The Role of Promotion and Influencer Marketing in Tourism Development

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Abstract: This research discusses the role of promotion and influencer marketing in tourism development. The objects used are tourist attractions that are being developed. The research method used is literature review, which aims to develop hypotheses in subsequent research. The results of this study include: 1) Promotion plays a role in Tourism Development, meaning that with promotions carried out by tourism actors and the government, either through social media, electronic media or print media will play a role in developing tourist attractions in these locations; 2) Influencer marketing plays a role in Tourism Development, This means that with the influence, solicitation and content provided by the influencer, potential consumers or tourists will be fascinated and interested in visiting the promoted attraction.

Keywords: Promotion, Influencer Marketing, Tourism Development

INTRODUCTION

One sector of the Indonesian economy is supported by tourism and hospitality at 6.8 percent of gross domestic product (GDP). Indonesia as an archipelagic country, makes a great opportunity in the development of tourism. With so many opportunities that exist, Indonesia has not been able to maximize its potential. It can be seen that foreign tourists who visited Indonesia in 2019 amounted to 16.11 million visits, compared to Malaysia in 2019, the number of foreign tourists who visited was 26 million visits. Therefore, with the large opportunities that exist, Indonesia has begun to improve its tourism bureaucracy, to attract domestic tourists and macanegara tourists. With the increasing number of tourists, it will also have a positive impact on the MSME sector, transportation sector and other sectors relevant to tourism. One of the ways that the Indonesian government has done in increasing tourist visits is by holding various international events, international forums to high-level conferences held in Indonesia. Based on this, the formulation of the problem is determined as follows:
1. Does promotion play a role in the development of tourism ?.
2. Does influencer marketing play a role in the development of tourism ?.
LITERATURE REVIEW

Tourism Development

Tourism development is an effort made to realize integration in using tourism resources and integrate into various aspects outside of tourism that are directly or indirectly connected to tourism development (D. S. Widodo, 2017). Tourism development is an activity carried out to develop existing tourist attractions, so that these attractions are better and more attractive so that they can attract tourists to visit (Haitao, 2022). Tourism development is a way for a company or government to form an integrated system and make tourist attractions more attractive, thus impacting the economy of local residents (Ernawadi & Putra, 2020). Tourism development indicators include: 1) Infrastructure; 2) Accommodation; and 3) Service facilities (Hashim & Ali, 2022).

Promotion

Promotion is one of the ways used to inform, invite and persuade someone target or market to use products / services offered by companies or individuals (Sulistiorini & Ali, 2017). Promotion is one of the marketing carried out by companies to communicate to their target market about the products / services to be offered (Hermawan, 2021). Promotion is one way to inform the benefits and advantages of products / services to potential consumers to buy the products / services offered (Fathurahman & Sihite, 2022). Promotional activities in the company are the most important part besides other variables, namely products, prices, and tourist locations (Sutikno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017). Promosi is a marketing variable created to introduce products / services to consumers to know the existence of the company’s products / services (Firdayanti, Putri, Risuandi, & ... , 2022).

Promotion at this time is a very important thing that must be done to market a product / service to the market. Promotion indicators include: 1) Advertising; 2) Public relations; and 3) Promotional media (Hairiyah & Ali, 2017).

Influencer Marketing

Influencer marketing is information, drive, role, and status. Emotional value is defined as a form of consumer feelings on a brand or product, these feelings are a thorough analysis and assessment of the object of attitude (brand and product) (Saputra & Sumantyo, 2022). Influencer marketing is a rapidly growing industry, which aims to promote products or increase brand awareness through content spread by social media users that is considered to be able to influence others (Shadrina & Sulistianto, 2022). Influencer marketing is an updated approach to marketing and public relations where targeting people that consumer leads get to get informed (Prayetno & Ali, 2020). These influencers help raise awareness and influence the purchasing decisions of those who seek and value their expertise, read their blogs, talk to them on discussion forums, attend their presentations at industry events, and so on. Influencer marketing indicators include: 1) Information; 2) Encouragement; and 3) Role (Ridwan, Mulyani, & Ali, 2020).

Previous Research

Table 1. Previous Research

<table>
<thead>
<tr>
<th>No</th>
<th>Author (Year)</th>
<th>Previous Research Results</th>
<th>Similarities with this article</th>
<th>Difference with this article</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Giri, Girinata, &amp; Wiratmaja)</td>
<td>Extra Normal Communication in Building Cultural Tourism in the New Normal Era</td>
<td>Discussing Tourism Development</td>
<td>There are differences in the extra normal communication</td>
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METHODS

This research uses descriptive qualitative methods and library research. By reviewing previous articles relevant to this study, the purpose of this study is to build hypotheses that are useful for subsequent research. The review literature should be used consistently with the assumptions of qualitative research methodologies. So as not to cause questions that the researcher will later ask. One of the reasons for conducting qualitative research is because it is exploratory (Ali, H., & Limakrisna, 2013). The data used in this study is an earlier article with exogen variables related to this study such as competing and endogenous variables, namely supply chains. The data is obtained from Google Scholar app sources and uses Mendeley as a reference tool and bibliography.

RESULTS AND DISCUSSION

Based on a literature review, the researcher discussed the relationship between variables as follows:

The Role of Promotion towards Tourism Development

Promotion plays a role in the development of tourism, so what must be done by tourism actors and the government in developing their tourist attractions is: 1) Advertising: where it can be done by providing information and advantages of the tourist attraction compared to other tourist attractions, advertising can be done on social media, electronic media and also print media; 2) Public relations: where word of mouth is one way to introduce unexplored tourist attractions to the public; and 3) Promotional media: meaning to apply the right promotional media to promote or introduce tourist attractions to tourists (Ernawadi & Putra, 2020). Promotional media that can be used in the form of social media platforms, the internet, television, brochures to banners (Nofrialdi, Saputra, & Saputra, 2023).

If tourism actors and the government are able to implement promotions in tourism development such as advertisements, public relations and promotional media, then it plays a
role in tourism development which includes: 1) Infrastructure: where with proper promotion, infrastructure that supports access to tourist attractions will be built; 2) Accommodation: where there will be modes of transportation that support tourists to go to the attraction; and 3) Service facilities: meaning that there will be services at tourist attractions. So based on this, promotion plays a role in tourism development (Saputra, Khaira, & Saputra, 2023).

The Role of Influencer Marketing in Tourism Development

Influencer marketing plays a role in tourism development, so what every influencer marketing must do in tourism development is: 1) Information: provide information about tourist attractions as much as possible and as clearly as possible so that it is easy to attract tourists to visit; 2) Encouragement: providing an invitation to visit the attraction, by informing the advantages and advantages of the attraction; and 3) Role: where plays the role of a person who influences others to visit. If influencers are able to implement and provide information, encouragement and roles, then influencers play a role in tourism development which includes: 1) Infrastructure: where infrastructure will be easy to build, by increasing the number of tourist visits; 2) Accommodation: many transport companies want to work together because they see opportunities from the attraction; and 3) Service facilities: with influencer marketing, visitors can provide feedback and input, thus affecting service facilities (Sudiantini, Meutia, Narpati, & Saputra, 2023).

Conceptual Framework

Based on a literature review, the researcher determined the concept of a frame of mind as follows:

![Figure 1. Conceptual Framework](https://research.e-greenation.org/GIJTM Vol. 1, No. 1, March 2023)

This article discusses the Role of Promotion and Influencer Marketing in Tourism Development. Where in developing tourist attractions, promotional and influencer marketing actions are needed. In addition to promotional and influencer marketing factors, there are other factors that affect tourism development, including:

2) Accommodation: (Soehardi, Meutia, Dharmanto, Mulyadi, & Nursal, 2021), (Istianingsih, I., & Utami, 2009).
CONCLUSION

Based on the literature review and discussion above, the researcher determined the following conclusions:

1. Promotion plays a role in tourism development, meaning that with promotions carried out by tourism actors and the government, either through social media, electronic media or print media will play a role in developing tourist attractions in these locations.

2. Influencer marketing plays a role in the development of tourism, meaning that with the influence, invitation and content provided by influencers, potential consumers or tourists will be fascinated and interested in visiting the promoted attractions.

REFERENCE


