability	
Medium		2.0	IV Growth	V Growth Stability	VI Retrenchment			
Low		1.0	VII Stability	VIII Retrenchment	IX Retrenchment			

Source: Research Result (2023)

Figure 6. Internal External Matrix of Villa Wubao

The determinants of the success of Villa Wubao seen from the previous discussion are good product quality, competitive prices, satisfactory service, customer loyalty, wide market share and good communication with customers. From the matrix "Grand Strategy" is used to formulate alternative strategies. This is intended to position the company into one of the four existing quadrants. This matrix is based on evaluation to determine competitive position and market growth. The critical factor for the success of Wubao villas obtaining a competitive score of 3.2 which means that the market growth for this sector is high. Villa Wubao is included in quadrant II as shown in the Figure 7.

	High Market Growth			
	Market Development	Market Development		
	Market penetration	Market penetration		
	Product Development	Product Development		
	Horizontal Integration	Horizontal Integration		
	Divestment	Vertical Integration		
	Liquidation	Conglomerate		
Low Competitive Position	II	I	Strong Position	Competitive Position
	III	IV		
	Concentric Diversification	Concentric Diversification		
	Horizontal Diversification	Horizontal Diversification		
	Conglomerate Diversification	Conglomerate		
	Divestment	Diversification		
	Liquidation	Joint Venture		
	Low Market Growth			

Source: Research Result (2023)

Figure 7. Grand Strategy Matrix from Villa Wubao Cipanas

From the Figure 7, Villa Wubao can find out which strategy is considered the most suitable for the continuity of the rental business carried out. Strategies that can be carried out include market development, market penetration, product development, horizontal integration, divestment and liquidation. The strategy offered can be adapted to the needs of Villa Wubao Cipanas.

3.2. Digital Marketing Planning Strategy

The planning strategies that will be carried out are as follows: (a) Active in collaborating with other parties such as travel agents, malls, tour packages and others; (b) If the other party is interested, they can contact Villa Wubao Cipanas to sign the contract, negotiate the price and then provide a confirmation letter; and (c) Cooperation partners can also recommend Villa Wubao Cipanas for the next collaboration. So that the range of cooperation and customers can be opened widely and sustainably.

3.3. Improvement Implementation Plan

Currently Villa Wubao Cipanas has been doing digital marketing in marketing its products. Interactions that were initially via telephone, placing banners or flyers, are now able to interact via computer screens or mobile phones (gadgets). Therefore, it is very important to consider the interface design that can affect the customer experience.

The strategies that can be used in digital marketing features include: (a) Increase income, can provide discount promotions, negotiate prices, provide promo packages and the "tell a friend" to get discounts or bonuses; (b) Reducing operational and communication costs, in the future you can design your own digital marketing web so that you can immediately receive product bookings without any discounts from other parties; (c) Increase the number of customers, give the first discount to new customers, testimonials from customers, recommend packages and create a community on FB and IG; (d) Increase customer loyalty and convenience, the existence of interactive communication services, discount promotions for regular customers, giving birthday greetings and asking for news to keep in touch with customers; (e) Increase customer satisfaction and trust, provide quality and service quality as well as guarantee competitive prices; (f) Build innovation in online services, create a product marketing strategy so that it is easy to find and enter the Google search engine; (g) Build brand awareness, establish good communication so that customers want to recommend our products to their environment; (h) Improve communication with customers, provide a fast response to any questions asked; and (i) Make an editorial calendar, provide discounts or promo prices at certain events periodically on an annual basis.

4. Conclusion

In implementing Digital Marketing when viewed from the results of the situation analysis, the appropriate strategy to be applied is a market development strategy so that Villa Wubao Cipanas can market products with a wider marketing reach through the internet as a promotional medium. When viewed from the MOA (Market Opportunity Analysis), the target segment for Villa Wubao is customers consisting of families or couples so that cleanliness and good villa maintenance need to be considered for customer convenience. Marketing with interactive

conversational forms can be used for differentiation and positioning strategies on the website used.

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