

Tourism Content Planning Through Digital Marketing: Local Wisdom of Rote Ndao Island, NTT

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ABSTRACT

Tourism potential in the East Nusa Tenggara area is one of the owners of diverse natural wealth. This wealth ranges from culture, produce, and processed food to the creative economy. However, it was found that tourism development needs to catch up due to the lack of publications in the digital era. Purpose of the research is to design the preparation of tourism promotion content materials on Rote Ndao island through social media. This study used a descriptive qualitative method. Data collection techniques are carried out by observation, interview, and documentation. Data triangulation methods were used to analyze this study through data reduction, presentation, drawing, and conclusion. The author succeeded in designing a publication content data and Instagram design that can be used as an example or ready-to-use account if we can socialize it. This research focuses only on designing content ideas on Rote Ndao island, East Nusa Tenggara, as a form of caring for local tourism development.

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1. INTRODUCTION

The development of the era towards modernization impacts all economic sectors, including the tourism sub-sector. The tourism sector has great opportunities in the long-term development process and requires assistance in the field of marketing in order to compete on a global scale. According to Manafe et al. (2016), tourism development in Indonesia is in line with government programs as an effort to promote tourism as an increase in state foreign exchange outside the oil and gas sector. However, many tourism developments today are proliferating without paying attention to the environment's carrying capacity and accommodating capacity (Tamelan & Harijono, 2019).

Tourism development in Indonesia has helped reduce poverty rates (Manteiro, 2016). However, tourism development still needs to catch up on several islands in Indonesia, including Rote Island. Rote Island is the southernmost island of Indonesia, precisely in East Nusa Tenggara Province (NTT). The problem on Rote Island is that the tourism sector's development level still needs to be faster due to the lack of Human Resources, internet access, technology, and local people's insight into tourism development. Therefore, Rote Ndao island has yet to be

widely known by the people of Indonesia. Generally, East Nusa Tenggara is better known for Komodo dragons on the islands of Komodo and Rinca and other tourism potentials in Labuan Bajo. Ciptosari et al. (2019) suggested that the NTT region is a lagging province because most areas are dry and arid, with low accessibility, so they are less attractive to investors.

Rote Ndao Island has unique local wisdom, such as the process of weaving traditional Rote hats (ti'i langga), the process of making stoneware / tacu (urek / tasu) made of clay, the process of weaving rice barns (sokal), the process of making Nira (sweet tuak), the process of making liquid brown sugar (tuanasu), the process of making hard brown sugar (Tuacough) to the process of distilling traditional alcoholic beverages (sopi) and so on. The livelihood of the Rote Ndao people is farming and fishing. The staple food of the Rote Ndao community is Nira (sweet wine) or liquid or hard brown sugar mixed with drinking water into tuahombo and corn and beans.

It is known that tourism that is snowballing on the island of Rote Ndao is water tourism or surfing. One of the villages in West Rote District, Nemberala Village, has an international standard high wave height of 7 meters; this can captivate the hearts of tourists, especially in the tourism niche of foreign and domestic surfers. Rote Ndao Regency has an annual flagship program, the International Surf Contest Rote, which is programmed by the Rote Ndao Regency Government and implemented by local Event Organizers involving foreign and domestic tourists.

The tourism sector is relied upon as an alternative sector to boost the Indonesian economy in its various roles (Sumarjuyanto, 2020). However, tourism development on Rote Island, especially in local wisdom, still needs to be better known by the general public. Based on the description above, the author feels the need to carry out promotional planning to develop tourism on Rote Ndao island based on local wisdom owned by utilizing technology for creating social media accounts such as Instagram and planning tour packages to Rote Ndao island.

2. THEORETICAL STUDY

Bagian ini menguraikan teori-teori relevan yang mendasari topik penelitian dan memberikan ulasan tentang beberapa penelitian sebelumnya yang relevan dan memberikan acuan serta landasan bagi penelitian ini dilakukan. Jika ada hipotesis, bisa dinyatakan tidak tersurat dan tidak harus dalam kalimat tanya.

3. RESEARCH METHODS

This study uses qualitative descriptive analysis, presenting all data as narrative descriptions. Sugiyono (2018: 461) suggests that qualitative research is more descriptive. The data collected is in words or images, so it does not emphasize numbers. The data collected after analysis is then described so that others can easily understand it. Data collection methods were used through observation and assisted by evidence of documentation techniques (Suryono et al., 2023). Hasanah (2017) states that observation is one of the empirical scientific activities that bases field facts and texts on the experience of the five senses without manipulation. The purpose of observation is description; in qualitative research, it gives birth to theories and hypotheses, and in quantitative research, it is used to test theories and hypotheses.

Documentation is a technique or way of obtaining information by providing documents such as pictures, newspaper cutouts, and reference materials to become evidence and accurate data related to document descriptions. The approach used is a literature review approach in which the author collects data and information related to marketing systems and marketing techniques using digital content through supporting data sourced from national and international research journals. After that, all data will be processed to produce good information and ready to be presented through triangulation techniques. According to Moleong (2006), the triangulation technique checks data validity as a comparison to data. Thus, based on the collected data, it can be analyzed carefully and produce concrete results that can be trusted for validity.

4. RESULT & DISCUSSION

Sanjiwani and Moniaga (2023) mentioned that digital promotion will only be the leading choice for newly developing tourist attractions. However, this thinking pattern needs to be corrected. New tourist attractions use digital promotion to introduce their attractions. In contrast, existing tourist attractions use digital promotion to survive and increase brand awareness to become one of the Top of Mind Awareness among other tourist attractions. The advent of the internet and new technologies has changed the role of marketing and its practices. Digital marketing harnesses the power of the internet through websites, search engine marketing, digital advertising, social media and networking, email and mobile devices, and electronic relationship management to provide many advantages. This channel can increase awareness, improve brand image, attract new customers, improve customer service, increase customer satisfaction and loyalty, increase sales, and reduce costs (Tauran & Veerman, 2023).

Digital marketing is a powerful tool that can build, improve, and maintain the reputation of a business. Utilizing social media, content marketing, and various other digital tools to promote the beauty of tourism is considered more effective. One's skills in using digital marketing will help us create excellent and attractive marketing, reach a wider audience, and increase visitor volume at a relatively low cost.

Tourism is one of the areas prioritized for development by the Rote Ndao district government. This is seen in the vision and mission of the Rote Ndao district government. The vision is to realize a dignified Rote Ndao community based on tourism development supported by agriculture and fisheries. The mission carried out is to build tourism facilities and infrastructure, support the development of tourist attractions, develop tourism resources, develop cross-sector cooperation, build information network systems and tourism promotion, and improve the quality and quantity of human resources and tourism institutions to develop environmentally friendly tourism.

As an archipelago, beach tourism is a mainstay for Rote Ndao Regency. Of all the beaches in Rote, Nemberala Beach and Mouth of a Thousand beaches are in great demand by foreign tourists. Nemberala Beach is geographically very similar to Kuta Beach in Bali. The beach, with a stretch of white sand and clear sea water, where you can see the black shadow of the Australian continent, is the advantage of Nemberala Beach. In addition to natural tourism, cultural tourism in Rote Ndao Regency is very interesting, including Sasando music, Ti'i Langga traditional hats (solangga), the King's traditional house, ikat weaving, and so on.

The wealth of natural potential and cultural arts owned by Rote Ndao Regency should be a source of Local Original Income (PAD). They can increase the prosperity of the local community. However, this will only be achieved with proper management of the tourism sector. Marketing is the first step in tourism management. Proper marketing can increase tourist visits, which in turn can result in good tourism governance. Promoting natural attractions, cultural arts, and local wisdom in the region is more challenging than promoting the company's products because the former has a different framework. The strategy used in this study is promotion through the Instagram application.



Source: Researcher, 2024

Figure 1. Planning Instagram of @rotenesia_

The picture above is an example of an Instagram account created by the author. The author created a social media account with a @rotenesia username that contains uploads of publications of tourist attractions, Rote culture, handicrafts, and various local wisdom on Rote Ndao island. The goal is to introduce the diversity and uniqueness of Rote Island to the broader community. The author created Various content designs, assuming they can be used as an example for tourism actors who have yet to use digital marketing in business promotion. Figure 1 describes the collection of tourism wealth owned by Rote Ndao island tourism. With the richness and cultural diversity of Rote Ndao island, social media can produce digital content from images derived from camera records.



Source: Researcher, 2024

Figure 2. Examples of Instagram Content

The picture above is an example of the charm upload of Sedeoen Beach. Sedeoen Beach is an attraction for water tourism (surfing). The charm of the waves captivates the hearts of foreign surfers. The waves at Sedeoen Beach are lower than at other beaches in Rote Ndao, so beginner surfers often use this beach to learn to surf. For those who cannot surf, another activity that can be done at Sedeoen Beach is to enjoy the natural panorama presented there. The stretch of white sand and clean sea waves and the formation of turquoise, green, and blue gradations become a background perfect for taking selfies. Coconut trees lined up provide shade when you want to rest for a while after enjoying the beauty of Sedeoen Beach. Tourists can do various activities in one location. The problem that arises is back to publication activities that have not been carried out so that even though a destination has an attraction, no one will know other than the local community.



Source: Researcher, 2024

Figure 3. Surfing Activities Photo

The upload above is a portrait taken by the organizing committee of the International Surf Contest rote. The International Surf Contest is an annual program organized by the Rote Ndao district government as a form of government promotion directly to foreign tourists. Local people and international tourists attend this competition. This competition was held at Bo'a Beach, Bo'a Village, West Rote District, Rote Ndao Regency, East Nusa Tenggara Province.



Source: Researcher, 2024

Figure 4. Local Wisdom Activities

The above post is a publication about horse racing in Rote-Ndao. Horse racing is a hereditary culture that has been lived for a long time. This culture is known in the Rote language as Hus. Hus is not a competition (race) but rather like an 'equestrian dance' where Rote men en masse decorate their horses with flags, traditional fabrics, and decorative attributes for ritual purposes. The men also wear traditional clothes with Rote men's hats, namely Ti'ilanga. Not only passing the saddle on horseback but handicrafts in the form of folded woven materials so that they are 'feasible and comfortable' enough to be used as a base.



Source: Researcher, 2024

Figure 5. Hand Craft of Ti'i Langga

The upload above is a portrait of Ti'i langga. Ti'i langga comes from the Rote language (Termanu dialect) which means hat. Later, the term was used to refer to the hat woven from palm leaves. Quoted from the Directorate of Heritage and Cultural Diplomacy (2018), Ti'i Langga means the fortitude and honor of a Rote man. Everyone wearing ti'i langga can highlight leadership traits that unite, respect, keep secrets, and protect the Rote community. The author attaches a list of content plans that will be published through his Instagram account, as shown below:

Instagram Feed Planner		
•New Year's celebration •Publication of tourist attractions	•The process of planting rice in irrigated rice fields •Harvest the tainted rice fields	•Rote cultural publications •Local wisdom publications
•Easter celebration •Fruit farming and vegetables	•Religious activity (retreat) •Seasonal worship •Carnival	•Celebration August 17th •Cultural demonstration traditional dance competition
•International surf contest Rote •Cultural theme fashion show competition	•Tourism village publications •The process of planting rice in cistern rice fields	•Publication of handicrafts and special foods •Horse racing

@rotenesia By Dewi 2024

Figure 6. Instagram @rotenesia Feed Planer

Source: Researcher, 2024

The content selection above is based on the information the author wants to convey to his audience.

1. New Year celebration on January 1 and 02.

The Rote Ndao community has a unique culture of celebrating the new year by giving (congratulations) between groups; for example, group A congratulates group B, and then groups A and B congratulate other groups. After finishing the congratulations, all groups will gather in the last group to celebrate the New Year's event with great fanfare. This salvation culture is organized by the Rote Ndao community, especially in the Rote Barat sub-district.

2. Publication of tourist attractions, namely the publication of tourist destinations on the island of Rote Ndao.
3. The process of planning rice in irrigated rice fields is generally carried out in February.

4. Harvest the tainted rice fields, the process of harvesting rice in "tadahan" rice fields, carried out once a year in March.
5. Rote Cultural Publications is a publication of cultural diversity on the island of Rote Ndao.
6. Local Wisdom Publications in the form of content that introduces the local wisdom of the Rote Ndao community.
7. Easter Celebration contains Easter celebrations, such as cross-decorating competitions, looking for Easter eggs, and torch parades. Fruit and vegetable farming is carried out in November.
8. Religious activity (Ret-Ret) This event is an annual event of the Rote Ndao community, Rote Barat District. People with Christian backgrounds attend it. The activities are carried out in inland areas and do not even rule out the possibility of these activities being held in tourist attractions and settlements. This religious activity is a program of the Ebenheizer Sedeoen Jama'at, Rote Barat District, Rote Ndao Regency, held annually in early July. Seasonal Worship is a seasonal worship conducted by the Rote Ndao community in October.
9. Carnival is an annual activity organized by the local community to enliven and commemorate Indonesia's independence day.
10. Cultural Demonstration Traditional dance competition and Cultural Theme Fashion Show Competition is an annual event to demonstrate and compete the created regional dances. Surf contest yang adalah kompetisi Internasional. Surf contest merupakan program tahunan pemerintah kabupaten Rote Ndao yang biasanya dilaksanakan pada bulan Oktober setiap tahun. Ajang bergengsi ini juga merupakan salah satu bentuk promosi pemerintah secara langsung kepada wisatawan mancanegara maupun domestik yang ikut mengambil bagian sebagai contestant.
11. Tourism Village Publication in the form of an introduction to the broader community about tourist villages on Rote Island
12. Publication of handicrafts and unique foods in the form of publications of local handicrafts and typical foods and drinks consumed by the Rote Ndao community
13. Horse Racing An event held annually in July, this race is a unique Rote community tradition because the participating horses are decorated with several ornaments and attributes. This tradition is called "HUS," a parade of decorative horses and a test of horse agility.

After making a content plan, the author plans a tour package to Rote Ndao island as a form of promotion for domestic and foreign tourists.



Source: Researcher, 2024

Figure 7. Example Tour Package of Rote Ndao Island

The picture above is the author's work as a form of promotion to invite foreign and local tourists to travel to Rote Ndao island. As stated in the picture above, tourists will visit ten attractions, as explained in @rotenesia's Instagram account, about various tourist attractions in Rote Ndao. In addition to visiting tourist attractions, tourists also get facilities such as accommodation, transportation, and consumption during the activity. The author invites tourists to visit cultural and handicraft places, such as weaving its language hats and traditional fabrics, visiting traditional houses, and trying the typical cuisine of Rote Ndao island.

5. CONCLUSION & SUGGESTION

From the results of research and previous discussions, three conclusions can be drawn, including:

1. The implementation of digital marketing in Rote Ndao Regency is carried out not only because it follows the times and technology but also to expand its reach.
2. Marketing Rote Ndao Regency plans to use websites and social media to implement digital marketing.
3. Social media is the primary marketing weapon. Brand awareness of tourists on Rote Ndao island can increase due to the implementation of digital marketing through social media. This can be seen from the desire of tourists to revisit Rote Ndao island; besides that, tourists also recommend Rote Ndao island to their friends (E-WoM).

One of the preparations for constructing stable electricity lines and signal amplifiers can help sustain the tourism digitization process from Rote Ndao Island.

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