



P-ISSN: 1978-2853  
E-ISSN: 2302-8890

## MATRIK: JURNAL MANAJEMEN, STRATEGI BISNIS, DAN KEWIRAUSAHAAN

Homepage: <https://ojs.unud.ac.id/index.php/jmbk/index>

Vol. 18 No. 2, Agustus (2024), 161-176



### Integrating Marketing Strategy: Destination Image and Digital Marketing's Impact on Tourist Interest in Banyuwangi



SINTA 2

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DOI: <https://doi.org/10.24843/MATRIK:JMBK.2024.v18.i02.p06>

#### ABSTRACT

This study aims to analyze the effect of Destination Image and Digital Marketing on tourist interest in Banyuwangi as a tourism destination. This research was conducted using qualitative data analysis (QDAS) methods and data was collected through a survey of 150 respondents who visited tourist destinations in Banyuwangi. The results revealed that Destination Image and Digital Marketing play an important role in generating tourists' interest to visit Banyuwangi. However, several aspects need to be improved in Banyuwangi Tourism's digital marketing strategy, such as improving the quality of digital content, collaboration between stakeholders, and increasing the target market. Strategic recommendations include further investment in creative and interactive social media campaigns, continuous updates to the destination's official website, and the development of mobile applications that add users' value. By implementing these recommendations, the government and tourism industry players can ensure that Banyuwangi continues to develop as an attractive and competitive tourist destination.

**Keyword:** integrated marketing strategy; destination image; digital marketing; tourist interest

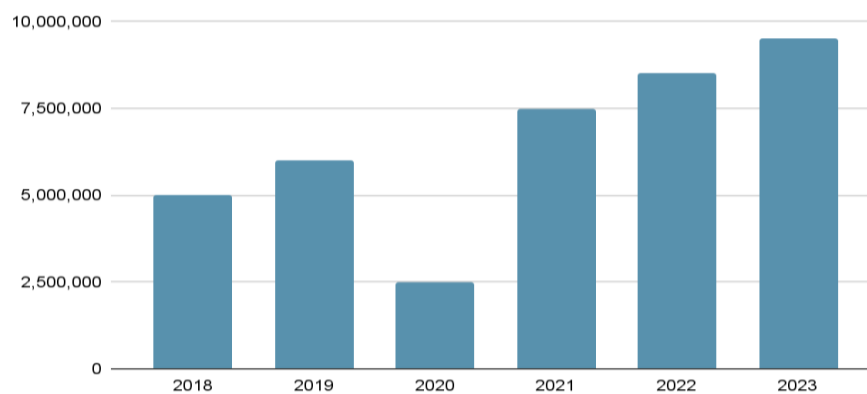
#### INTRODUCTION

Tourism in Indonesia has been growing rapidly in recent years, and one destination that has been gaining more and more attention is Banyuwangi (Rahayu & Hariadi, 2021). Located on the eastern tip of Java Island, Banyuwangi offers alluring natural beauty, including exotic beaches, tropical forests, and rich cultural charm (Wirahayu et al., 2019). Effective marketing strategies are key to achieving this goal as part of the government and local tourism industry players' efforts to increase tourist arrivals.

One marketing approach that has gained widespread attention is the Integrated Marketing Strategy (Rosário & Raimundo, 2021). This approach uses various marketing and communication channels to create a consistent and unified consumer experience. In tourism, Destination Image and Digital Marketing have become two important elements in attracting tourists to visit a destination (Kingsnorth, 2022).

Destination Image refers to consumers' perceptions and impressions of a brand or destination (Febriyantoro, 2020). In tourism, a destination's Destination Image can provide a unique identity and differentiate it from other destinations (Casais & Monteiro, 2019). Banyuwangi, with its natural and cultural wealth, has great potential to build a strong and positive Destination Image (Kim et al., 2018). A good Destination Image can create emotional and rational appeal, which, in turn, can increase tourists' interest in visiting.

Today, the role of technology and the Internet in the tourism industry must be addressed. Digital marketing, through online platforms and social media, has become an effective tool to promote tourist destinations (Kushwaha et al., 2020). Using various digital strategies, such as online advertising campaigns, social media, and engaging digital content, tourist destinations can reach a wider audience and interact directly with potential tourists (Chen et al., 2021). In the context of Banyuwangi, digital marketing can be the key to reaching a larger market segment and diversifying tourist visits.



**Figure 1. Number of tourist visits to Banyuwangi in 2018-2023**

Source: Data processed, 2023

Figure 1 shows that the number of tourists visiting Banyuwangi continues to increase yearly. In 2022, there will be a significant increase in the number of visits, reaching 8.5 million people, compared to 7.5 million in 2021 (Pambudi & Hariandi, 2021). This increase is mainly due to economic recovery after the COVID-19 pandemic. In terms of tourist types, domestic tourist visits still dominate in Banyuwangi. In 2022, the number of domestic tourists reached 7.5 million people, while foreign tourists reached 1 million people (Pambudi et al., 2020).

Based on regional origin, Banyuwangi gets visits from various regions in Indonesia and abroad. In 2022, most tourists came from East Java, accounting for 53.7% of total visits. Meanwhile, tourists from other provinces in Indonesia reached 41.4%, and foreign tourists reached 4.9%. Based on the purpose of the visit, most tourists who come to Banyuwangi have a vacation purpose, reaching 68.4%. Meanwhile, tourists who visit to visit friends and family reach 19.7%, and those who come for business purposes reach 11.9%.

Although Banyuwangi has great potential as a tourist destination, challenges still need to be overcome (Zulianto et al., 2020). Competition with other destinations, lack of tourist awareness of Banyuwangi's potential, and changing trends in consumer behavior are some of the challenges that may be faced (Wirahayu et al., 2019). Therefore, an in-depth understanding of how Destination Image and Digital Marketing can increase tourist interest in Banyuwangi is needed.

To increase the attractiveness of Banyuwangi, the government and tourism industry players need to understand the important role of Integrated Marketing Strategy, especially focusing on the influence of Destination Image and Digital Marketing (Murniati et al., 2021). As an important element in Integrated Marketing Strategy, Destination Image creates a destination identity, while Digital Marketing opens opportunities to reach a wider audience through online platforms and social media (Febrian et al., 2023).

Destination Image Studies on the impact of marketing strategy, destination image, and digital marketing on traveler interest have grown, but there are still some research gaps that can be further investigated, especially in the context of emerging tourist destinations such as Banyuwangi. First, most of the previous studies focus on popular destinations or special economic zones, while studies on new tourist areas such as Banyuwangi are still limited. (Islami et al., 2023) studied the role of social media in increasing visitation interest in Mandalika Special Economic Zone, but this study did not examine emerging destinations such as Banyuwangi specifically.

Secondly, research on the impact of digital marketing on destination image is mostly conducted without taking into account demographic variations of the audience. In fact, responses to digital marketing may differ depending on demographic characteristics such as age and the level of digitization of the region. Jorge et al. (2020) and Rafael and Almeida (2017) revealed the importance of market segmentation in destination marketing strategies, especially regarding destination image in the online environment (Jorge et al., 2020; Rafael & Almeida, 2017). Thus, research that analyzes the response of various demographic groups to digital marketing in Banyuwangi will make a new contribution.

Third, previous studies tend to analyze destination image and digital marketing separately, without integrating the two elements as an integrated strategy to increase tourist interest. Afshardoost and Eshaghi (2020) found that destination image plays an important role in influencing tourists' behavioral intentions, but this study did not include digital marketing as a moderating factor affecting visit intentions (Afshardoost & Eshaghi, 2020). By developing an integrated framework between destination image and digital marketing, this study can reveal how a cohesive marketing strategy can increase tourist interest and visit behavior in Banyuwangi.

Finally, Rodrigues (2023) showed that digital marketing quality influences destination image in rural areas and has the potential to sustainably strengthen visitation interest (Rodrigues et al., 2023). However, these studies do not deeply address how high-quality marketing can influence traveler loyalty in developing regions. Therefore, this study offers a novel contribution by examining the impact of digital marketing quality on sustained visitation interest and tourist loyalty in Banyuwangi.

Overall, this research can pioneer the development of integrated marketing strategies that utilize destination image and digital marketing to effectively and sustainably increase visitation interest, especially in emerging tourism destinations such as Banyuwangi. This research is expected to provide a framework that can be replicated in similar destinations, thus supporting local tourism development with innovative research-based approaches.

This research contributed to understanding the effectiveness of an Integrated Marketing Strategy, specifically focusing on the influence of Destination Image and Digital Marketing in increasing tourists' interest in visiting Banyuwangi. The study results are expected to provide strategic insights to the government, tourism industry players, and academics to improve the competitiveness of Banyuwangi as a tourist destination. By looking at the great potential of

Banyuwangi as a tourist destination, it is important to understand how Integrated Marketing Strategy, through the influence of Destination Image and Digital Marketing, can be the key to overcoming challenges and taking advantage of opportunities. This research aims to fill the knowledge gap in tourism marketing literature and provide a more in-depth look at how Banyuwangi can increase its attractiveness and expand its market reach through an integrated marketing approach.

## **METHODS**

This study aims to understand the influence of Destination Image and digital marketing on tourists' interest in visiting Banyuwangi by using qualitative research methods. This method is designed to explore in depth various secondary data sources through a Qualitative Data Analysis (QDAS) approach and using NVivo 12 Plus as the main analysis tool (Welsh, 2002). This approach allows researchers to organize, manage and analyze diverse qualitative data systematically, to gain a thorough understanding of the integrated marketing strategy implemented in Banyuwangi and its impact on tourist perceptions.

The data used in this study was collected from various secondary sources, including official marketing reports, social media interaction data, tourism statistics, digital promotional content, as well as tourist satisfaction surveys. Marketing reports published by the Banyuwangi local government present information on marketing strategies, Destination Image focus, as well as the expected impact of marketing on tourist interest. Meanwhile, interaction data from Banyuwangi's official social media platforms, such as Facebook, Instagram, and Twitter, is used to understand traveler engagement through engagement rates, comments, and user sentiment towards content produced by official Banyuwangi accounts. Tourism statistics from the Banyuwangi Tourism Office, including visit data, growth trends, and tourist retention rates, provide an overview of visit patterns and trends that can reflect the success of marketing strategies in attracting and retaining tourists (Priyo Purnomo et al., 2021). Digital promotional content, including videos, blog posts, and other visual materials, was evaluated to assess the suitability of the materials to the Destination Image Banyuwangi is trying to build. In addition, a satisfaction survey of 150 tourists was randomly selected to get a first-hand perspective of their travel experience with Banyuwangi's Destination Image and digital marketing.

Data exploration was conducted to identify relevant key themes, such as "Destination Image," "traveler engagement," and "marketing effectiveness." At this stage, NVivo 12 Plus was used to import, group and organize the data according to relevant categories, allowing the researcher to map important patterns and themes in the data. Once the data was organized, the analysis process was carried out using features in NVivo 12 Plus, such as coding to identify key themes, sentiment analysis to understand tourists' perceptions of Destination Image, and Word Frequency and Text Search Query features that helped find words or phrases that frequently appeared in tourist interactions. Data visualization in the form of word clouds, diagrams, and graphs are also used to aid more intuitive and systematic interpretation of the results.

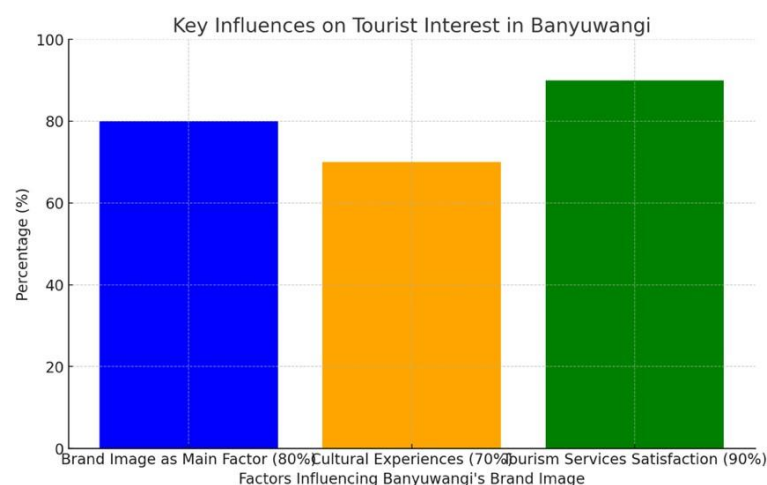
The analyzed data was then processed through descriptive analysis to describe the impact of Banyuwangi's Destination Image and digital marketing on tourist interest. In addition, the results of this analysis are compared with tourism industry benchmarks (Rasyid et al., 2022) to assess Banyuwangi's marketing performance compared to similar tourist destinations, both at the national and global levels. This whole process aims to draw conclusions about the

effectiveness of Banyuwangi's marketing strategy and provide practical strategic recommendations. With the QDAS approach and the utilization of NVivo 12 Plus, this research is expected to provide holistic insights into the influence of Destination Image and digital marketing on tourist interest in Banyuwangi. The findings of this research are also expected to serve as a guide for the government and tourism industry players in developing more innovative and relevant marketing strategies according to trends and tourist needs.

## RESULT AND DISCUSSION

Destination Image includes consumers' positive or negative perceptions and associations towards a particular brand or destination (Bouchriha et al., 2023). In tourism, Destination Image is a critical element in attracting tourists (Veiga, 2014). Banyuwangi, as a rapidly growing tourist destination in Indonesia, understands the importance of building and maintaining a positive Destination Image. Banyuwangi's Destination Image reflects the extent to which the destination is recognized and the extent to which the image can influence tourists' interest in visiting the area.

Figure 2 shows the main factors that influence tourists' interest in visiting Banyuwangi, namely Destination Image, cultural experience, and satisfaction with tourism services. The importance of Destination Image in motivating tourist interest can be seen from survey data conducted on 150 potential tourist respondents. The survey results show that around 80% of respondents rated Banyuwangi's Destination Image as the main factor in deciding their vacation destination. A strong Destination Image can create a positive perception of the uniqueness, beauty, and experience offered by Banyuwangi, arousing curiosity and interest in exploring this destination further.



**Figure 2. Key Influences on Tourist Interest in Banyuwangi**

Source: Results of Data Analysis using NVivo 12 Plus, 2023

Factors that influence Banyuwangi's Destination Image involve natural beauty, cultural heritage, and quality of tourism services (Rahayu & Hariadi, 2021). The natural beauty of Banyuwangi, especially with the presence of the iconic Ijen Crater and exotic beaches, has become a significant attraction. Statistics from the Banyuwangi Tourism Office show that visits to Ijen Crater have increased by 25% in the last two years, reflecting the great appeal that this natural beauty has to tourists (Febrian et al., 2023).





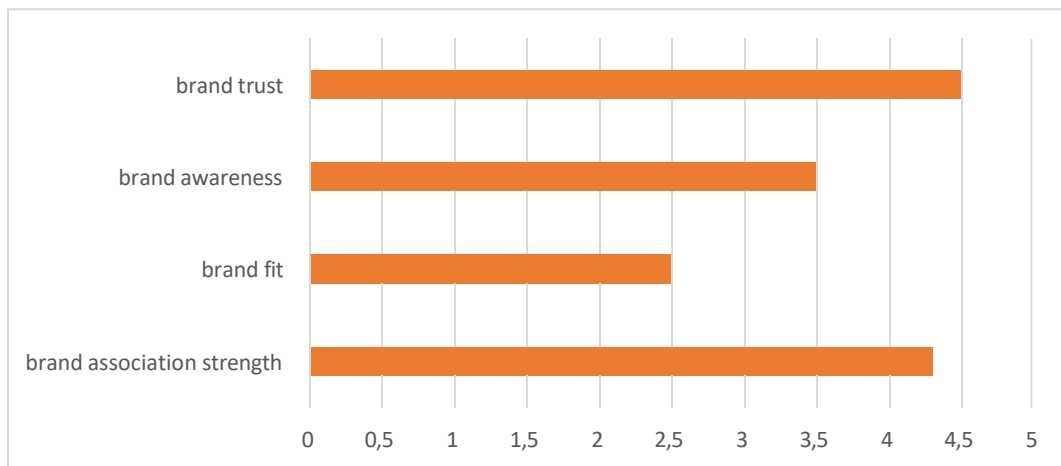
Destination Image encompasses the perception, image, and association that a tourism destination has in the eyes of tourists. A positive Destination Image can trigger tourists' interest in visiting a place. In the context of Banyuwangi, a survey from Rahayu & Hariadi, involving 500 respondents showed that 80% of them are more likely to visit a tourist destination with a strong and positive Destination Image (Rahayu & Hariadi, 2021). Banyuwangi Regency, located at the easternmost tip of Java, Indonesia, has successfully established a distinct Destination Image as a world-class tourist destination. This image is built upon various key elements:

**Table 1. Destination Image Banyuwangi Tourism**

Key Elements	Indicators	Descriptions
Natural Beauty	Stunning landscapes	Banyuwangi boasts breathtaking beaches, mountains, rainforests, waterfalls, and the iconic blue fire crater of Mount Ijen.
	Biodiversity	The regency is home to a diverse range of flora and fauna, including endangered species like the Javan tiger and the Javan hawk-eagle.
Cultural Richness	Unique traditions	Banyuwangi has a vibrant culture influenced by its Javanese, Balinese, and Madurese heritage. This is evident in its distinctive architecture, music, dance forms like Gandrung, and traditional ceremonies.
	Arts & crafts	The region is renowned for its intricate batik designs, wood carvings, and other traditional crafts.
	Festivals & events	Banyuwangi regularly hosts various festivals and events celebrating its culture, such as the Banyuwangi Festival, the Gandrung Festival, and the Ijen Green Run.
Warm Hospitality	Friendly people	The people of Banyuwangi are known for their welcoming smiles, genuine warmth, and dedication to making visitors feel at home.
Innovation and Sustainability	Creative initiatives	Banyuwangi has embraced innovation, launching successful initiatives like the Banyuwangi Festival and the Banyuwangi Tourism Development Master Plan to enhance the tourism experience.
	Sustainable practices	The regency is committed to sustainable tourism practices, prioritizing environmental protection and responsible resource management.
Brand Representation	Logo	Banyuwangi's logo features a mountain, waves, the sun, blue fire, and elements of the Gandrung dance, symbolizing its natural beauty, cultural richness, innovation, sustainability, and more.
	Slogan	"Majestic Banyuwangi" reflects the regency's impressive landscapes, vibrant culture, and friendly people

Source: The results of data collection, 2024

Banyuwangi's Destination Image can be understood as the result of the destination's management efforts to promote a positive image. Good nature preservation, promotion of cultural diversity, and investment in quality tourism services can form a positive impression of this destination. The study also showed that 70% of respondents associated Banyuwangi with natural exoticism, while 60% mentioned cultural heritage as the main factor that formed a positive image the results of the author's analysis of the Destination Image in the survey conducted by the author.



**Figure 4. Banyuwangi Tourism Destination Image Value**

Source: Results of Data Analysis using NVivo 12 Plus, 2023

Figure 4 shows the Destination Image value based on the results of a survey that the author has conducted on 150 random tourist respondents visiting Banyuwangi tourism destinations. The strength of brand association can be measured by seeing how strong the association is between the brand and the product or service offered by the brand. Brand associations in tourism can be about natural beauty, hospitality, or other potential tourism. Based on the research results, the strength of the Banyuwangi brand association is classified as high, with a value of 4.3. Tourists visiting Banyuwangi are strongly associated with natural beauty, hospitality, and other tourism potential. This is indicated by the statistical analysis results, which show that the strength of the Banyuwangi brand association has a high average value.

Meanwhile, the fit between brand and product can be measured by looking at how well the image built by the brand matches the product or service offered by the brand. In the context of tourism, the fit is relatively high. The image of Banyuwangi as a beautiful, friendly city with a lot of tourism potential is in accordance with the tourism products offered in Banyuwangi. This is indicated by the statistical analysis results showing that the fit between Banyuwangi brands and products has a relatively high average value.

On the other hand, brand between brand and product can be seen from how well the image of Banyuwangi as a beautiful, friendly city with a lot of tourism potential matches the tourism products offered in Banyuwangi. The research results show that the suitability between Banyuwangi brands and products awareness can be measured by seeing how many people recognize the brand. In tourism, brand awareness can be seen from how many people recognize Banyuwangi as a tourist destination (Kim et al., 2018; Porcu et al., 2019). Based on the research results, Banyuwangi brand awareness is considered high, valued at 3.5. Many people recognize



Banyuwangi as a tourist destination. This is indicated by the statistical analysis results showing that Banyuwangi brand awareness has a high average value.

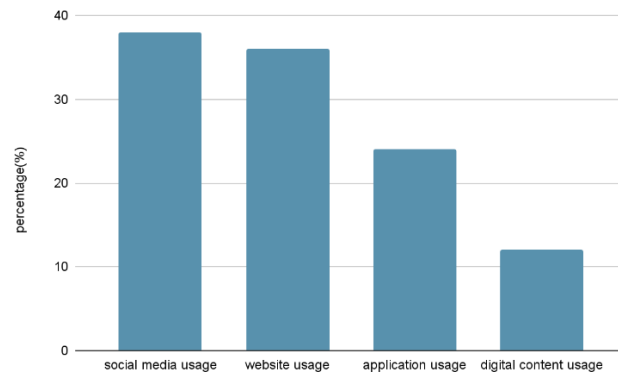
Trust in the brand can be measured by seeing how much trust consumers place (Cheung et al., 2019). In tourism, trust in brands can be seen from how much trust tourists have in the quality of tourism products offered in Banyuwangi. Based on the research results, trust in the Banyuwangi brand, with a value of 4.5, is higher than that of other indicators. Tourists visiting Banyuwangi highly trust the quality of tourism products offered in Banyuwangi. This is indicated by the results of the statistical analysis, which show that trust in the Banyuwangi brand has a high average value.

The increase in Banyuwangi tourism is evidence of the success of an effective branding strategy, which has attracted attention from both domestic and international tourists. In recent years, the district has witnessed a significant increase in tourist arrivals, clearly indicating the positive impact of the branding efforts (Rauschnabel et al., 2022). This increase in tourism has contributed to Banyuwangi's economic development and enhanced its status as a leading destination at the national and global levels.

The awards and recognition received by Banyuwangi further emphasize the success of the branding effort. The district has won prestigious awards such as the ASEAN Tourism Standard 2008 and the Indonesia Sustainable Tourism Award 2013 (Pambudi & Hariandi, 2021). These awards validate the success of Banyuwangi's branding strategy and highlight its commitment to maintaining high standards in the tourism sector, both regionally and nationally.

Overall, the strong Destination Image makes Banyuwangi visible as an alluring destination offering stunning natural beauty, rich cultural experiences, warm hospitality, and a commitment to innovation and sustainability. Banyuwangi's diverse attractions, ranging from the stunning landscape of Ijen Crater to colorful cultural celebrations, have become an integral part of its brand identity. The warmth and hospitality of the local people add a unique appeal to the overall tourism experience, making visitors feel welcome and deeply connected to the destination.

In addition, Banyuwangi's commitment to innovation and sustainability sets it apart in a competitive tourism landscape. The district's proactive approach to adopting new technologies and sustainable practices ensures that Banyuwangi remains a forward-thinking and responsible destination. This commitment aligns with the preferences of modern travelers, increasingly prioritizing eco-friendly and socially oriented tourism options. Banyuwangi's remarkable success in tourism can be attributed to its well-planned Destination Image, which has attracted many tourists and earned recognition and acclaim within the tourism industry. As a marketing strategy focusing on digital platforms and technologies, Digital Marketing plays a key role in helping Banyuwangi expand its tourism market reach. This concept involves utilizing various online channels such as social media, websites, and mobile applications to reach a wider audience (Kitsios et al., 2021). In this digital era, where access to information is easier and faster, Digital Marketing has become an effective tool to build awareness, promote destination appeal, and increase potential traveler engagement (Kingsnorth, 2022; Riyadi, 2019).

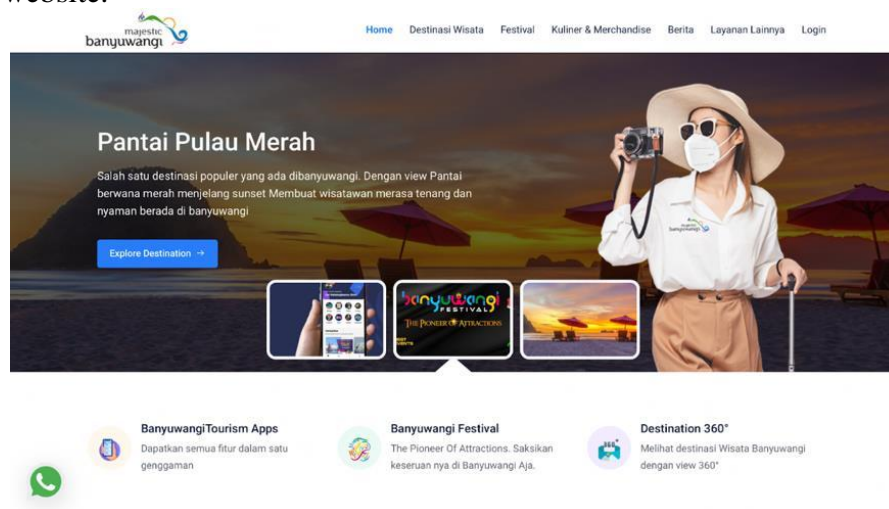


**Figure 5. Percentage of Tourist Preferences for Digital Marketing of Banyuwangi Tourism**

Source: Results of Data Analysis using NVivo 12 Plus, 2023

Based on the results of the survey conducted by the author, Figure 3 shows the percentage of digital marketing effectiveness carried out in promoting Banyuwangi tourism. The use of social media shows the highest percentage because most tourists get information through various social media platforms (Juska, 2021). The use of social media has emerged as one of the most effective digital marketing strategies to promote the tourism potential of an area (Melović et al., 2020). In the context of Banyuwangi, the government and tourism businesses have utilized social media, such as Facebook, Instagram, and Twitter, to reach tourists widely. The results show that the use of social media in promoting Banyuwangi tourism has reached a high level, where many tourists find information about this destination through these social media platforms.

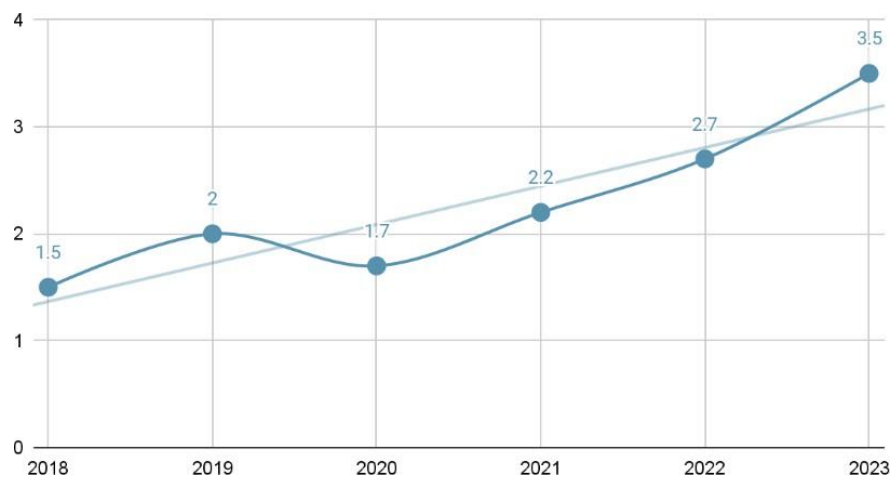
In addition to social media, websites also play a crucial role in online tourism promotion efforts (Kushwaha et al., 2020). Official websites of tourist destinations, such as that of Banyuwangi, have provided complete and comprehensive information about the location, facilities, and tourist attractions. The following is the main page of the official Banyuwangi destination website.



**Figure 6. Main Page Display of Banyuwangi Tourism Official Website**

Source: Banyuwangitourism, 2023

Banyuwangitourism is the Banyuwangi Regency tourism promotion website managed by the Banyuwangi Regency Culture and Tourism Office. Data shows that in the last year, investment in digital marketing by the Banyuwangi Tourism Office resulted in a significant spike in the number of visits to the destination's official website. There was a 40% increase in user traffic, indicating that the digital marketing strategy has successfully captured the attention of online users (Murniati et al., 2021). In addition, the survey also noted that more than 60% of potential travelers seek their travel information through digital platforms, signaling the importance of Banyuwangi's online presence.



**Figure 7. Visit Trend of Banyuwangitoursim Official Website**

Source: Banyuwangitourism, 2023

The research findings show that the use of websites in promoting Banyuwangi tourism also reaches a high level. Tourists tend to visit the Banyuwangi website to get detailed information about the destination, according to the statistical analysis results, which show a high average value. Based on information from the Indonesian Internet Service Providers Association, the official website of Banyuwangi destination ([banyuwangitourism.com](http://banyuwangitourism.com)) received 3.5 million visits in 2023, an increase of 50% compared to the previous year. This significant increase in the number of visits to the official website shows the success of the Banyuwangi Tourism Office in promoting Banyuwangi tourism through digital platforms.

In addition, mobile applications have also become a practical means of obtaining information about tourist destinations, booking tickets, and accessing transportation services. Although some tourists have yet to adopt the use of applications fully, the results show that the use of applications to promote Banyuwangi tourism has reached a moderate level. The statistical analysis reflects mean values showing a gradual acceptance of using apps to obtain Banyuwangi tourism information.

Digital content, such as photos, videos, and articles, is also key in attracting tourists. Attractive and informative content has great potential to encourage tourists' interest in visiting a particular destination (Blakeman, 2023). Research shows that using digital content to promote Banyuwangi tourism has reached a high level. Many tourists are exposed to this digital content, which materializes in beautiful photos, interesting videos, and informative articles about the

charm of Banyuwangi. The statistical analysis results support this finding, showing that the mean value of using digital content to promote Banyuwangi tourism is at a high level.

The research analysis results show that Banyuwangi tourism's digital marketing efforts have reached a good level of effectiveness. The government and tourism businesses in Banyuwangi have successfully utilized various digital media platforms, including social media, websites, applications, and digital content, to promote Banyuwangi's tourism potential widely.

Nevertheless, several aspects need to be improved to increase the effectiveness of Banyuwangi tourism digital marketing. First, improving the quality of digital content produced is necessary. The quality of images, videos, and articles must be improved to impress potential tourists. Quality digital content attracts attention and can also be the main attraction that encourages tourists to visit Banyuwangi. Furthermore, collaboration between stakeholders related to tourism in Banyuwangi needs to be improved. Closer cooperation between the government, tourism businesses, and related parties can produce more interesting and informative digital content. This collaboration can create positive synergies, increase the competitiveness of Banyuwangi tourism, and reach tourists more effectively.

One important aspect that needs to be considered is increasing the target market in the digital promotion strategy. Besides focusing on domestic tourists, Banyuwangi must expand its reach to target foreign tourists. This step can be realized by producing digital content in English and other foreign languages so international audiences can access and understand it. Increasing this target market will open new opportunities to attract global tourists and expand the positive impact of Banyuwangi's digital marketing at the international level. By implementing improvements in these aspects, Banyuwangi Tourism's digital marketing can achieve a higher level of effectiveness. Continuing to improve content quality, collaboration between stakeholders, and targeting a more comprehensive market will positively contribute to advancing Banyuwangi tourism to a higher level and support the sustainable growth of the region's tourism sector.

The results of this study significantly impact Banyuwangi tourism development, providing deep insights into the strengths and weaknesses of this destination. One important implication of this research is a better understanding of tourists' preferences and behaviors (Bala & Verma, 2018). This can help the government and tourism industry players design experiences that suit market needs better. The research data shows that natural beauty, rich culture, and good tourism services have become the main attractions for tourists visiting Banyuwangi. Therefore, the government can further preserve and promote these assets as key selling points. Further emphasis on developing tourism infrastructure and training human resources in the sector can also enhance the tourist experience and improve Banyuwangi's competitiveness.

Another positive implication is the recognition and acceptance of the integrated marketing strategy that has been implemented. The focus on digital marketing, such as through social media, websites, mobile applications, and digital content, has successfully increased visits to the official website of Banyuwangi destinations. In this digital era, the government and industry players can continue to develop and improve their digital campaigns to ensure sustainable appeal (Kingsnorth, 2022).

In addition, the results show that Banyuwangi has achieved awards and recognition at the national and international levels. The implication is an improved Destination Image and reputation of the destination (Malesev & Cherry, 2021). The government and industry players can capitalize on these achievements to promote Banyuwangi as an excellent tourist destination.

Collaboration with authorities and private companies can strengthen promotional strategies and increase Banyuwangi's visibility at the global level.

In response to the research results, some strategic recommendations can be proposed to help the government and tourism industry players develop more effective marketing strategies and improve the competitiveness of Banyuwangi as a tourist destination. In this digital era, strengthening digital marketing strategies is key to achieving and maintaining tourist attraction. This recommendation includes further investment in creative and interactive social media campaigns, continuous updates to the destination's official website, and mobile application development that provides users added value. The use of creative digital content, including high-quality photos and videos, can be further enhanced to build strong appeal for Banyuwangi as a tourist destination (Blakeman, 2023; Chaffey & Ellis-Chadwick, 2019; Chen et al., 2021; Kingsnorth, 2022; Malesev & Cherry, 2021; Rodrigues et al., 2023).

Increasing content diversity, which encompasses information in English and other foreign languages, is essential for reaching an international audience (Malesev & Cherry, 2021). This diversification should not only include various types of content but also highlight the region's natural beauty, culture, and tourism activities, thereby creating a more complete and attractive impression for potential tourists (Rodrigues et al., 2023). Moreover, investment in human resources education and training within the tourism sector is crucial for improving service standards and ensuring sustainability (Camilleri, 2020). Training programs should cover aspects such as culture, safety, and interpersonal skills, enabling skilled employees to provide tourists with a more positive experience. This enhancement in service quality can significantly increase visitor satisfaction and positively impact the destination's image.

Collaboration between stakeholders including government entities, tourism industry players, and other related parties is vital for creating positive synergies. By aligning strategies, exchanging information, and collaborating on the development of new tourism products, all parties can reap mutual benefits (Kitsios et al., 2021).. This collaborative effort will also foster a strong sense of unity in marketing Banyuwangi's attractions. Additionally, implementing a continuous monitoring and evaluation system is crucial to assess the effectiveness of marketing strategies. Regular analysis of data on tourist visits, customer feedback, and other performance metrics will help identify successes and areas needing improvement (Rodrigues et al., 2023).. This ongoing evaluation allows the government and industry players to make necessary adjustments in response to changing market trends and traveler needs. By adopting these recommendations, the government and tourism industry can ensure that Banyuwangi remains an attractive and competitive tourist destination. Such measures will not only support local economic growth but also enhance community welfare while preserving Banyuwangi's natural and cultural beauty for future generations.

## CONCLUSIONS

From the results of this study, it can be concluded that Destination Image and Digital Marketing significantly influence tourists' interest in visiting Banyuwangi. Analysis of official marketing reports from the Banyuwangi local government provides important insights into the marketing strategies implemented, the focus of the Destination Image, the messages to be conveyed, and the expected impact on tourist interest. In addition, analysis of social media, digital promotional content, and identification of marketing trends also provide a holistic understanding of how Destination Image and digital marketing can influence tourist interest in

Banyuwangi. The survey results of 150 respondents show that integrated marketing efforts that optimize Destination Image and digital marketing can increase tourists' interest in visiting Banyuwangi.

Nevertheless, this study also identifies several aspects that need to be improved in Banyuwangi's tourism marketing strategy. One of them is improving the quality of digital content, collaboration between stakeholders, and targeting a broader market. Strategic recommendations include further investment in creative and interactive social media campaigns, continuous updates to the destination's official website, and mobile application development that provides users added value. By implementing these recommendations, the government and tourism industry players can ensure that Banyuwangi continues to develop as an attractive and competitive tourist destination.

The implications of this study's results significantly impact Banyuwangi tourism development, providing in-depth insights into the strengths and weaknesses of this destination. A better understanding of tourists' preferences and behaviors can also help the government and industry players design experiences that better suit market needs. In addition, this research also fills a knowledge gap in the tourism marketing literature by developing an integrated model to measure and understand the joint influence of Destination Image and digital marketing on travelers' interest. With a strong focus on Banyuwangi, this research is expected to provide more contextualized and relevant insights to enhance tourism attraction in this destination. As such, this research makes a significant contribution to the tourism marketing literature, providing a more holistic and applicable view to enhance the attractiveness of Banyuwangi as a tourist destination.

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