

# The analysis of Bokoharjo digital marketing communication media in promoting its potential

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## Abstract

Bokoharjo village is located at a strategic tourist destination including Boko Temple, Banyunibo Temple, Barong Temple, Ijo Temple, Breksi Hills, and Obelix Hills which requires to be developed. The development of Bokoharjo Village as a tourist village can be realized through digital marketing communication to introduce its potential products and attractions to the wider community so that the economic sector in Bokoharjo Village can grow. This research aims to: (1) identify the existing digital marketing communication media in Bokoharjo Village (2) analyze the need for digital marketing communication media in Bokoharjo Village, and (3) identify the potential and attractions of Bokoharjo village to be promoted. This research was conducted at Bokoharjo employing descriptive-qualitative methods. This initial research provided useful insight for the development of digital marketing communication media which conform to the needs and potential of Bokoharjo Village to advance Bokoharjo as a tourism village. The research results show that the digital marketing communication media in Bokoharjo include website, Instagram, Facebook, Twitter, WhatsApp which are not well managed. The media needed by Bokoharjo is an integrated media platform which contains the typical potential of Bokoharjo. The Bokoharjo potentials that can be promoted consist of Banyunibo Temple, Banyunibo Cliff, and Shibori Batik, Agricultural Commodity, and Orchid.

**Keywords:** *Media, Communication, Marketing, Digital, Bokoharjo.*

## Introduction

The rapid development of technology and the internet has impacted the marketing sectors. Marketing practices have shifted from conventional to digital marketing. Digital marketing is very promising because the use of digital media such as Instagram, Facebook, TikTok for marketing enable businesses to offer goods and services online so that marketing practices can be more effective. Data from Hootsuite (We are Social): Indonesian Digital Report 2022 shows that the number of Internet users in Indonesia in 2022 was 205 million. This data increased 1% from 2021 amounting to 203 million. Meanwhile, active social media users in Indonesia in 2022 reached 191 million. This number demonstrates an increase of 12.6% in 2021 reaching 170 million. This data shows that the potential of online shopping is so great that it must be responded with digital marketing by business actors.

The digital marketing communication needs to be practiced by business actors in Bokoharjo in responding to the changing behavior of the society where people greatly utilize the internet to fulfill their daily needs. Also, the location of Bokoharjo is at an important tourist strategic point that attracts tourists such as Boko Temple, Banyunibo Temple, Barong Temple, Ijo Temple, Breksi Hills, and Obelix Hills. Moreover, Bokoharjo has some diversity of rocks, soil types, tectonic caesar which can be promoted for study tour spots. The community in Bokoharjo is a transition from the village to the city, so the village culture still dominates along with the influence of the dynamic urban community. Viewed from the level of education, most of the Bokoharjo people has obtained upper secondary and university education. These human resources provide an important contribution for the development of Bokoharjo village. The economic growth in Bokoharjo is supported by agriculture, entrepreneurship, and tourism sectors. This encouraged the birth of several small industries in the village including food products and handicrafts.

Based on a preliminary study performed by the researchers, Bokoharjo has rural tourism potential that needs to be developed due to the existence of several tourism assets in the village. Some residents are officials at the Boko Tourism Office, so they have good knowledge, skills, and networks to develop village. Also, this village has good social capital including cultural traditions. Several events such as village fairs, cultural festivals, and morning markets have been held at the village. In addition, a tourism awareness group has also been formed in Bokoharjo Village with the aim to develop Bokoharjo as a tourist village.

The development of Bokoharjo as a tourist village needs to be carried out with many different strategies. One of which is performing digital marketing communication to introduce the potential or products in Bokoharjo to the wider community so as to improve the economic sector in Bokoharjo. The digital marketing communication needs to be enhanced by the utilization of rapidly growing digital media recently. The Digital media that is widely used today include YouTube, Facebook, Instagram, WhatsApp which allows people all over the world to connect with each other (Retnowati, et al 2021). The various social media provide many benefits and opportunities as marketing media (Mulitawati et al, 2020).

In digital marketing communication, content and media become essential elements. Content marketing can create closeness with the audience so that communicators can more easily achieve the goals of marketing communication activities. However, the content created should be relevant to the audience. In addition, Content marketing must be able to be published through several media, for example websites, social media, blogs, vlogs, and applications on tablets and smartphones (Van Looy, 2016). Thus, this research aims to identify the existing digital marketing media in Bokoharjo, analyze the needs of digital marketing media in Bokoharjo and identify the potential or products that can be marketed digitally. This initial research results can be used as a reference for further research aiming at developing the digital marketing communication media.

## Literature Review

### Marketing Communications

In marketing, effective and efficient communication are required to persuade consumers or audiences so that they can recognize and buy products or services being offered. According to Hovland, Janis, and Kelly (1953), "Communication is the process by which an individual transmits stimuli (usually verbal) to modify the

behavior of the other individuals". Based on that definition, communication is a process where individuals send stimuli to other individuals to change their behavior. Meanwhile, marketing is a social process where individuals and groups create, offer, and freely exchange valuable products and services with other parties (Keller & Kotler, 2007). This definition explains that marketing includes the entire system of business activities ranging from planning, pricing, promoting, and distributing goods and services to meet the needs and desires of consumers. Communication and marketing are closely related. Communication is a process of thought and understanding shared between individuals or between companies and individuals. Communication in marketing is complex. A more complicated form of communication can encourage the delivery of messages by the communicator to the recipient through the right strategy and mature planning so that marketing communication is a tool used by companies to inform, persuade, and remind consumers directly and indirectly about products and brands they offer.

Sarastuti (2017) reveal four main roles of communication at the basic level of marketing. First, communication provides information and make potential consumers aware of what is being offered by a company. Second, communication influences the consumer desires in making purchases. Third, communication can be used to strengthen the consumer experience. Recalling the consumer's experience of the products that have been purchased before may provide confidence and comfort for consumers to make repeat purchases. Fourth, Communication differentiate the products and brands available in the market, so that consumers can decide to make a purchase according to their needs from the brand image that the products build.

### **Digital Marketing**

Digital marketing is an activity of promoting products or services using various digital media such as websites, e-mails, data bases, digital TV and other latest innovations such as blogs, feeds, podcasts and social networks. The main platforms of social media which are popular and have vast customer-bases include Facebook, Twitter, WhatsApp, and Instagram (Nuseir, 2020). In addition, Ryan (2016) explains that some digital marketing media consists of:

1. Website

Websites link the digital world as a whole. The website is the most important part of the entire digital marketing strategy, where online activities will be directed directly to potential consumers.

2. Search Engine Optimization

SEO is the arrangement of content from a website so that it can be easily found by internet users who are looking for content relevant to what is on the website. SEO also presents content so that it can be easily found by search engines.

3. Pay Per Click advertising

Pay Per Click advertising allows marketers to buy internet search result pages based on keywords and selected sentences.

4. Affiliate Marketing and Strategic Partnership

Activities of partnering with other organizations and websites to gain mutual benefit from a collaboration to promote products or services.

5. Online Public Relation

Using online communication channels such as press releases, article syndication, and blogs to create a positive perception of the brand or to place the organization as an authority in a certain field.

6. Social networks

Advertising system with a focus on a very small community group (niche) based on profile information obtained from social networking sites.

7. Marketing e-mail

E-mail is an important tool for digital marketing activities to maintain relationships between existing

consumers and potential consumers who are willing to receive information via e-mail.

Digital marketing communication offers various benefits. First, marketing strategies using digital media can be performed very quickly. In addition, digital marketing can be measured in a real-time. Second, the results of marketing activities can be directly known and evaluated. Third, the geographic reach of digital marketing is wide. It spreads products around the world with just a few simple steps by leveraging the internet. The great benefits of digital marketing indicates that the digital marketing communication is very relevant to be applied in today's era to increase product sales.

### **Integrated Marketing Communication Strategy**

Along with the development of the market, marketing communication develops and transforms to be an "Integrated Marketing Communication". Integrated Marketing Communication (IMC) consists of seven components that can be combined to achieve the target. First, Public relation is an art and social knowledge that analyzes trends, predicts conditions that will occur, provides consultation for the leaders of organizations or businesses, implements program planning for an organization or company, and gains public interest. Second, advertising is a non-personal form of mass communication that offers a high degree of control over results and message delivery. Advertising has the ability to influence the mind and behavior of the target audience. The advertising has flexibility as it can be used to communicate widely to the target audience even though the cost is quite high. Third, sales promotion is a form of non-personal communication that targets a smaller target, a niche from the target audience. This activity is used to increase the value of the offer. The purpose of this activity is to accelerate sales and dig up marketing information. Fourth, Personal selling is an interpersonal communication that involves face-to-face activities performed by someone who represents a company or organization with the aim of influencing or reminding the target to make a purchase. The sales person carries out direct communication (one to one) to enable direct input from the target audience on the products offered. Fifth, direct marketing aims to target consumers individually with the aim of giving personal messages and building relationships based on the response to the direct communication. Seventh, Digital marketing uses interactive media that enables two-way communication where users and participants can exchange information in real-time (Sarastuti, 2017). Eighth, word of mouth refers to marketing communication through word of mouth which can provide influence for consumers in choosing products or services.

Research on digital marketing communication has been widely carried out for example Dermawansyah & Rizqi (2021), Sari & Utami (2021). The previous research focuses on the description of the marketing communication strategy in a certain organization and the planning of the communication strategy. Meanwhile, the focus of this research is on the need analysis for the development of digital marketing communication media in Bokoharjo.

### **Methods**

This research employed qualitative descriptive methods. According to Sugiyono (2016), the qualitative descriptive method is a method used to examine objects naturally so that they can describe and answer research problems in detail. Descriptive methods can provide an overview of society or a certain group of people regarding symptoms or the relationship between two or more symptoms. In this research, descriptive-qualitative methods were utilized to describe the existing digital marketing communication media of Bokoharjo, examine the need for digital marketing communication media of Bokoharjo, and investigate the potential of Bokoharjo to be promoted.

The research was carried out in Bokoharjo Village located in Prambanan sub-district, Sleman, Special Province of Yogyakarta, Indonesia from May to August 2022. Data collection utilized interview, observation and documentation techniques. In this research, an in-depth interview was carried out to dig up information from the informant about the research problem using interview guidelines. The interview questions utilized a combination of open and closed questions so that the researchers can obtain information through a systematic procedure.

Interviews were conducted until reaching data saturation. Informants in the interviews were determined using the purposive sampling technique. Sugiyono (2016) states that Purposive Sampling is a technique for selecting data sources with certain criteria. In this case, the researcher selected informants who knew information about the use of digital marketing communication media in Bokoharjo Village as promotional media. The research informants consisted of Bokoharjo Village Secretary (Informant 1), Jagabaya or village security and administrative affairs (Informant 2), Bokoharjo Family Welfare Movement or PKK Representative (Informant 3), Bokoharjo Agriculture Head (Informant 4), and Head of village business institution or BUMDes of Bokoharjo (Informant 5).

The observation technique was performed to see and observe the phenomenon in the field so that the researchers can note events and understand complicated situations in the field. This research also utilized documentation technique. Rukajat (2018) states that documentation is a technique to study various documents to address events, objects, and actions that can add to the researcher's understanding of a problem. The researchers collected documents from social media Instagram, Facebook, Twitter, and Website of Bokoharjo. In addition, documents of organizational structures, infographics, SOPs, literature from the internet, and journal articles were collected for thorough analyses.

The key instruments in this qualitative research is the researchers themselves (Sidiq et al 2019). The researchers also utilized interview and observation guidelines as instruments. The interview guidelines contained questions about the research problems. Interview guidelines helped researchers obtain data and information related to the research problems. Meanwhile, the observation guidelines were used to guide researchers in observing every phenomenon in the field.

Data validity testing in this research utilized triangulation techniques. Triangulation techniques were performed by checking data taken using different techniques (Sidiq et al 2019). This technique was applied by cross-checking data obtained through interviews with observation data and documentation or vice versa. The data analysis utilized the Miles and Huberman Model which consisted of Data reduction namely summarizing, selecting and focusing on important things, looking for themes and patterns and discarding irrelevant data; Data Display namely making a short description, chart, and relationship between categories; Conclusion Drawing or Verification which is drawing a conclusion namely describing an object that was previously still vague so that it becomes clear after being examined (Ardianto, 2010).

## **Results and Discussions**

Sebagaimana disampaikan di bagian pendahuluan bahwa penelitian ini bermaksud untuk menganalisis media komunikasi pemasaran digital di Desa Bokoharjo, mengidentifikasi kebutuhan media komunikasi pemasaran digital dan menggali potensi di Desa Bokoharjo yang dapat dipromosikan. Penelitian ini merupakan penelitian awal dan diharapkan dapat dilanjutkan dengan penelitian untuk pengembangan media pemasaran digital yang sesuai dengan karakteristik, potensi desa Bokoharjo, dan perkembangan media pemasaran terkini sehingga komunikasi pemasaran digital dapat lebih efektif. Langkah awal yang dilakukan oleh peneliti dengan melakukan pengumpulan data dengan berfokus pada masalah penelitian. Pengumpulan data dengan wawancara Kepala Desa, Sekretaris Desa, Pengelola BumDes, Pengelola PKK, Kasi Pertanian dan para pengembang wisata di Desa Bokoharjo. Selain itu, pengumpulan data dilakukan dengan observasi langsung dan mengumpulkan dokumen terkait untuk menjawab rumusan masalah penelitian. Pada tahapan ini, peneliti berhasil mengumpulkan data-data sebagai berikut.

### **Types of digital marketing communication media in Bokoharjo Village**

Media is a channel that can be used to convey a message to an audience. Digital media are very essential in marketing communication because digital media helps business actors in marketing their potential, products, excellence, and services quickly and reach a wide audience. The media used as marketing communication media in Bokoharjo Tourism Village are Website, Facebook, Instagram, and Twitter. Based on data collected in the field, the digital media used in Bokoharjo are as follows:



a. Website

The Bokoharjo Village Government has an official website at <https://bokoharjosid.slemankab.go.id/> first. The use of the website as a communication medium is still not optimal and is still limited to the publication of general information as expressed by the Bokoharjo Village secretary.

“We have the official website of the Bokoharjo village, but the website has not been used for marketing and promotion media optimally. So far, the website has been used to deliver general information such as the publication of activities in the village.” (Informant 1)

The results of the observation on the website of the Bokoharjo at <https://bokoharjosid.slemankab.go.id/> first show that the website still displays information on activities in the Bokoharjo village and has not been used as a digital marketing media for the Bokoharjo tourist village as shown in figure 2 below.



Figure 2. Website of Bokoharjo Village <https://bokoharjosid.slemankab.go.id/> first

The data shows that the website menu includes Homepage, Profile, Agenda, Legal Products, Planning and Budgeting, Reports, Public Service Guide, Potential and Business Products. Indeed, there is a space to present information about the Potential and Business Products of Bokoharjo. However, the available information does not present all the potential in Bokoharjo Village. The research data also shows that the management of the village’s website is hampered by limited human resources so that the publication of its contents has not been carried out optimally.

“This Bokoharjo Village website is managed by myself so it is not optimal because I have other tasks that need to be completed. In the future, it is necessary to add more human resources who have the ability in content production and good IT skills” (Informant 1)

Based on the interview results, the management of website content requires adequate human resources especially those who have skills in the field of IT so that website content can be well managed. In this regard, human resources become essential components in website management because information need to be updated continuously and comprehensively. Thus, the website can become a media for digital marketing communication to promote the potential that exists in Bokoharjo Village.

b. Facebook

In addition to the website, the Bokoharjo Village government has a Facebook which is used to disseminate information. Facebook is a social media network service that allows users to connect with each other from all over the world. Based on the research results, the Facebook page of the Bokoharjo village government can be presented in Figure 3 below.

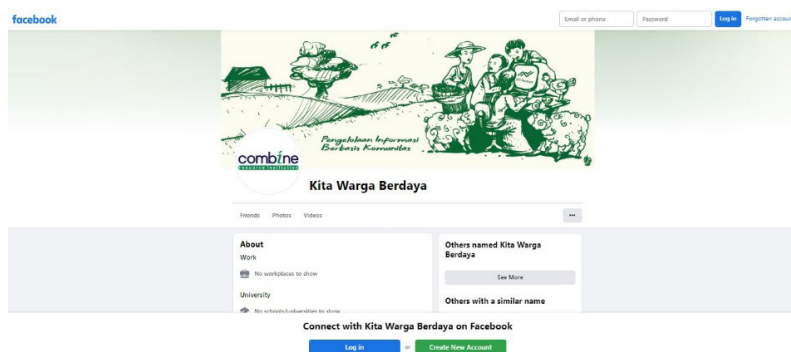


Figure 3. Facebook page of Bokoharjo Village

The Facebook page above shows that the Bokoharjo Village government’s Facebook has not been optimally managed as evidenced by the lack of updated information. Moreover, the Facebook name has not yet characterized Bokoharjo Village. The results of an interview with one of the informants show that an individual Facebook account is utilized as a media for the promotion and marketing of tourist villages.

“In promoting Bokoharjo Village, we sometimes use our own Facebooks, so we post information through our Facebook accounts” (Informant 2)

Based on the data, the use of Facebook for digital marketing communication media still relies on individual Facebook accounts so that the Facebook postings still depends on the capacity and free time of each individual. Thus, it is necessary to manage information through the official Facebook account owned by the Bokoharjo village government in order to be more effective.

c. Instagram

Instagram merupakan aplikasi yang digunakan untuk berbagi foto dan video. Instagram sangat populer dan banyak digunakan sebagai media Komunikasi pemasaran digital. Pengguna Instagram dapat membagikan foto dan video promosi suatu produk atau jasa ke berbagai jejaring sosial. Berdasarkan data hasil penelitian, akun instagram desa Bokoharjo adalah kalurahan\_bokoharjo yang terhubung dengan laman website resmi kelurahan. Adapun tampilan Instagramnya adalah sebagai berikut:

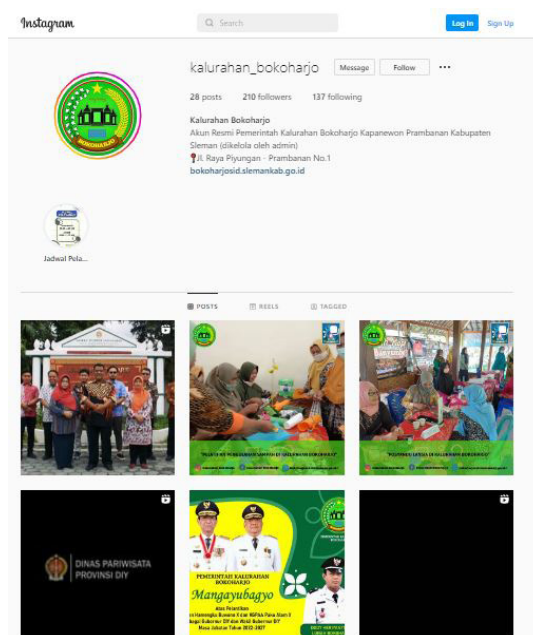


Figure 4. Bokoharjo Village Instagram page

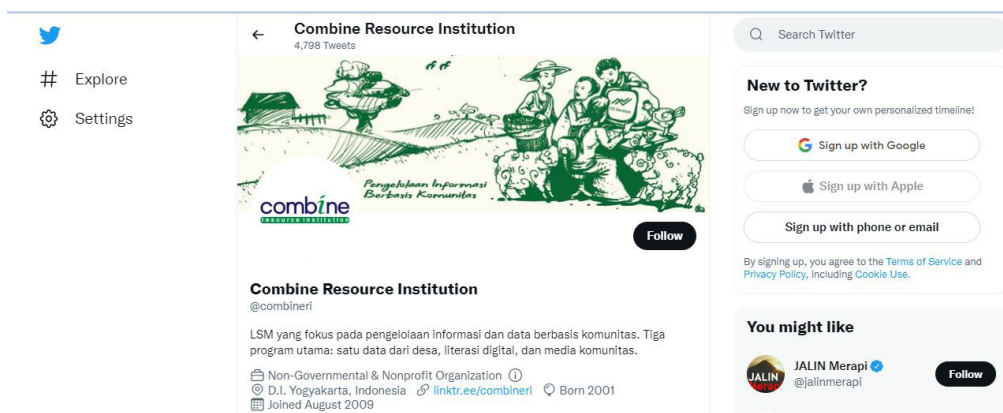
Instagram is an application used to share photos and videos. Instagram is very popular and widely used as a digital marketing communication media. Instagram users can share photos and videos to promote a product or service to various social networks. Based on the research data, the Bokoharjo village Instagram account is *kalurahan\_bokoharjo* which is connected to the village's official website. The appearance of Bokoharjo Instagram is as follows:

“Each tourist awareness group has its own IG account and they are not integrated for promotion and marketing” (Informant 2)

The interview data with one of the informants shows that the use of IG has not yet been integrated so that promotion and marketing practices have not been optimally performed.

d. Twitter

Twitter is social media that has many users. Thus, it can support online business activities and social media campaigns. Twitter can be one of the media for the promotion of food, clothing, education, tourism, health, and crafts. The twitter account of the Bokoharjo Village Government can be presented in picture 5 below.



Picture 5. Bokoharjo Village Twitter page

In the Twitter page, the name of the account does not reflect the government of Bokoharjo so that the twitter account will be difficult to be recognized by the public. In addition, the contents do not contain information about the potential of Bokoharjo Village so that the media has not been used optimally as a digital marketing communication media in Bokoharjo Village. In addition to content, the appearance of twitter also needs to be arranged with a layout that attracts the audience. Therefore, they can obtain the information posted on the social media of twitter.

e. WhatsApp

WhatsApp is an instant messaging application that is popular in Indonesia. Many entrepreneurs use WhatsApp as a marketing medium. Through WhatsApp, business practitioners can offer products and services using text, images, videos, voice and files. This method is quite effective because it can reach many customers quickly in a short time. The Bokoharjo Village Government also uses WhatsApp as a promotional and marketing media as explained in the interview results as follows.

“The use of social media is still moderate for example utilizing a Facebook to post limited information. Also, the information is disseminated through the WhatsApp group or stories” (Informant 3).

“Some members of Family Welfare Movement have marketed the products using their own WhatsApp stories. In addition, the information is disseminated through the website by the Village Secretary. The marketing practices are expected to disseminate integrated information containing Family Welfare Movement products, village-owned businesses and other village activities” (Informant 4)



The data shows that WhatsApp is also used for marketing and communication, for example by creating WhatsApp stories related to products produced by Family Welfare Movement members in Bokoharjo. Through WhatsApp stories, Family Welfare Movement members in Bokoharjo Village can spread information related to the products they will sell. Thus, people who see the WhatsApp story can find out what products are being offered.

### **The needs of Digital Marketing Communication Media in Bokoharjo**

This research also examines the needs of Bokoharjo on digital marketing communication media for village promotion. The results of this need analysis are expected to be used as a reference for further research to develop digital marketing communication media that suit the needs of Bokoharjo Village and the characteristics of digital marketing communication activities. According to the informant's statement, Bokoharjo needs integrated digital marketing media.

“We realize that marketing communication in today's era needs to be carried out using digital media such as Instagram, Facebook, TikTok. We need integrated marketing media, so that marketing can be done in an integrated manner, rather than individual-based marketing practices” (informant 2)

The interview data show that Bokoharjo Village needs integrated digital marketing communication media because the practice of marketing communication is still carried out individually. In other words, digital marketing communication media which include Instagram, Facebook, TikTok and other media need to be created and managed centrally by the team so that the information presented through the media can be comprehensive and complement each other. Through this integrated media, the audience can easily find information about the products, services and potential offered by Bokoharjo Village. Thus, marketing communication can be more effective

In addition to integrated digital marketing communication media, Bokoharjo Village requires media content that accommodate the potential in Bokoharjo Village, including tourism, agriculture, and cultural potential. These potential can be packaged in such a way as promotional content that can be published through digital marketing communication media so that it can attract the audience.

“Integrated marketing media content needs to carry the potential and distinctive features of Bokoharjo Village so that the potential of Bokoharjo Village can be promoted and attract the wider community because there are many potentials possessed by Bokoharjo Village including tourism, agriculture, and cultural potential” (Informant 2)

Based on the data, the content creation needs to be considered in the practice of digital marketing communication. The content must contain the potential of the Bokoharjo tourist village and be attractive, for example by combining photos, videos, infographics to attract the attention of the public.

### **The potential of Bokoharjo Village for the development of digital marketing media content**

Bokoharjo village has various potentials that can be promoted. The potential includes the Banyunibo Temple Tourism Object located in Cepit, Bokoharjo Village. According to the Bokoharjo Village government website, Banyunibo Temple is a relic of the Ancient Mataram Kingdom that was built around the 9th century. Banyunibo Temple is a Buddhist temple that functions as a place of worship. The Buddhist pattern of Banyunibo Temple can be seen from the stupa located on top of the temple with a height of 3.5 meters. Also, Banyunibo temple has 6 perwara or companion temples that surround the main temple on the south and east sides. The Perwara temple is shaped like a Buddhist stupa whose foundation is 4.8 x 4.8 meters. The environment around the location of Banyunibo Temple is still beautiful because it is covered with green, fresh, and neat grass. In addition, Banyunibo Temple is also surrounded by paddy fields that can spoil the eyes of visitors. Not far from the location of this temple, there is Banyunibo cliff. This cliff was originally a mining area, but tourists from Breksi Hill often pass through this Banyunibo Cliff to stop for a moment to enjoy the beauty of the Banyunibo cliff. These two tourism potentials become flagships of Bokoharjo Village that can be developed and managed with a digital marketing communication strategy to increase the number of tourists.

Another potential from Banyunibo is Batik produced by the Family Welfare Movement group in Bokoharjo Village. Batik with Shibori motif is widely developed in Bokoharjo Village. This motif is made with a typical Japanese fabric dyeing technique namely being tied and dyed in a dye solution. This Batik product is also displayed and offered by Family Welfare Movement members to the guests visiting Bokoharjo Village in the hope that the guests will be interested and buy Batik produced by Family Welfare Movement members in Bokoharjo Village.

“In Bokoharjo, Family Welfare members have Batik Shibori products. We also display and offer this Batik product to the guests who visit Bokoharjo Village. When we have guests coming here, we offer our Batik to them” (Informant 3)

Based on the research data, Batik as one of the potentials from Bokoharjo Village need to be packaged in such a way with a digital marketing communication strategy so that it can be widely known by the community. Thus, community is expected to be interested in buying Batik Shibori produced by Bokoharjo.

In addition to Banyunibo Temple and Batik, Bokoharjo Village has agricultural commodities that become the Bokoharjo's mainstay, consisting of vegetables, chilies, shallots, melons, and watermelons. The agricultural products are developed by millennial farmers. This group of millennial farmers is dominated by the generation that has literacy in various forms of communication, media, and digital technology who are expected to advance the agricultural sector. In addition to the agricultural products, Bokoharjo Village also has a patented Orchid Flower.

“In 2019, Bokoharjo Village obtained the patent rights for Bokoharjo black orchids that come from the forest. Then, the flowers are cultivated by the community” (Informant 4)

The potential in the agricultural sectors can be developed and promoted using digital media such as Instagram, Facebook, Tiktok and Youtube. Thus, interesting contents need to be created based on the potential of Bokoharjo to attract the prospective consumers.

The various potentials in Bokoharjo Village are managed by the village-owned businesses of Boko Makmur. The goal of Boko Makmur village-owned businesses is to empower village assets, improve community welfare and contribute to village income generating. The process of establishing village-owned businesses in Bokoharjo is based on the mandate of UU No. 6 of 2014 regarding village authority and Presidential Regulation No. 11 of 2021 that each village must establish village-owned businesses to accommodate the entrepreneurship in each village. The formation of village-owned businesses in 2018 is through the people aspirations. The role of Boko Makmur village-owned businesses is explained by one of the informants as follows.

“Village-owned businesses promotes the village potential by making tour packages including the traditional dance performance. In addition, this village-owned businesses has built multi-functional Joglo or Javanese traditional house” (Informant 5)

Based on the data, Boko Makmur village-owned businesses facilitate the promotion of tourism in Bokoharjo. Several efforts have been made, such as making tour packages and building multi-functional Joglo (Javanese traditional house). In addition, this village-owned business accommodates every effort performed by the community based on the existing potential.

## Discussions

Based on the research results, the digital marketing communication media used by the Bokoharjo Village is still not optimal. These media include Websites, Instagram, Facebook, Twitter, and WhatsApp. The use of the website still presents general information, for example information about activities in Bokoharjo. The information about the promotion of tourist attractions or the potential of Bokoharjo village has not been comprehensively presented. One of the menus in the Bokoharjo Village government website is business potential and products, but additional information that promote the potential of Bokoharjo village is required, for example the information

about the potential of Banyunibo cliff, Batik, and Agricultural products. The existence of the website as a digital marketing communication media is very important as expressed by Appel et al (2020) who state that the website has the main function of activating the company's services so that they can be used by customers. In this case, the website can be developed to facilitate two-way communication with the audience so that the service becomes more optimal.

In addition to the website, social media such as Instagram, Facebook, Twitter, and WhatsApp as digital marketing communication media in Bokoharjo Village need better management by presenting updated and interesting content continuously. Social media management for digital marketing communication can have a positive impact as explained by Kotler and Keller (2016), namely to increase the consumer awareness of certain products, improve the image of a product, and impact the sales. Thus, adequate and competent human resources are needed in the management of social media as Digital marketing communication media in Bokoharjo Village.

The needs analysis on the digital marketing communication media in Bokoharjo Village show that the marketing communication media needed in Bokoharjo Village is an integrated media where all the information about Bokoharjo Village tourism potential can be accommodated. In addition, the media content should contain the potential that exists in Bokoharjo Village. Content in marketing communication can increase consumer awareness of a product. According to Kotler et al (2017), Content Marketing is a marketing activity that includes the creation, curation, distribution, and amplification of interesting, relevant and useful content for certain groups to trigger discussion about the content being shared. Thus, content should be interesting and relevant.

The potential of Bokoharjo Village is quite diverse ranging from the tourist attractions of Banyunibo Temple, Banyunibo Cliffs, Shibori Batik, Agricultural Products, and patented Orchids. The potential can be attractively packaged into content that can be disseminated through digital marketing communication media because the majority of people today utilize social media in the purchase and search of a product. This condition is very strategic for marketers to promote products and services to the target audience with a wide reach and in a quick time so that marketing communication becomes more effective.

## **Conclusion**

The research results show that digital marketing communication media in Bokoharjo Village which include Website, Instagram, Facebook, Twitter, and WhatsApp have not been developed optimally. This can be seen from the digital media content of Bokoharjo Village which still present general information, the display of digital media is not interesting yet, and information is not continuously updated. Thus, creativity is required to produce interesting digital marketing communication content and media. The results of the research also show that the digital marketing communication media needed by Bokoharjo Village is integrated media which can accommodate all information and present the potential of Bokoharjo Village. In addition, Bokoharjo Village has tourism potential that can be marketed using digital marketing communication media such as Banyunibo Temple, Banyunibo Cliffs, agricultural commodities, Shibori Batik made by Family Welfare members which can be a digital marketing communication content. Referring to these research findings, further research can focus on the development of digital marketing communication media such as instagram, tiktok, facebook, websites by presenting content about the potential in Bokoharjo village so that Bokoharjo tourist village can be developed.

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