

## THE OPTIMIZING OF DIGITAL MARKETING TO INCREASE BRAND AWARENESS OF SUDUT LOMBOK

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**Abstract:** Companies are utilizing the increasing technological and information development to conduct digital marketing activities. Sudut Lombok is a business that operates digital marketing to increase its brand awareness to potential customers. The purpose of this research is to (1) identify digital marketing strategies that Sudut Lombok has carried out in building its brand awareness, (2) measure the level of brand awareness of Sudut Lombok in potential customers, and (3) determine the solution proposed implementation of the right digital marketing strategy in increasing brand awareness. This study used the marketing mix 4C in identifying Sudut Lombok's marketing activities and brand awareness pyramid to measure the level of brand awareness of Sudut Lombok. The results show that the right digital marketing strategies, brand awareness, and digital marketing solutions can optimize the marketing media used by Sudut Lombok.

**Keywords:** brand awareness, brand awareness pyramid, digital marketing, marketing mix 4C

**Abstrak:** Perkembangan teknologi dan informasi yang kian pesat dimanfaatkan oleh perusahaan untuk melakukan aktivitas digital marketing. Sudut Lombok memanfaatkan pemasaran digital dalam meningkatkan brand awareness kepada pelanggan potensial. Adapun tujuan penelitian ini dilakukan adalah (1) Mengidentifikasi strategi digital marketing yang telah dilakukan oleh Sudut Lombok dalam membangun brand awareness, (2) Mengukur tingkat brand awareness Sudut Lombok pada pelanggan potensial, (3) Menentukan solusi usulan penerapan strategi digital marketing yang tepat dalam meningkatkan brand awareness. Penelitian ini menggunakan bauran pemasaran 4C dalam mengidentifikasi aktivitas pemasaran Sudut Lombok serta piramida brand awareness untuk mengukur tingkat brand awareness. Hasil penelitian menunjukkan bahwa strategi digital marketing, tingkat brand awareness serta solusi digital marketing yang tepat dapat mengoptimalkan media pemasaran yang digunakan oleh Sudut Lombok.

**Kata kunci:** bauran pemasaran 4C, kesadaran merek, pemasaran digital, piramida brand awareness

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## INTRODUCTION

Advances in information technology in this modern era are proliferating and have touched various aspects of human life. According to William (2009), technology and information is a technology that combines computing (computers) with high-speed communication lines that carry data, voice, and video. One form of the development of information technology is the existence of digital technology in the form of the internet. The various benefits provided by the presence of digital technology, especially the internet, make its users increase from year to year. Simarmata (2017) said that the internet is a large interconnected network of computer networks to obtain information in these computer collections, assuming that the computer owner grants access permission. By using the internet, business people will easily provide information and market the products they produce.

Marketing is one of the essential elements needed by a company to ensure the sustainability of its business. This is also expressed by William (2013) that marketing is a business activity designed to plan, determine prices, distribute products and promote products that can satisfy wants and achieve company goals. By that means, the internet becomes the leading choice for a business to advertise products by utilizing websites, social media, and e-commerce as marketing media. Marketing that uses the internet as a communication medium is called digital marketing.

Digital marketing is a marketing activity that uses the internet that utilizes digital media such as web, social media, e-mail, digital TV, and mobile in promoting, increasing target consumers, knowing behavior, product value, and customer loyalty to achieve marketing goals (Chaffey and Chadwick, 2016). According to Wardhana (2015), digital marketing is the best strategy for branding through various web-based media. Kotler (2019) states that branding gives brands power over products and services. This strength will be used to differentiate its products and competitors' products. Through digital marketing, businesses can easily do branding to gain brand awareness from their potential consumers. Romaniuk et al. (2017) said that brand awareness is the ability given by customers to recognize or remember a particular brand according to the product category.

The emergence of severe acute respiratory syndrome coronavirus 2 disease (COVID-19) in China at the end of 2019 has caused a sizeable global outbreak (Lai et al. 2020). The Covid-19 pandemic, which began to enter Indonesia in March 2020, impacted various sectors, including the tourism sector. The Indonesian government implemented restrictions on community mobilization, known as Large-Scale Social Restrictions (PSBB), on April 10, 2020, to reduce the spread of Covid-19 in several regions in Indonesia. This policy led to decreased tourist visits, losses to airlines, and a reduction in the tourism sector workforce (Soehardi, 2020). This is because foreign and domestic access is limited.

Based on these problems, the NTB Tourism Office (Dispar) noted that at least 15,000 tourism sector workers were affected by the Covid-19 pandemic. As a business actor in the tourism sector, Sudut Lombok can also not carry out business activities properly because of the social restriction policy. Therefore, in facing the pandemic, Sudut Lombok took advantage of the breadth of the internet network to provide greater awareness for its potential consumers while waiting for the policy of normal tourism activities to return.

Sudut Lombok is a social business that engages in tours and travel, and applies the concept of sustainable and responsible tourism in its business activities. The concept of sustainable and responsible tourism provides economic, and social benefits, and restores (restoration) environmental conditions that have been degraded (Janusz and Bajdor, 2013). In West Nusa Tenggara (NTB), tourism plays an important role in driving the economy, and this momentum is the main force-generating tourism in Lombok. This can also be an opportunity for Sudut Lombok to further develop its business network and increase brand awareness among consumers through the development of the internet.

The development of digital technology has changed the conventional forms of marketing into digital-based marketing which is known as digital marketing. Facing the VUCA business era (Volatility, Uncertainty, Complexity, and Ambiguity) where an era that describes a business situation that is volatile and leads to uncertainty. Therefore, the role of digital marketing is strongly needed as an important part of tackling bigger losses.

During the 5 years of the establishment of Sudut Lombok, the insights of its Instagram and Facebook social media shows, that the marketing media has not been used optimally so Sudut Lombok has not been able to increase traffic and engagement from its potential consumers. This issue must be addressed by the parties concerned, and given the importance of using effective marketing media to increase brand awareness amid a pandemic.

Based on the above background, the objectives of this study are (1) to identify the application of digital marketing that has been carried out by Sudut Lombok in building brand awareness. (2) determine the level of perception of Sudut Lombok's brand awareness in potential customers. (3) determine the right solution for implementing digital marketing in increasing the brand awareness of Sudut Lombok.

## METHODS

This research was conducted in the Sudut Lombok, which is located on Jalan Raya Labuhan, Desa Pringgabaya, Kecamatan Pringgabaya, Kabupaten Lombok Timur, West Nusa Tenggara. Sudut Lombok was selected as the object of research because it is a social business that impacts sustainable tourism, improves the education level of local children, and empowers small businesses. The existence of Sudut Lombok is interesting to study because it is directly related to the community's welfare. Data collection and processing were carried out from April to June 2021.

The research approach was carried out descriptively using mixed methods, namely qualitative and quantitative. The data used are primary data and secondary data. Preliminary data were obtained from direct interviews with the inner side of Sudut Lombok and a survey in the form of an online questionnaire distributed to external respondents. While secondary data was obtained from several literature studies, books related to the research topic, internet sites, articles, and previous studies as comparison material.

Determining the respondents is done by non-probability sampling technique, purposive sampling.

The internal respondent in this study was Andriawan Abdi, the founder of Sudut Lombok. While the external respondents in this study were Instagram and Facebook social media users who were selected with the criteria for an age range of 21 - 45 years, had or were interested in traveling, and cared about social and environmental issues. External respondents consist of 60 respondents, the determination of the number of respondents is based on the opinion of Gujarati (2009) that the fulfillment of the normality assumption can use the central limit theory if the data is extensive, then it can be said to be normally distributed.

Data processing and analysis in this study was carried out by using descriptive analysis and brand awareness pyramids. Descriptive research is used to see the company's general picture and internal conditions in the form of data, facts, and digital marketing activities that Sudut Lombok has carried out from the results of in-depth interviews with the internal parties. Sudut Lombok's digital marketing activities were analyzed using STP marketing and the 4C marketing mix based on the marketing channels used by Sudut Lombok. Furthermore, this technique is used to determine the right proposal for formulating digital marketing to increase the brand awareness of Sudut Lombok.

Brand Awareness Pyramid is used to analyze the brand awareness level of Sudut Lombok based on a questionnaire distributed to external respondents. Brand awareness research questionnaires are presented as an interval scale to see how strongly respondents agree or disagree with the statements presented. The measurement scale was a Likert scale, which used to measure attitudes, opinions, or perceptions of a person or group of people about an event or social issue on a 5-point scale through the same interval (Erlina, 2011).

The Likert scale not only measures groups of individuals according to certain categories and designs their order, but also the magnitude of individual preferences (Sekaran and Bougie 2013). After knowing the percentage at each level of brand awareness, problems from each level of brand awareness will be identified. The results of the identification can be used as a reference for an improvement of the digital marketing strategy of Sudut Lombok.

## RESULTS

### Company Overview

Sudut Lombok is a social business that engages in tourism, education, and small business empowerment. Sudut Lombok runs its business activities as a travel agency and applies the concept of responsible and sustainable tourism. According to Pitana (2005), sustainable tourism is a tourism concept that is managed with reference to qualitative growth, meaning that this concept can improve the welfare, economy, and health of the people around tourist sites. The application of this concept originated from the anxiety of the founder of Sudut Lombok, Andriawan Abdi, who saw that the existence of tourist attractions in Lombok was mostly only enjoyed by investors or private companies located in these tourist sites. Therefore, the implementation of responsible and sustainable tourism in that site was hoped can improve the welfare of the community in accordance with the main objectives of the concept.

The form of the concept of sustainable and responsible tourism applied by Sudut Lombok is to invite tourists to stay and mingle with local residents. For examples, tourists were offered to stay at local residents' homes, served local specialties and involved tourism awareness groups (pokdarwis) as local tour guides who will guide tourists to explore tourism in Lombok. In addition, in improving the education level of children around tourist sites, Sudut Lombok provides an opportunity for tourists to share their knowledge, such as English or Basic Mathematics at the Sudut Lombok Reading Park. As for environmental sustainability, Sudut Lombok provides an opportunity for tourists to plant mangroves at several coastal points in East Lombok Regency in order to protect the environment.

### Marketing Mix 4C

Marketing Mix 4C is a technique used in digital marketing analysis. This analysis is a transformation of the classic 4P marketing mix proposed by Kotler, Kertajaya, and Setiawan (2017). The components in the 4C marketing mix consist of co-creation, currency, communal activation, and conversation. The results of in-depth interviews with the Sudut Lombok in analyzing internal conditions by using the 4C marketing mix are as follows:

#### 1. Co-Creation

In creating a unique value proposition, Sudut Lombok continues to innovate and provide the best service for its potential customers. One of the innovations carried out is by offering a different holiday experience to tourists with the concept of responsible and sustainable tourism. It is hoped that tourists will be more empathetic and care about the condition of the surrounding environment by involving them directly in the community empowerment and participating in nature conservation programs for development in tourism. This is supported by previous research conducted by Hakim (2019) that the World Tourism Organization (UN-WTO) explains that responsible tourism is a vision of tourism development in the world today and in the future. The concept of responsible and sustainable tourism adopted by Sudut Lombok is by the recommendations from the UN-WTO and consumer needs regarding the concept of more sustainable tourism.

The advantage that Sudut Lombok offers compared to other tour agent service providers is that it provides a different holiday experience from the concept of a holiday in general. Sudut Lombok offers services for tourists to mingle and live together with residents so tourists can experience being residents of Lombok. In addition, tourists will be directly involved in the development of education and environmental conservation in Lombok. The next innovation is through the donation feature found on the Sudut Lombok website.

#### 2. Currency

Sudut Lombok provides convenience for tourists who want to take a vacation by offering vacation programs according to the budget owned by tourists. Non-Ordinary Holiday Packages are priced starting from Rp. 200,000, - for tourists who want to take part in events held once or twice a year. Furthermore, Sudut Lombok offers Tour Packages with prices starting from Rp. 999,000,-. In addition, Sudut Lombok also offers tour packages for every destination in Lombok for tourists who only want to visit certain tourist attractions. In creating dynamic prices, Sudut Lombok implements a business strategy based on the number of tourists. The more tourists who join a group, the more discounted prices will be given according to the tour packages chosen by the tourists.

### 3. Communal Activation

As a social business engaged in tourism, Sudut Lombok is determined to provide the best service for its customers by optimizing the various resources owned. Sudut Lombok provides a place to stay for tourists by utilizing the resources owned by Sudut Lombok in the tourism sector, namely homestays or residents' homes that are used as places to stay for tourists. Furthermore, village youth who are members of the Pokdarwis organization serve as local tour guides to accompany tourists. Sudut Lombok also has a partner network of women farmer groups and small businesses fostered by Sudut Lombok as a place to buy souvenirs or souvenirs for tourists.

### 4. Conversation

Sudut Lombok uses websites and social media as a medium for communicating with tourists. Sudut Lombok provides a comment field on the company profile menu and contacts on the Sudut Lombok website which can be contacted every day, as a form of interaction with customers. Visitors can communicate in all websites by commenting in the column provided. In addition, Sudut Lombok utilizes social media such as Facebook and Instagram as a medium to interact with customers. This is considered effective because Instagram has grown by 50% over the last three years, which shows that Instagram is increasingly popular in today's digital society (Sugiarto et al. 2022).

### **Sudut Lombok Digital Marketing Strategy**

#### Segmenting, Targeting, and Positioning (STP) Sudut Lombok

Based on the results of interviews conducted with internal parties, Sudut Lombok targets local and foreign tourists in the age range of 21 - 45 years. The age range of 21 - 45 is the average age of a person who has a steady income and can decide to travel. In terms of psychographics, Sudut Lombok wants to provide a travel experience with the Live in the concept for tourists who want to vacation in Lombok. Sudut Lombok's target market based on this segment is people

in the middle and upper economic class who have a sense of concern for social and environmental issues. Furthermore, in determining the market position, Sudut Lombok positioned itself as the only tour agent that uses the concept of sustainable tourism by way of Live In with residents. The determination of the segment, target and market position of Sudut Lombok is a basic matter in carrying out digital marketing activities.

#### Internet Marketing Sudut Lombok

Sudut Lombok uses two main channels in doing digital marketing, namely the Sudut Lombok site and social networks such as Facebook, Instagram, and Youtube. The following are the results of observations of the digital marketing strategy carried out by Sudut Lombok:

##### a. Sudut Lombok Site

Sudut Lombok site can be accessed directly through the page <https://www.sudutlombok.com>. Sudut Lombok site contains its all programs, ranging from tourism, small business empowerment, and education. The website provides various menu options that present the features it has. The menu bar on the website can be easily found at the top of the page, right between the title and the search field. The About Us menu contains an introduction of Sudut Lombok which includes the vision and mission, programs, and models of its movement. Furthermore, on the Our Service menu, Sudut Lombok provides various information related to the tourism programs offered. The program includes Responsible Tourism and Not Ordinary Holidays with a choice of 3D2N and 4D3N tour packages. Then the Our Social Project menu, contains about the social programs that Sudut Lombok has in the education sector including the Orphan Safari, 1000 Books for Lombok, and the Sudut Lombok Reading Park. In this menu, site visitors can donate in the form of cash, staple foods, and books to support social programs run by Sudut Lombok. Next, on the Contact menu, it contains contact information of Sudut Lombok which starting from the office address, telephone number, social media information, and others. Lastly, the Book Now menu is a menu intended for tourists who want to use the services offered by Sudut Lombok.

b. Social networking

In addition to using the website, Sudut Lombok also uses social networks to reach a more specific and relevant target audience. Facebook and Instagram are the right platforms for marketing Sudut Lombok. Sudut Lombok uses the Business Account feature found on Facebook and Instagram. This feature can make the users easier to create and monitor various advertising campaigns on Facebook and Instagram.

**Characteristics of External Respondents**

This study looks at the characteristics of respondents based on age, gender, domicile, income or pocket money per month, and occupation which can be seen in Table 1. Other characteristics are respondents who have traveled or are planning to travel 6 months to 1 year ahead.

Based on Table 2 regarding the composition of advanced characteristics, the first characteristic is related to the respondent’s experience of traveling outside the region/city. There are 51 or 85% of respondents who have traveled outside the region/city. The remaining 9 respondents said that they had never traveled outside the region/city. Furthermore, on the characteristics of the planned tourist destination

destinations, 22 respondents have plans to travel to Lombok. Meanwhile, 38 respondents chose to travel outside Lombok. These two characteristics are intended to determine the respondent’s interest in planning a trip to Lombok.

**Brand Awareness Sudut Lombok**

Research conducted on external respondents aims to determine and measure the level of brand awareness of Sudut Lombok regarding marketing activities that have been carried out, especially in digital marketing. External respondents consist of 60 respondents in the age range of 19 – 38 years and are spread in various cities in Indonesia.

The measurement of the level of brand awareness of Sudut Lombok was analyzed by using a brand awareness pyramid. All indicators in this measurement use an interval scale. The next stage in measuring brand awareness starts from being unaware of the brand, brand recognition, and brand recall, to the last stage, namely top of mind. The final result of this measurement will be the percentage perception of the level of brand awareness of Sudut Lombok in its potential consumers. The following are the results of research conducted on the level of brand awareness of Sudut Lombok.

Table 1. Composition characteristics

Characteristics of Respondents	Categories	n	%
Ages	19 – 25 years old	53	89
	26 – 32 years old	5	8
	32 – 38 years old	2	3
Gender	Female	34	57
	Male	26	43
Domicile	Lombok	33	55
	Outside Lombok	27	45
Occupation	Student	43	72
	Employee	8	13
	Entrepreneur	9	15

Table 2. Composition of advanced characteristics

Characteristics of Respondents	Category	n	%
Have you ever been on vacation outside the area/city?	Ever	51	85
	Never	9	15
Travel destination plan	Lombok	22	37
	Outside Lombok	38	63

Table 3 shows the results of respondents' responses to being unaware of the brand which is the lowest level in the brand awareness pyramid. In 60 respondents who have been researched the average response of respondents' perceptions of the level of unawareness of the brand is 76.83%. At this stage, the majority of respondents have already known the Sudut Lombok brand.

Table 4 shows the results of respondents' responses based on questions about brand recognition. Consumer perceptions of brand recognition are 46.2% with a total score of 505. Based on responses from respondents, the problems faced by Sudut Lombok were at the beginning of the introduction, Sudut Lombok was known as a social community, not as a tour agent. Respondents

also stated that the image obtained through social media accounts did not reflect Sudut Lombok's as a tour agent.

Table 5 shows the respondents' responses to the third level of brand awareness pyramid, namely brand recall. The percentage of respondents' perceptions of the brand recall level is 45.3%. Referring to the Table 5, most of the respondents' responses answered neutral/probably that the Sudut Lombok could be an option from other competitors and be used as a reference in making tourism trips in Lombok. This can be used as an opportunity for Sudut Lombok to continue improving its products and services so that potential customers can be more confident in Sudut Lombok.

Table 3. Respondents' responses to unaware of the brand from Sudut Lombok

Brand Recognition	Respondents Response					Total Score	Ideal Score	Percentage (%)
	Strongly Disagree (SD)	Disagree (DA)	Neutral (N)	Agree (A)	Strongly Agree (SA)			
Knowing that there is a tour agency in Lombok	2	6	11	26	15	226	300	75.3
Knowing or have hearing of Sudut Lombok	1	10	5	21	23	235	300	78.3
Total Score						461	600	
Average Percentage (%)								76.83

Table 4. Respondents' responses to brand recognition from the Sudut Lombok

Brand Recognition	Respondents Response					Total Score	Ideal Score	Percentage (%)
	Strongly Disagree (SD)	Disagree (DA)	Neutral (N)	Agree (A)	Strongly Agree (SA)			
Sudut Lombok as a tour agent not as a community	22	18	12	6	2	133	300	44.3
Sudut Lombok is engaged in sustainable tourism	15	10	18	10	7	164	300	54.7
Knowing of the programs that Sudut Lombok has to offer	25	19	10	4	2	119	300	39.7
Total Score						505	900	
Average Percentage (%)								46.2%

Table 6 shows the last level in the brand awareness pyramid, namely top of mind. Respondent's preference at the top of mind stage is 41.67%. Based on Table 6, it is known that the reason respondents did not visit social media accounts or the Sudut Lombok website was that the appearance of both was less attractive and informative. This has become a problem for Sudut Lombok in increasing its attractiveness with online audiences.

The characteristics of respondents who are included in the top of mind are dominated by millennial generation respondents and gen Z, namely respondents in the age range of 19-38 years, which are dominated by respondents who work as students or private employees. This potential customer can be used as an opportunity for Sudut Lombok to present interactive and contemporary social media content so that it can be an attraction to its target market.

Figure 1 shows the results of the average level of brand awareness of Sudut Lombok's perception of the 60 respondents who have been studied. There are 76.83% of the total respondents can reach the level of unaware of the brand; then 46.2% of the total respondents can reach the brand recognition stage; 45.3% of respondents reached the level of brand recall, and finally 41.67% of the total respondents can reach the last level in the brand awareness pyramid. Referring to the figure above, it is known that the percentage decrease in the brand awareness pyramid starts from the brand recognition level. This indicates that the main problem in increasing brand awareness lies in the respondent's recognition of the Sudut Lombok brand.

### Identification of Problems with Brand Awareness Sudut Lombok

After measuring brand awareness through a survey of external respondents, problems were found at every level of the brand awareness pyramid. Problems at each level of the brand awareness pyramid are identified in Table 7.

Table 5. Respondents' responses to the brand recall of Sudut Lombok

Brand Recognition	Respondents Response					Total Score	Ideal Score	Percentage (%)
	Strongly Disagree (SD)	Disagree (DA)	Neutral (N)	Agree (A)	Strongly Agree (SA)			
Can mention the Sudut Lombok compared to similar competitors	21	18	13	4	4	132	300	44
The Sudut Lombok is a reference in planning vacations	17	16	20	4	3	140	300	46.7
Total Score						272	600	
Average Percentage (%)								45.3

Table 6. Respondents' responses to the top of mind Sudut Lombok

Brand Recognition	Respondents Response					Total Score	Ideal Score	Percentage (%)
	Strongly Disagree (SD)	Disagree (DA)	Neutral (N)	Agree (A)	Strongly Agree (SA)			
The Sudut Lombok first comes to mind when planning a vacation to Lombok	20	16	12	9	3	139	300	46.3
Frequently visit Sudut Lombok site either on social media or website	28	21	7	3	1	108	300	36
Total Score						336	600	
Average Percentage (%)								41.67



## Offered Solutions

The main problem faced by Sudut Lombok in increasing brand awareness is starting at the brand recognition level. Respondents have difficulty recognizing the status of Sudut Lombok as a tour agent or social community. In addition, respondents said that Sudut Lombok website and social media were less attractive and informative, so some of the respondents did not know what the features offered. The following are suggestions in overcoming the Sudut Lombok problems.

### 1. Website

Sudut Lombok website can be accessed through the [www.sudutlombok.com](http://www.sudutlombok.com) page. On this site, consumers can get information about Sudut Lombok, tourist and cultural destinations in Lombok, as well as various events made by Sudut Lombok. The website is the main medium that is used as an information center for consumers so the display and content that is loaded must be informative and attractive. Based on the results of observations and responses of respondents to the Sudut Lombok website, the things that need to be optimized are as follows.

### Updating content

Sudut Lombok needs to update all the information contained on its website so that site visitors can get the actual and latest information about the events. Furthermore, Sudut Lombok needs to add information about tourist destinations with various beauties to attract tourists to visit Lombok. In addition, Sudut Lombok also needs to add information about the condition of tourist accommodation places such as homestays and

residents' homes to create a sense of security and comfort for tourists when they want to travel using the services offered by Sudut Lombok.

### Adding features

Sudut Lombok needs to add a trip consultant feature on its website to make the tourists easier to consult with Sudut Lombok's internal parties. In addition to a trip consultant feature, Sudut Lombok should also add a "language choice" feature on its websites such as a choice of Indonesian or English. Bearing in mind that the market of Sudut Lombok is not only domestic tourists but also foreign tourists.

### Search Engine Optimization (SEO)

The implementation of SEO strategies (Off-Site and On-Site) can bring up the Sudut Lombok website to the top on search engines like Google and others. Besides that, it can increase the traffic of the Sudut Lombok website so it has a direct effect on increasing the brand awareness of Sudut Lombok.

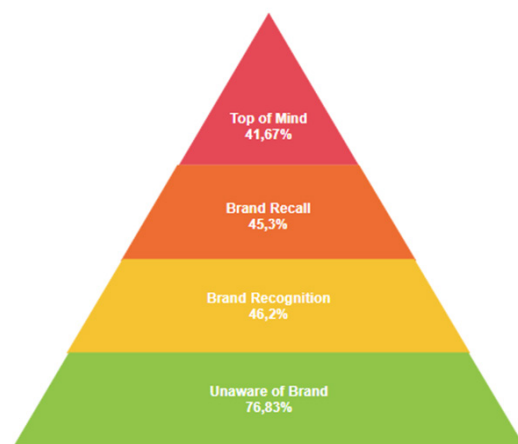


Figure 1. Pyramid of brand awareness level of Sudut Lombok

Table 7. Identification of problems with the brand awareness of Sudut Lombok

Stages	Problems
Brand recognition	The Sudut Lombok is known as a social community, not as a tour agent Respondents only know some of the features offered
Brand recall	The appearance of social media accounts does not describe a tour agent Respondents have not been able to mention Sudut Lombok compared to other competitors Respondents are still hesitant to use Sudut Lombok's as a travel reference
Top of mind	The Sudut Lombok is not in the minds of consumers for the first time Consumers rarely visit social media accounts and the Sudut Lombok website

## 2. Social Media Marketing

Social Media Marketing is a marketing strategy used by utilizing digital marketing activities. According to Wahid and Puspita (2017), publication activities through social networks such as Facebook, Twitter, and Instagram can increase brand awareness in the community. Since it was formed, Sudut Lombok has used Instagram and Facebook Pages as a medium to market its brands and services. However, during its 5 years of existence, Sudut Lombok has not been able to optimize the use of existing marketing media. Therefore, there are some things that Sudut Lombok can do in optimizing the use of social media marketing. Instagram

Instagram is prevalent in today's digital society, so it is increasingly used as a business marketing media (Sugiarto *et al.* 2022). What can be done in optimizing Instagram Sudut Lombok is to present interesting content about tourism such as various tourist destinations, cultures, and 'things to do' when going on a tour to Lombok. In addition, Sudut Lombok needs to optimize the use of features found on Instagram such as IGTV and the new feature, Reels. The use of Reel video can easily bring in visitors if the content created has good visual quality, appropriate and interesting captions, and the use of hashtags that match the uploaded content. It is recommended that Sudut Lombok routinely upload stories and Instagram feeds in the form of photos and videos to attract visitors and create interaction with the audience.

### Facebook

Facebook is a social media that has the most number of users in Indonesia (We Are Social 2020). This social media is very appropriate to be used to market the brands and services offered by Sudut Lombok. In optimizing the use of Facebook Page, it is recommended that Sudut Lombok regularly upload content such as photos and videos that tell about tourism and culture in Lombok. Of course, the uploaded content is supported by good visual quality, interesting captions, and the use of hashtags that match the uploaded content. In addition, Sudut Lombok also needs to take advantage of the paid advertising feature provided by Facebook, namely Facebook Ads Manager. This feature is very useful for companies who want to reach a wider market while also targeting the intended market.

The use of advertising on Facebook Ads Manager not only aims to expand market reach but also to increase brand awareness. Therefore, the selection of Facebook Ads Manager as a strategy to expand and increase brand awareness is the right one. This statement is supported by Ramadhan research (2019) that the use of advertising on social media can create greater engagement, awareness, and impressions so it can increase the brand awareness.

### Tik Tok

Tik Tok is one of the most popular platforms in this pandemic era. Since 2020, Tik Tok social media has become a new trend and culture for the Indonesian people. Many people and businesses use this media to create or provide information about something. As a promotional device, Tiktok does not require high costs, a lot of energy, and can be done in a short time (Dewa 2021). The marketing strategy that can be carried out by Sudut Lombok in using Tik Tok media is as follows.

#### a) Use of hashtags (#)

On social media, the use of hashtags serves to help consumers find the product or content they are looking for. The hashtag that is often used on Tik Tok is the hashtag 'fyp' (for your page). This hashtag is intended so that the uploaded content can appear on the homepage of this media user.

#### b) Following the trend

Another strategy that can be used to create greater awareness through Tik Tok is to always follow existing trends. For example, using music that is often used by other users, creating creative content with good resolution, and so on.

## 3. Content Marketing

According to Kotler (2019), content marketing is a marketing activity that includes interesting creation, relevant, and useful content for audience groups to create interactions with existing content. Content marketing that can be done by Sudut Lombok through social media and websites is about sustainable and responsible tourism which includes information on tourist destinations, social culture, nature conservation, and social charity in Lombok. Content about sustainable tourism aims to provide education to the audience about

identity from the Sudut Lombok. In addition, to create interesting and interactive content marketing, it is advisable to hire graphic designers and copywriters. So that the content presented is interesting and increases audience engagement. Content marketing strategies are proven to increase brand awareness based on research conducted by Aprilia (2019).

Based on a survey on the characteristics of the external respondents from the Sudut Lombok, the dominant respondents are from Gen Z and millennials who work as students and workers. This indicates that most respondents who are interested in tourism or the concept of sustainable and responsible tourism are respondents from that circle. Therefore, before implementing a content marketing strategy, Sudut Lombok needs to review its segmentation and target market.

### Managerial Implication

Sudut Lombok is a business that carries social values in the implementation of its business activities. The existence of Sudut Lombok can build Lombok through tourism development and human resources to make Lombok the world's best tourist destination in line with improving the welfare of the people of Lombok. In addition, they can also be directly involved in the development of tourism, both in nature, culture, and customs. Sudut Lombok can also promote the beauty of Lombok's Nature, Culture, and Customs. Several other things can also introduce a culture of sustainable tourism to tourism actors in Lombok, build and develop disadvantaged communities on the island of Lombok, and build and develop members of the Sudut Lombok in order to achieve mutual success.

## CONCLUSION AND RECOMMENDATIONS

### Conclusions

Sudut Lombok has been doing digital marketing to build brand awareness for its potential customers. The digital marketing activities of Sudut Lombok were analyzed using the 4C marketing mix, and it was found that Sudut Lombok uses websites, namely <https://www.sudutlombok.com>, and social media as marketing media. Sudut Lombok also utilizes media such as Instagram, Facebook, and Youtube as marketing media and media to communicate with potential customers. The level of brand awareness of Sudut Lombok is

measured using a brand awareness pyramid. The results indicate that the brand awareness pyramid percentage decreases to the top-of-mind stage. This study also identified the problems faced at each level of the brand awareness pyramid. The formulation of the marketing strategy suggested that Sudut Lombok needs to optimize the use of existing marketing media such as websites and social media. Sudut Lombok's marketing media can be optimized by using all the features contained in the press and combining content marketing strategies with Sudut Lombok's marketing media.

### Recommendations

Sudut Lombok should recruit professional digital marketers responsible for all content on its social media and website so the appearance of social media and websites becomes more attractive and informative. In addition, Sudut Lombok can prioritize the proposed strategy in terms of implementing content marketing that has been put forward to be adjusted to the capabilities of the interests of Sudut Lombok. Then for further research, research development can be carried out on optimizing the application of digital marketing in increasing sales of Sudut Lombok services. This is because at this time, Sudut Lombok is focusing on increasing brand awareness to the public.

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