



YOUTH-DRIVEN DIGITAL MARKETING STRATEGIES TO ENHANCE TOURIST VISITS IN RURAL DESTINATIONS: EVIDENCE FROM GOBLEG VILLAGE, BALI, INDONESIA

Ni Made Ayu Laksmi Dewi Sukarsa¹; Saptono Nugroho²; Nararya Narottama³

(Ni Made Ayu Laksmi Dewi Sukarsa)

^{1,2,3}Faculty of Tourism, Udayana University

Email: laksmiiayu26@gmail.com¹; saptono_nugroho@unud.ac.id²; nararya.narottama@unud.ac.id³

ABSTRACT

The increasing reliance on digital marketing has transformed how rural tourism destinations attract and engage visitors. However, many tourism villages in developing regions continue to face challenges in optimizing digital marketing due to limited human resources and strategic capacity. This study aims to analyze digital marketing strategy optimization to increase tourist visits in Gobleg Village, a rural tourism destination in Bali, Indonesia. A mixed-method case study approach was employed, combining field observations, semi-structured interviews, questionnaires, and document analysis. Field observations and interviews were conducted in Gobleg Village between May and October 2025. Primary data were collected through purposive and accidental sampling involving key stakeholders, including village authorities, tourism managers, youth organization leaders, trekking coordinators, local traders, and government tourism officials. In addition, questionnaires were distributed to 20 respondents. Data were analyzed using the interactive analysis model of Miles and Huberman, supported by SWOT analysis. The findings reveal that digital marketing implementation in Gobleg Village remains suboptimal, with only five out of nine digital marketing components actively utilized. Key challenges include the absence of dedicated digital marketing personnel and increasing competition among tourism villages. The SWOT analysis positions Gobleg Village in Quadrant I, indicating a growth-oriented strategy that emphasizes leveraging internal strengths to capitalize on external opportunities. To address these challenges, this study proposes a structured digital marketing action plan using a 12-month Gantt chart and content calendar. A key contribution of this research lies in highlighting the strategic role of youth involvement, particularly local youth organizations, as cross-cutting interpreters who facilitate digital transformation at the community level. This study contributes to the literature on sustainable rural tourism and provides practical insights for policymakers and destination managers seeking to enhance community-based digital marketing strategies.

Keywords: digital marketing strategy; rural tourism; tourism village; youth empowerment; cross-cutting interpreter



INTRODUCTION

The island of Bali has been known as a global tourist destination for over a hundred years, bolstered by unique attractions such as its unique culture, the hospitality of the Balinese people, and its natural beauty (Langu and Sunarta, 2021). As a frequently sought-after holiday destination, the island boasts natural, cultural, and man-made attractions that rival those of other countries. Bali Province consists of one municipality and eight regencies, one of which is Buleleng Regency. This regency is located in the northern part of the island and has nine sub-districts and 129 villages, with Singaraja as its capital. Buleleng Regency offers a diverse topography, ranging from coastal areas to highlands. Among the 129 villages, Gobleg Tourism Village stands out for its mountainous landscape complemented by agricultural activities.

The economy of the Gobleg Tourism Village relies on the agricultural sector, encompassing agriculture, plantations, and livestock, providing a strong foundation for developing agro-tourism potential. Produce includes cloves, coffee, oranges, hydrangeas, vegetables, and brown rice. In addition to its agro-tourism potential, the village also boasts natural attractions with beautiful panoramas, including Labuhan Kebo Waterfall, Melanting Waterfall, Amerta Jati Trekking, and Lake Tamblingan. part from its natural beauty, this village has a strong potential in arts and culture, namely traditional games in the form of the gangsing game or in Buleleng terms, namely Megangsing and the Nyakan

Diwang Tradition (Official Website of Gobleg Village, 2018).

Despite its tourism potential, this village remains under-explored by tourists. One reason is that this regency faces several weaknesses as a tourist destination. These weaknesses are caused by the distance from the provincial capital and the airport, and the winding roads, which result in a relatively small number of tourist visits compared to the southern part of Bali (Widiastini et al., 2012). Gobleg Village is a tourist village that was inaugurated on March 11, 2022, through Buleleng Regent's Decree No. 430/239/HK/2022. It is described as a pioneering tourist village that still lacks promotional activities to promote its existing tourism potential.

Table 1. Tourist Visit Data at Popular Tourist Attractions in Gobleg Village

No	Year	Number of Tourist Visits in Gobleg Village		
		Amerta Jati Trekking	Labuhan Kebo Waterfall	Melanting Waterfall
1.	2020	Covid/0		Covid/0
2.	2021	2.520 package	18.040 people	16.110 people
3.	2022	2.880 package	17.860 people	14.760 people
4.	2023	3.240 package	21.320 people	18.210 people
5.	2024	3.401 package	22.450 people	20.150 people
Total/5 years		12.041 package	79.670 people	69.230 people

(Source: Gobleg Village Tourism Attraction Manager, 2025)

Tourist visit data shows that this village has experienced positive development in the past 5 years, although in 2022 there was a decline in visits to the tourist attractions of Labuhan Kebo Waterfall and Melanting Waterfall. However, when compared to the total number of tourist visits to Buleleng Regency in 2024, which reached 1,548,818 (Buleleng Regency Statistics Office, 2025), the number of visits to Gobleg



Village is still relatively low. Despite its potential in agro-tourism and tourism, Gobleg Tourism Village has not been optimally managed, especially in optimizing a more targeted digital marketing strategy to expand promotional reach and attract more tourists.

In the digital era, Angliawati and Ratnasari (2024) emphasize that marketing through digital platforms, commonly referred to as digital marketing, is a highly effective strategy for increasing the visibility and popularity of tourist destinations. This aligns with the view of Narrotama and Moniaga (2022) that technological developments bring numerous benefits to human life, as almost all aspects of human life depend on the internet. The existence of the internet and similar platforms has successfully transformed the way humans communicate and socialize, enabling people to connect with one another.

However, the reality is that this village exhibits the opposite. Of all its digital marketing efforts, it only utilizes Instagram as a promotional tool. Social media accounts with usernames @amerta_jati_trekking, @labuankebo_waterfall, and @pesona_desagobleg exhibit low posting consistency and frequency, a small number of followers, simple and irrelevant content, and uninformative Instagram bios.

Based on the digital marketing aspect according to Ryan and Jones (2009) Gobleg Village has only implemented 5 of the 9 digital marketing aspects, such as only having a village administration website that is not yet separated from the tourist village website, branding, social media marketing through

three accounts that are not yet optimal, consistency in uploading marketing content, and video production. If traced on Instagram social media, this village has three accounts. However, all three are not actively operating, two accounts are still managed by the village tourist attraction manager and one of the guides at Trekking Amerta Jati, but the content management on these accounts is still not optimal, and only relies on conventional marketing in the form of word of mouth promotion, through the distribution of print media to tourists visiting the Red Coral Waterfall in Munduk Village which is located next to Gobleg Tourism Village, conducting informal collaboration with guides and the Munduk Village community, and utilizing organic promotions from visiting tourists. In addition, Gobleg Tourism Village received promotional facilities from the Buleleng Regency Tourism Office through the YouTube channel "Yuk Ke Buleleng" but there was an identity error.

The Buleleng Tourism Office also acknowledged the suboptimal digital marketing in Gobleg Village. An assessment showed that the village is still categorized as a pioneering tourism village. The assessment covered various aspects, including digital creativity, which received a low score due to limitations in digital management, primarily due to the lack of an official tourism village website separate from the village administration website.

Previous studies have examined digital marketing in the tourism sector, which generally discuss things such as aspects of information technology (Komalasari et al.,



2020), the influence of digital marketing (Yanti, 2020), marketing strategies using SWOT and STP analysis (Hendrawan, 2021), digital marketing strategies through digital platforms (Wahyuni et al., 2022), the influence of social media marketing on consumer purchasing decisions (Narottama and Moniaga, 2022), digital marketing's impact on rural destinations (Rodrigues et al., 2023), exploration of the potential of tourist villages through promotional media using SWOT analysis (Utomo et al., 2023), digital marketing as a tourism village (Nurmadewi et al., 2024), tourism marketing through digital marketing (Fadhila et al., 2024), and digital marketing for sustainable tourism villages (Oka and Subadra, 2024), but none have combined the effectiveness of digital marketing with the potential that exists in this village, and are still limited to promoting through social media or the influence of social media marketing, not yet leading to formulation and aspects of digital marketing in detail.

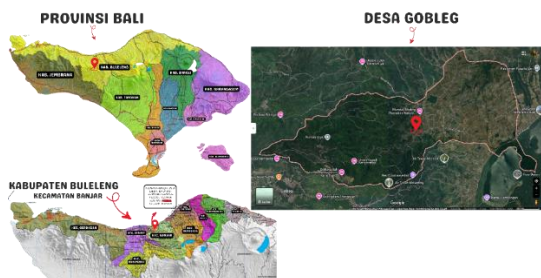
The selection of the Gobleg Tourism Village, Banjar District, Buleleng Regency, as a research location is highly relevant due to its potential for natural tourism, arts, and culture. The majority of workers in Gobleg Tourism Village are dominated by the older generation, which has resulted in under-implementation of digital marketing due to a lack of technological understanding. The involvement of the younger generation has not been fully implemented to implement optimal digital marketing. The fact is that this village has a Karang Taruna Yowana Dharma Baki organization that is more familiar with

global technological issues and understands their own village culture. This study aims to analyze the optimization of digital marketing strategies in Gobleg Tourism Village by involving the role of the younger generation in its implementation, using the Marketing Strategy Concept (Kotler and Keller, 2008 in Rismawati, 2018), the Digital Marketing Concept (Chaffey and Chadwick, 2016) with 9 aspects of digital marketing (Ryan and Jones, 2009), the Concept of the Young Generation as Cross-Cutting Interpreter (Nugroho and Palguna, 2016), and the Marketing Mix Theory (Kotler, 2009) using the 7P marketing mix elements (Christine and Budiawan, 2017).

RESEARCH METHODS

This research aims to analyze the optimization of digital marketing strategies in Gobleg Tourism Village by involving the younger generation in their implementation. Gobleg Village, Banjar District, Buleleng Regency, was chosen as the location due to the emergence of marketing strategies implemented by Gobleg Village's tourist attraction managers, but they have not been optimal. Therefore, it is hoped that a digital marketing strategy involving the younger generation will be developed.

Figure 1. Location of Gobleg Tourism Village, Banjar District, Buleleng Regency



The types of data used in this study include qualitative and quantitative data. Qualitative data was used to describe the general overview of Gobleg Tourism Village, the condition of tourism infrastructure, and supporting facilities such as homestays and tour guides. Meanwhile, quantitative data was used to calculate scores in the SWOT analysis, where each factor is assigned a score based on weight and rating. The goal is to obtain a total score to determine the optimal digital marketing strategy.

The data sources in this study are divided into two: primary and secondary data. Primary data were obtained directly through field observations and semi-structured interviews to gather in-depth information about the existing conditions of Gobleg Tourism Village and the marketing strategies implemented by the village's tourism attraction managers. Meanwhile, secondary data were collected through documents and information distributed online and offline, such as data on tourist visits to Gobleg Tourism Village obtained from visit reports and Gobleg Tourism Village archives.

This study uses five types of data collection techniques, namely observation, interviews, documentation, literature study, and questionnaires. Observations were conducted five times starting from May to October 2025 located in Gobleg Tourism Village, Banjar District, Buleleng Regency, aiming to observe and obtain a clear picture of the existing conditions, tourism potential, and marketing strategies that have been carried out. Meanwhile, semi-structured interviews were conducted with the Head of Gobleg Village, Director of BUMDes, Manager of Gobleg Tourism Village Tourism Attractions, Chairperson of Karang Taruna, Coordinator of Trekking Guides, Head of Tourism Destinations of Buleleng Regency. Furthermore, documentation techniques include personal documentation obtained from field observations, and digital documentation obtained through the internet. Literature studies as references and the results of previous studies that have similar research topics serve to obtain a theoretical basis for the problem to be studied. Finally, the data collection technique uses a questionnaire, containing 23 questions that provide predetermined answer choices such as multiple choices, and 20 questions as Likert scale items, to obtain structured data. The data obtained will be used to analyze digital marketing potential that can be optimized.

The technique of determining informants in this study uses two sampling techniques. The first is purposive sampling which is used to sample data sources with certain considerations with people who are considered to know the most about Gobleg



Tourism Village, the informants are, the Head of Gobleg Village, Director of BUMDes, Manager of Gobleg Tourism Village Tourism Attractions, Chairman of Karang Taruna, Coordinator of Trekking Guides, Head of Tourism Destinations of Buleleng Regency. The second is accidental sampling, a sampling technique based on coincidence such as tourists who happen to meet researchers can be samples and fill out questionnaires. With the criteria of respondents having a minimum age limit of 17 years, having visiting experience, 15 people were selected to get an assessment from an external perspective, and involving local communities consisting of five people, namely, Manager of Tourism Attractions, Coordinator of Amerta Jati Trekking Guides, Chairman of the Amerta Tamba Eling Tourism Services Cooperative, and two villagers, to get an assessment from an internal perspective.

Data analysis techniques use two techniques, the first of which is interactive data analysis (Miles and Huberman, 1992), which consists of three activity streams, namely data reduction, data display, and drawing conclusions. Second, using the SWOT (strengths, weaknesses, opportunities, and threats) data analysis technique, which is used as a decision-making tool to determine the right strategy. A more in-depth analysis with SWOT can be seen through external and internal factors using the IFAS (Internal Factory Analysis Strategy) and EFAS (External Factory Analysis Strategy) matrices. If weighting is applied, it will produce priority strategies from the highest

scores that are considered most appropriate to implement. There are four quadrants in the SWOT Matrix, namely Quadrant I S-O (Growth-oriented strategy), Quadrant II S-T (Stability Strategy), Quadrant III W-O (Diversification), and Quadrant IV W-T (Defense).

RESULTS AND DISCUSSION

Marketing Efforts Undertaken by the Gobleg Tourism Village Management

Based on observations and interviews with the managers of the Gobleg Tourism Village tourist attractions, tourism management in Gobleg Tourism Village is carried out independently by the local community. Marketing efforts, from the initial stages, have been simple and independent, focusing primarily on promoting three main tourist attractions: Labuhan Kebo Waterfall, Melanting Waterfall, and Amerta Jati Trekking, which has experienced bankruptcy three times.

"On August 1, 2017, when it first opened, we were nervous, thinking there would be more tourists, because the ones we were already famous for were Red Coral and Melanting. That's why 85 people came in on the first day, which made us excited. We were shouting, 'Waterfall here, waterfall here.'" (personal communication, October 1, 2025).

There are seven marketing aspects that have been implemented by the

management, as seen in Table 2 below. A personal communication with the Head of the Tourism Destination Division indicates that Gobleg Tourism Village can be categorized as a pioneering tourism village, with a score of 46. Several aspects remain unfulfilled out of the five assessment categories. Digital creativity is one aspect, scoring 1. This indicates that Gobleg Tourism Village is still not optimally managing its digital creativity aspects. The lack of an official website separate from the village administration is one reason the village is still categorized as a pioneering tourism village.

“One of the reasons Gobleg Village is categorized as a pioneering tourism village is because the digital creativity criteria have not been met. Gobleg Village does not yet have a website or social media platform separate from the village administration (a weakness). This was scored 1 in the assessment classification for categorization” (personal communication, September 30, 2025).

Table 2. Marketing Efforts Undertaken by the Management of Gobleg Tourism Village

NO	MARKETING ASPECT	FORM OF ACTIVITY	OBSERVATION RESULT
1.	Conventional Marketing	Word of Mouth	Direct promotion to tourists by saying “waterfall here”
		Placing flyers in the Munduk Village area	Distribution of flyers at tourist information centers in Munduk Village
2.	Local	Informal Collaboration	Collaborating with
3.	Independent Digital Promotion	Use of Instagram accounts @pesona_desagobleg and @amerta_jati_trekking	The Instagram accounts are not well managed, and the content uploaded is inconsistent.
4.	Branding	Use of the name	There is no logo,

		"Pesona Desa Gobleg" (The Charm of Gobleg Village).	tagline, consistent visual identity, or official website.
5.	Organic Promotion (User-Generated Content)	Tourists upload personal content while visiting Gobleg Village.	This promotion is natural and effective and can expand the reach of the promotion without requiring funds.
6.	Promotion from the Buleleng Regency Tourism Office	through the "Yuk Ke Buleleng" YouTube channel and the Jadesta website.	There is an error in the identity of the tourist attraction, but the promotion has been carried out well.
7.	Digital Marketing Training	Training program from the Tourism Office Buleleng Regency	Tourism provides digital marketing materials to local human resources, but the practice has not been implemented properly.

(Source: The author's data analysis results, 2025)

Starting with the implementation of simple, independent marketing strategies, the implementation of digital marketing in Gobleg Tourism Village has been suboptimal. This can be seen in Table 2, which shows the Availability Profile of Digital Marketing Aspects in Gobleg Tourism Village:

Table 3. Profile of Digital Marketing Availability in Gobleg Village

NO	DIGITAL MARKETING Aspect	DESCRIPTION OF IMPLEMENTATION	STATUS Exists(✓) & Not Exists (–)
1.	Website	Website Desa Gobleg Administration	✓
2.	Branding	Using the name "Pesona Desa Gobleg"	✓
3.	Social Media Marketing (SMM)	Instagram @pesona_desagobleg and @amerta_jati_trekking,	✓
4.	Content Marketing	The upload of @pesona_desagobleg, @amerta_jati_trekking, dan melalui channel YouTube "Yuk Ke Buleleng"	✓
5.	Email Marketing	Not Implemented yet	–
6.	Video Production	On YouTube "Yuk Ke Buleleng" and short video on Instagram account @pesona_desagobleg, dan @amerta_jati_trekking	✓
7.	Search Engine Optimization (SEO)	Not implemented yet	–
8.	APP Development	Not implemented yet	–
9.	Search Engine Marketing (SEM)	Not implemented yet	–



(Source: The author's data analysis results, 2025)

Based on the identification of digital marketing aspects that have been carried out, Gobleg Tourism Village has only implemented five aspects, such as a website that is still integrated with the village administration, branding with the use of the name "Pesona Desa Gobleg", social media marketing and content marketing through the Instagram accounts @pesona_desagobleg and @amerta_jati_trekking, and video production through the YouTube channel "Yuk Ke Buleleng", and short videos on two village Instagram accounts. The current implementation of digital marketing is still not optimal because it is only carried out by the manager without any special staff in the digital marketing field. Technical obstacles are the main obstacle considering that the managers of Gobleg Tourism Village are the senior generation who have limited access to global technology, while the potential of the younger generation has not been involved.

Market Segmentation and Marketing Conditions Analysis

To formulate an optimization strategy, this study determined the market segmentation of Gobleg Tourism Village using the STP (Segmenting, Targeting, Positioning) approach. The primary target audience for tourists visiting this village is predominantly international tourists, ranging from young to adult, aged 20-45, with an interest in adventure-oriented activities such as trekking and waterfall exploration, which are the village's main attractions. Gobleg

Tourism Village is positioned as a tourist village with authentic natural and cultural beauty, offering a natural exploration experience seeking tranquility, authentic nature, and nature- and culture-based tourism experiences. Therefore, from the nine digital marketing aspects listed in Table 3, this STP analysis was conducted specifically to optimize the implementation of aspects in points (1) website, (2) branding, and (3) social media marketing. Market segmentation is divided into four categories: geographic, demographic, psychographic, and behavioral. The four market segmentations for this tourist village are shown in Table 4 below:

Table 4. Market Segmentation of Gobleg Village Tourists

No	Segment	Description
1.	Geographic	International tourists from Europe (France, Germany, the Netherlands, Italy, Spain), America (USA, Canada), and Asia (Korea, India, China).
2.	Demographic	Age group between 20–45 years old with medium to high educational backgrounds. Tourists usually come as individuals, couples, small groups, or large groups.
3.	Psychographic	Adventure travelers who seek authentic experiences such as trekking and waterfall exploration.
4.	Behavioral	Independent travelers, couple travelers, small group travelers, and large group travelers who enjoy adventure activities like trekking and exploring waterfalls.

(Source: The author's data analysis results, 2025)

However, as can be seen in Table 5, the 7P analysis and its implications for market segmentation in Gobleg Tourism Village shows a significant gap between the expected position and the reality on the ground. Judging from the product and price aspects offered, this village has advantages that can compete with other tourism villages, in the form of natural tourist attractions with affordable ticket prices. However, these advantages are not well communicated due to aspects of promotion that are still



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conventional and digital promotions that are not optimal. While in terms of place, including parking facilities on site are still relatively limited, even though the location is located on a tourist route.

The most obvious weakness lies in digital marketing management. Based on village observations and interviews with managers, social media accounts, which should be promotional tools, have actually stagnated. The Instagram account @amerta_jati_trekking has been inactive since 2017, while the Instagram account @labuankebo_waterfall has not updated its content since 2022. This is closely related to the people and process aspects. Marketing management, which is still carried out independently by managers and workers, is dominated by the older generation, with limited access to global technology and suboptimal content management, resulting in inconsistent marketing processes and less aesthetically pleasing uploaded photos and videos. This phenomenon is caused by the lack of human resources in digital marketing. This can be seen in Table 5, a 7P analysis and its implications for market segmentation in Gobleg Tourism Village.

Table 5. 7P Analysis and Its Implications for Segmenting, Targeting, and Positioning Gobleg Tourism Village

No	7P Aspect	Current Condition	Implication for Segmenting	Implication for Targeting and Positioning
1.	Product	The main products consist of Amerta Jati Trekking and two waterfalls (Melanting and Labuhan Kebo).	Targets tourists who enjoy adventure tourism, such as visitors from Europe, America, and Asia seeking authentic experiences.	Positions the destination for young to adult international tourists who seek tranquility, authenticity, and natural-cultural experiences.
2.	Price	Gobleg Village is located in Buleleng Regency with easy accessibility through	Prices are adjusted to the purchasing power of international	Targets young and adult tourists looking for reasonable prices

		tourism routes and paved roads. However, parking facilities are still limited.	tourists, aligned with international market standards yet still affordable.	while enjoying high-quality adventure experiences.
3.	Place	Gobleg Village is located in Buleleng Regency with easy accessibility through tourism routes and paved roads. However, parking facilities are still limited.	Attracts tourists who seek destinations that are easy to reach by vehicle.	Positions Gobleg Tourism Village as an accessible natural destination offering comfort alongside nature-based experiences.
4.	Promotion	Initial promotion was conducted conventionally through brochures, tourist information boards, and word-of-mouth. Currently, promotion is also done via Instagram (@pesona_desagobleg), although it is not yet consistent due to limited internal support and budget constraints for a website.	Focuses on conventional tourists while attempting to reach younger travelers through social media, though limited consistency affects market reach.	To attract young and adult tourists, promotion should emphasize consistent digital marketing and the use of online platforms to reach wider domestic and international markets.
5.	People	Most workers involved are local residents, approximately 30 people. There is a high dependence on voluntary community members. Locals are friendly but still lack digital marketing skills.	Utilizes local communities who understand the culture and natural environment, although language barriers remain a challenge.	Well-trained ticketing staff and tour guides with foreign language skills are essential to attract international tourists seeking authentic adventure experiences.
6.	Process	Trekking tickets can be purchased via WhatsApp booking or directly at the ticket counter with cash payment. Waterfall entrance tickets can be bought on-site at each attraction.	Provides flexible purchasing options to accommodate different tourist preferences.	Ensures easy and convenient booking processes for young and adult adventure travelers who value practicality and accessibility.
7.	Physical Evidence	1. Paved village roads exist, but directional signage and parking areas remain limited. 2. Ticket counters are available at each attraction. 3. Public facilities such as toilets, trash bins, resting areas, and shelters are provided at several points. 4. Access roads to waterfalls are passable but require improvement. 5. Tour guides are available, although limited during peak seasons. 6. All attractions are listed on Google Maps with ratings above 4.5 out of 5.0.	Infrastructure should support comfort while maintaining authentic nature-based experiences, with attention to cleanliness and basic facilities.	Targets young to adult international tourists seeking accessible natural destinations with basic comfort, while continuing to improve facilities and access to enhance visitor satisfaction.

(Source: The author's data analysis results, 2025)

To create a better experience for tourists, the company will gradually optimize existing content marketing and video



production, which have been implemented but are still not optimal. Furthermore, it will gradually introduce and implement email marketing, search engine optimization, app development, and search engine marketing to reach a wider market.

Analysis IFAS (Internal Factors Analysis Strategy) and EFAS (External Factors Analysis Strategy)

After analyzing market segmentation using the STP approach and the 7P marketing mix analysis, this study conducted IFAS and EFAS analyses to determine the appropriate strategy for optimizing marketing strategies in Gobleg Tourism Village. SWOT factors were identified based on in-depth interviews, direct field observations, and reviews of other supporting documents describing the current conditions of Gobleg Village. The identification results showed that the village exhibits 20 SWOT indicators, consisting of five strengths, five weaknesses, five opportunities, and five threats.

Based on the results of the IFAS matrix analysis, this village has superior internal strengths compared to its weaknesses. From the calculation results, the total score of the strength factor was 2.19, while the weakness factor was 1.83 with a score difference of 0.36. The strength factor has a more visible influence than the weakness factor. One of the main strengths lies in the authenticity and natural beauty that is still maintained and monitored by the BKSDA with a score of 0.50. This indicates that the tourist attraction in this village lies in the quality of its natural environment and

nature that is still natural and maintained which is the main key in digital marketing strategies because promotional content that presents natural beauty can attract tourists to visit. Meanwhile, the most visible weakness factor with the same score is the limited digital marketing tools and limited coordination of marketing content management with a score of 0.40.

Based on the EFAS matrix results, this village has favorable external factors in supporting the optimization of digital marketing strategies. It can be seen from the calculation results obtained a total score of opportunity factors of 2.22 and a total score of threat factors of 2.01, with a difference of 0.21. These results indicate that the opportunities owned by this village are stronger than the threats faced, so that the village's external environment can support the development of digital-based marketing. There is a threat factor with the highest score, namely competition with other tourist villages, getting a score of 0.42. On the other hand, with the lack of proper digital branding that got a score of 0.41 and minimal promotional support from the local government with a score of 0.36, attention needs to be paid so that the existence of Gobleg Tourism Village can be widely known.

Based on the calculation results, the table shows that the total IFAS score is 4.02, obtained through the accumulation of strengths and weaknesses scores. Meanwhile, the total EFAS score is 4.23, obtained through the opportunities and threats scores.

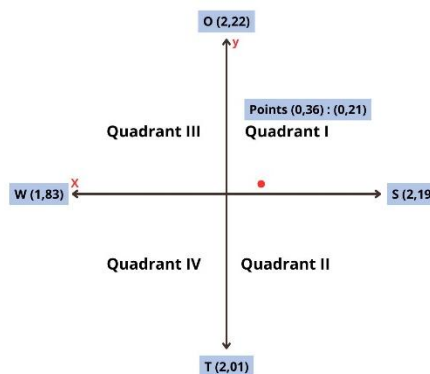
Table 6. Summary of IFAS and EFAS Scores for Gobleg Tourism Village

Analysis	Total Weight	Total Rating	Total Score
Strengths	0,52	21,20	2,19
Weaknesses	0,48	19,30	1,83
Total IFAS	1,00	40,50	4,02
Opportunities	0,51	21,95	2,22
Threats	0,49	20,65	2,01
Total EFAS	1,00	42,60	4,23

(Source: The author's data analysis results, 2025)

From the results of the IFAS and EFAS analysis calculations, coordinate points will be determined to identify strategic positions. The determination of the coordinate points is obtained through the results of the difference between the values of internal and external factors. The calculation of the difference produces an X-axis (strengths - weaknesses) of +0.36, and a Y-axis (opportunities - threats) with a result of +21. As a result, it can be seen in Figure 2, the SWOT quadrant diagram of Gobleg Tourism Village produces coordinate points (X = +0.36: Y = +0.21). This position is located in quadrant I with the description of Aggressive Strategy SO (Growth-Oriented Strategy). These results indicate that Gobleg Tourism Village is in a very strong condition and has great opportunities to develop its tourism potential and optimize digital marketing strategies in this village.

Figure 2. SWOT Quadrant Diagram of Gobleg Tourism Village



Optimizing Digital Marketing Strategies through Action Plans

Gobleg Tourism Village is positioned in quadrant I, which is an aggressive strategy (Growth-Oriented Strategy). This study formulated five main strategies through recommended SO (Strengths-Opportunities) strategies. These strategies aim to leverage Gobleg Village's internal strengths and capitalize on existing external opportunities. The recommended SO strategies include:

1. Optimize digital marketing through creative content by utilizing the natural beauty and cultural diversity of Gobleg Village, which is still well preserved.
2. Collaborating with travel agents and online booking platforms.
3. Creating tour packages with digital-based transportation and homestays, as well as the Nyakan Diwang tradition and Megangsing Traditional Games as tourist attractions that can be included in the tour packages.

4. Collaborating with influencers to expand reach is an effective strategy for reaching a wider audience, with invitations from the Buleleng Tourism Office.
5. Optimizing the use of the Instagram account @pesona_desagobleg and strengthening SEO (Search Engine Optimization) to enhance visibility in website creation.

To implement a strategy effectively, efficiently, and optimally, a schedule is created, allocating time for each task to be completed, with the goal of completing the project. Valentino and Rochmoeljati (2024) state that one project scheduling method is the Gantt Chart. This method is useful for managing time and resource allocation, ensuring that all tasks are planned, activity duration estimates are recorded, and the total project duration is established. Furthermore, a content calendar is created to maintain upload consistency, save content production time, and ensure balanced management of all digital platforms. Furthermore, a content calendar can help manage informational and promotional content to avoid monotony and remain engaging (Fauzia, 2021).

Table 7 shows the Gantt Chart Matrix for the Implementation of a Digital Marketing Optimization Strategy over a 12-month period. Program implementation spans short-term (1-4 months), medium-term (4-6 months), and long-term (7-12 months).

Table 7. Gantt Chart Matrix for The Implementation of Digital marketing Optimization Strategies (12-Month Period)

NO	ACTIVITY DESCRIPTION	MONTH											
A. First Quadrimester (January-April)													
1	Formation of the Gobleg Tourism Village Awareness Group (Poldarwis) (Creation of management structure and digital marketing group)	X											
2	Digital and social media management training for the Tourism Village management (Poldarwis)	X	X										
3	Instagram account optimization (@pesona_desagobleg (Bio, Feed, content, hashtag) and preparation of the Gobleg Tourism Village website with the tagline: Find Your Quietness in Gobleg, The Authentic North of Bali		X	X	X								
4	Creation of digital tourism maps for the website and other digital platforms		X	X	X								
Key Performance Indicator (KPI): - Issuance of Decree (SK) for the formation of the Gobleg Poldarwis & Digital Marketing Team. - 100% of management members have participated in digital and social media management training. - Instagram account is optimized/redesigned and the Tourism Village website is ready (Design, content). - Availability of 3 ready-to-sell tourism maps on social media platforms. - Achieving a follower and engagement rate (likes, shares, comments) of ≥10%													
B. Second Quadrimester (May - August)													
5	Large-scale content creation (production/shooting)				X	X							
6	Official launch of the Gobleg Tourism Village website (complete information: village maps, tour maps, contact person, maps) including trial and error, supervised by the Buleleng Regency Tourism Office				X	X							
7	Implementation of content creation (content calendar)			X	X	X	X	X	X	X	X	X	X
8	Search for and collaborate with travel agents and local influencers (Barter basis)	X	X	X	X	X	X	X	X	X	X	X	X
Key Performance Indicator (KPI): - Availability of content upload schedules for April - December (feed design, captions, storyboards, upload times). - Launching of a new website with 0% errors under the supervision of the Buleleng Regency Tourism Office. - Consistent implementation of content creation (Daily Instagram story uploads and weekly video content uploads). - Collaborative content creation with Buleleng Regency Tourism Office talent, targeting 1,000 views. - Securing 2-5 travel agents and signing MoUs (promotion cooperation) including cooperation with local influencers supervised by the Buleleng Regency Tourism Office. - Achieving website traffic of ≥100 visitors per month and follower growth of ≥20%													
C. Third Quadrimester (September - December)													
9	SEO optimization for the Gobleg Tourism Village website and publication of content supervised by the Tourism Office		X	X	X	X	X	X	X	X			
10	Content creation collaboration between Gobleg Tourism Village and talent from the Buleleng Regency Tourism Office			X	X	X	X	X	X	X	X	X	X
11	Content growth production (Cinematic video, a day in my life, short videos)			X	X	X	X	X	X	X	X	X	X
12	Final evaluation and budget closing process												
Key Performance Indicator (KPI): - SEO optimization ensures the Gobleg Tourism Village website appears in the top 3 search results. - Increase in tourist visits/readers through social media and website by 20% compared to previous months. - Video production with content growth output (village profile) with professional quality (HD) and high audio quality (Views up 50%). - Establishing cooperation with 5-10 travel agents. - 1 final report (tourist visit growth, reach/social media and website traffic, and upload implementation). - 1 report for next year's activity plan.													

(Source: The author's data analysis results, 2025)

After creating the Gantt Chart matrix, the next step is to create a content calendar for monthly updates. The content calendar serves as a timeline for content to be uploaded by the village's digital team (Kusumadewi and Revinzky, 2023). According to Dwi (2018), a content calendar is a planning tool used to schedule social media posts. This calendar contains information about the themes, types, content, and captions to be uploaded during a specific period. Table 8 shows the content calendar,

with the month of April as the month and aligned with the activity schedule in Table 7 of the Gantt Chart matrix.

Table 8. Gobleg Tourism Village Content Calendar

APRIL 2026						
Monday	Tuesday	Wednesday	Thursday	Friday	Sunday	Saturday
		1 Re-launching and redesigning Instagram feeds and stories.	2 Create storyboard for "A Day in My Life" video content.	3 Film video content with youth organization members. A Day in My Life as Waruk: Explore Gobleg.	4 Video editing process + Captions and hashtags.	5 Video editing process. Final check and upload at 2:00 PM (Feeds and Website).
6 Day Off + update instastory	7 Film video content: Accessibility & Issues.	8 Video editing process. Final check and upload at 3:00 PM (Feeds and Website).	9 Take photos and videos of facilities in Gobleg Village.	10 Edit photos and videos of facilities in Gobleg Village.	11 Upload photos and videos of facilities at 10:00 AM (Feeds + Website).	12 Film video: Menggampang Traditional Game.
13 Day Off + update instastory	14 Video editing process: Menggampang Traditional Game.	15 Video editing process: Menggampang Traditional Game.	16 Final check of Menggampang video and upload at 10:00 AM (Feeds and Website).	17 Take photos and videos of Labuhan Kebo and Melanting Waterfalls.	18 Edit and caption content for Labuhan Kebo and Melanting Waterfalls.	19 Final check of photos and videos. Upload at 3:00 PM (Feeds and Website).
20 Day Off + update instastory	21 Create storyboard for Building Tourism Dept. video: Explore Trekking Aneka Jati - Lake Tambiligan.	22 Film video content with Gobleg Tourism Dept. video: Explore Trekking Aneka Jati - Lake Tambiligan.	23 Video editing process + Captions.	24 Video editing process + Captions.	25 Final check of video. Upload at 10:00 AM (Feeds and Website).	26 Create storyboard for video content (local influencer) + Take backup stock photos.
27 Day Off + update instastory	28 Film video content with local influencer: Strolling around Gobleg Village (Bukit Gobleg).	29 Video editing process + Captions.	30 Final check of video. Upload at 10:00 AM (Feeds and Website).	Notes: Every day, you are required to upload an Instagram story about operating hours and report previous posts, report tourists who tag @gobleg, designing on Instagram, and always interact with followers, such as creating Q&A sessions about facts about Gobleg Village.		

(Source: The author's data analysis results, 2025)

To ensure the sustainability of optimizing the digital marketing strategy through an action plan in the form of a Gantt chart and content calendar that has been created, this will not work alone. Therefore, the implementation will involve the younger generation in Gobleg Tourism Village, namely the Karang Taruna Yowana Dharma Bakti Gobleg Village. This has been approved by the Chairman of Karang Taruna who stated 100% full readiness to cooperate in implementing the action plan. The involvement of this organization is not only as additional personnel, but also as the main executor who holds control over the village's digital assets such as websites and social media. Karang Taruna was appointed as the executor based on the concept of the Young Generation as Cross-Cutting Interpreter

(Nugroho and Palguna, 2016). Cross-Cutting Interpreter is a capability that only the younger generation possesses in developing tourism villages, because young people understand the local culture where they were born and understand their skills-based knowledge of internet technology. Karang Taruna acts as a bridge connecting local village wisdom with global technology. This is difficult for tourist attraction managers to do because they acknowledge their limited understanding.

" And coincidentally, my personal knowledge is more digitally illiterate. I graduated in 2005 with a bachelor's degree, so what Windows version was I running then? What Windows version is I have now? That's why knowledge updates so quickly. That's why when I look at current laptops, I'm confused, 'Wow, this is what it is now,' and I don't have time to study there anymore." (personal communication, October 1, 2025).

This is expected to attract the interest of younger generations, such as members of the Karang Taruna Yowana Dharma Bakti, to continue serving and working in the village, and to help address the problem of human resource shortages, especially in digital marketing. This will enable them to implement the strategy proposed by Nugroho and Palguna (2016): "Think Globally, Act Locally"—meaning youth can have a global perspective but still act locally, based on the village's culture.

Dummy Website Gobleg Village

As a form of digital marketing optimization, a website prototype was designed to serve as an information center for tourists. The design can be seen in Figure 3.

Figure 3. Dummy Website Gobleg Tourism Village



CLOSING

Conclusion

The results of this study conclude that digital marketing in Gobleg Tourism Village is currently not optimal, due to the gap between its natural potential, which is its strength, and its use of conventional marketing, which is its weakness. Based on the analysis conducted, this village is positioned in Quadrant I, which is an aggressive strategy (Growth-Oriented Strategy). This village has strengths that can be opportunities for optimizing digital marketing, which is still not optimal. Therefore, the recommended strategy to be implemented is the SO Strategy (Strengths -

Opportunities), which focuses on optimizing digital marketing strategies through creative content, collaboration with travel agents, and online booking platforms. This step is reinforced by the creation of digital tour packages involving the Nyakan Diwang tradition and the involvement of influencers to expand the reach of promotion. An action plan is created using a Gantt Chart with a duration of 12 months, complete with a content calendar. The rebranding is strengthened with the tagline "Find Your Quietness in Gobleg, The Authentic North of Bali." A Tourism Village Website is created with enhanced SEO and a redesign of the Instagram account @pesona_desagobleg. The implementation of digital marketing strategy optimization involves youth from Karang Taruna Yowana Dharma Bakti as cross-cutting interpreters.

Suggestion

For Village and Regional Governments

The Gobleg Village government is advised to prioritize the allocation of the Village Budget (APBDes) focused on digital marketing development. This budget is intended to finance the creation of the official Gobleg Tourism Village website, paid advertising, collaboration with influencers, redesign of the Instagram account, and the formation of Forkom Dewi Gobleg. The Buleleng Regency Tourism Office is expected to recheck the promotional content that has been published to avoid any errors in the identity of tourist destinations. In addition, the training program with digital marketing material will be continued with



assistance in the implementation of digital marketing by involving Karang Taruna Yowana Dharma Bakti as a cross-cutting interpreter for this village, so that it is able to manage digital platforms independently.

For the Gobleg Village Management

It is recommended to recruit a dedicated administrator for social media accounts and the official website of the tourist village, so that there is no double job to ensure consistency in managing digital platforms. In an effort to expand market reach, it is necessary to establish cooperation with influencers, the Buleleng Regency Tourism Office, and increase the number of trekking guides to collaborate with travel agents. Implement an action plan over 12 months and strictly follow the content calendar by involving the youth organization, Karang Taruna Yowana Dharma Bakti.

For the People of Gobleg Village

The community is expected to contribute and play an active role by participating in promoting Gobleg Village through personal social media by tagging the village's official account and including the location. In addition, the youth organization is expected to be involved in Forkom Dewi Gobleg to support the production of creative content and become part of digital marketing. Furthermore, the village community is expected to help preserve and maintain the natural beauty and culture of this village.

For Future Researchers

This research can be further developed by focusing on evaluating the effectiveness of digital marketing strategies after rebranding optimization efforts, launching the official website of Gobleg Tourism Village, redesigning the Instagram account, and whether there is an impact on increasing the number of tourist visits. A comparison can be made between the digital marketing strategies of Gobleg Tourism Village and other tourism villages in North Bali, with the aim of broadening understanding of digital management.

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