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Author for correspondence:
Suhaeli
E-mail: suhaeli2507@gmail.com

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Digital Marketing Strategy in Increasing Brand Awareness of Bilebante Green Tourism Village, Central Lombok Regency

[1]Suhaeli, [2]Mohamad Rizan, [3]Osly Usman

[1,2,3] Universitas Negeri Jakarta, Indonesia

This research aims to explore the digital marketing strategies implemented by Bilebante Green Tourism Village, Central Lombok Regency, to enhance brand awareness. This study employed a qualitative method with a case study approach, involving in-depth interviews with tourism village managers, village government officials, and tourists, as well as observation and documentation analysis. The findings indicate that Bilebante Green Tourism Village utilizes various digital platforms such as its Website, Google My Business, and social media (Instagram, Facebook, TikTok, YouTube, WhatsApp Business). The implementation of the digital marketing strategy systematically follows the AIDA (Attention, Interest, Desire, Action) model, starting from capturing attention through engaging visual content and collaborations, building interest with educational content and interaction, fostering desire through testimonials and emotional messaging, to encouraging action via easy access to information and reservations. Supporting factors for success include digitally literate young human resources, village government support, and influencer collaborations. Conversely, inhibiting factors comprise limited equipment, a non-sustainable promotion budget, and the lack of a structured teamwork system and formal training. It is concluded that a comprehensive and adaptive digital marketing strategy has significantly contributed to increasing the brand awareness of Bilebante Green Tourism Village, although further optimization in resource aspects and strategic management is still necessary.

1. Introduction

Bilebante Green Tourism Village is one of the tourist villages located in Pringgarata District, Central Lombok Regency, West Nusa Tenggara Province. Bilebante Village itself has existed for about 100 years. with an area of 28,365 km². This village is inhabited by 4,297 residents, consisting of 2,055 men and 2,245 women (Safitri et al., 2024). In 2016, the West Nusa Tenggara (NTB) Provincial Government designated Bilebante Village as one of the three best green tourism villages, making it a leading destination in Central Lombok Regency. Then, in 2021, the Regency Government officially recognized Bilebante Village as a tourist village through a Decree, along with 60 other villages in Central Lombok, which further strengthened its position as a regional tourism icon (Fitriani et al., 2024).

Figure 1. DWH Bilebante Attraction

Source: DWH Bilebante Documentation (2025)

This tourist village offers a variety of activities that visitors can do such as cycling, playing ATV, Outbound, Cidomo Tour, Fishing Market, cooking class, and spa. In addition, this tourist village has beautiful views of the vast and beautiful rice fields owned by the local community. That is why Bilebante village is also called the "Green Tourism Village" (Cahyani et al., 2024). Bilebante Green Tourism Village was inaugurated as a Tourism Village in 2016 and is directly managed by a Tourism Awareness Group whose members are local people (Widyasari & Akiriningsih, 2022).
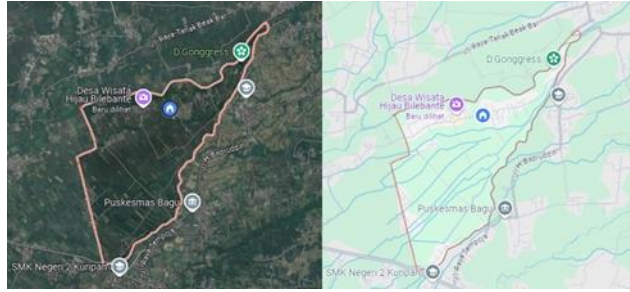
Figure 2. Bilebante Village Map

Source: Google Maps (2025)

From the center of Mataram City, the distance to Bilebante is 16 kilometers with a travel time of around 15-20 minutes. Meanwhile, if departing from Zainudin Abdul Majid Lombok International Airport, the distance is 24 kilometers which can be reached in 37 minutes. Bilebante Village is inhabited by approximately 6,000 residents, the majority of whom are Muslim, while some are Hindu. Its natural beauty is reflected in the expanse of 212 hectares of green rice fields and 87 hectares of gardens, making Bilebante known as a green tourist village (Setiawan, 2022).

Table 1. DWH Bilebante's Achievements

No	Years	Achievements achieved
1	2014	Tastura Award Winner by Central Lombok Regional Government
2	2017	Best Tourism Village from Kemendes PDTT
3	2021	Second Place in Nature Category Tourism from PT BCA
4	2021	First Place in NTB Healthy Village from NTB Provincial Government
5	2021	Ministry of Tourism and Creative Economy Fostered Village
6	2021	Sustainable Tourism Village from Kemenparekraf
7	2022	Second Place in Best Environmental Management from NTB Provincial Government
8	2023	The Best Tourism Village Upgrade Program 2023 from UNWTO
9	2025	ASEAN Public Toilet Standard Award

Source: DWH Bilebante Documentation (2025)

In efforts to develop villages, the government has integrated the concept of "village" with "tourism" to create tourist villages. This approach is taken because tourism has functions and objectives that support job creation (pro-job), economic growth (pro-growth), poverty alleviation (pro-poor), and environmental preservation (pro-environment) (Sari & Batubara, 2021). However, not all villages can be categorized as tourist villages. Only those that meet specific criteria and possess essential components can be designated as tourist villages, as these components reveal the potential and challenges of the village being developed (Sari et al., 2021). To enhance the development of quality tourist villages, the Ministry of Tourism and

Creative Economy (Kemenparekraf) initiated the Indonesian Village Tourism Award (ADWI) program (Kemenparekraf, 2021). This program requires a comprehensive evaluation of various components or aspects of a tourist village, including attractions, accessibility, amenities, and ancillary services (Saharuna & Rahman, 2024). As Asmoro et al. (2021) state, "Evaluation of tourist villages must consider aspects of attractions, accessibility, amenities, and ancillary services as key elements in sustainable village tourism development."

There are three main concepts in the components of a tourist village: (1) accommodations derived from local housing and units developed based on local residential concepts, (2) attractions that include the daily life of local people and the village's physical conditions that allow tourists to actively participate, such as taking dance or language courses, and (3) the natural beauty, uniqueness, and characteristic features of the village itself (Rosidha et al., 2021).

Today, many tourist villages in Indonesia have begun using digital technology to enhance their appeal. For instance, Pulosari Tourist Village in Sleman, Nglanggeren Tourist Village in Yogyakarta, and Kerta Village in Gianyar, Bali have implemented digital technology in their marketing (Mumtaz & Karmilah, 2021). However, many tourist villages, despite their unique attractions, remain poorly known. A major challenge is the lack of e-marketing skills and digital promotion among the human resources (HR) managing these villages. A study in Malang Regency revealed that, despite great potential, tourist villages often lack effective digital marketing strategies (Raharjana & Putra, 2020). Furthermore, digital marketing has become an integral part of the marketing strategies for many tourism destinations. The use of digital technology enables the rapid, widespread, and efficient distribution of information, leveraging the strength of digital marketing to build direct, real-time interactions with potential tourists (Saputra, 2023). However, the implementation of digital marketing strategies in tourist villages often faces challenges, particularly in terms of utilizing technology and sufficient human resources (Paranata et al., 2023a).

One of the main issues faced by Bilebante Green Tourism Village is the low brand awareness among potential tourists. This condition contrasts with the village's great potential in terms of natural beauty and cultural diversity. To enhance brand awareness in the digital world and in the minds of consumers, digital marketing implementation is crucial (Indrapura & Fadli, 2023). Therefore, strategic efforts are needed to increase brand awareness through digital marketing (Wardani et al., 2023).

Today, the advancement of information and communication technology has opened significant opportunities for tourist villages to attract more tourists, develop the local

economy, and promote unique cultural and natural heritage (Minanda et al., 2024). The internet and social media, for example, have become important platforms for promoting tourist destinations. Through social media, tourist villages can reach a wider audience and interact directly with potential tourists (Wahyuni et al., 2022), answering questions, offering recommendations, and responding to feedback promptly (Saputra, 2023).

Figure 3. Data on Internet and Social Media User Trends in Indonesia in 2025

Source: Riyanto (2025)

As of February 2025, Indonesia has a total population of 285 million, with an urbanization rate of 59.5% and an annual growth rate of 0.8%, adding approximately 2.3 million people. The number of mobile connections stands at 356 million, indicating a 125% penetration rate, meaning many individuals have more than one connection, with an annual growth of 1.6% or 5.7 million new connections. Internet users in Indonesia reached 212 million, or 74.6% of the population, a significant increase of 8.7% or 17 million users from the previous year. Meanwhile, social media users total 143 million, or 50.2% of the population, with a 2.9% annual growth, adding around 4 million users. These figures highlight the high and growing digital technology penetration in Indonesia (Riyanto, 2025).

Digital marketing encompasses not only social media use but also strategies such as websites, search engines, email, and online ads (Sahliyah et al., 2024). All of these require deep understanding and proper implementation to achieve the goal of increasing brand awareness (Wardani et al., 2023). However, digital marketing strategies require adequate resources, both financial and human. Many tourist villages face budget constraints and a lack of personnel with digital marketing skills. Therefore, training and capacity-building for village managers are essential to ensure the success of these strategies (Pratama, 2023).

For the Bilebante Green Tourist Village, digital marketing strategies could include creating

engaging and informative content about the village's uniqueness and beauty, using SEO to improve search engine visibility, and marketing through influencers and social media. High-quality, engaging content can create a positive impression and build a strong image in the minds of tourists, increasing awareness of the destination and attracting more visitors (Dewi et al., 2023). Moreover, regular evaluation and monitoring of digital marketing efforts are crucial to assess the effectiveness of strategies and make adjustments if necessary (Maghfiroh et al., 2023). This ensures that each step taken effectively enhances brand awareness for Bilebante Green Tourist Village.

Overall, implementing the right and effective digital marketing strategies is essential to increasing brand awareness for Bilebante Green Tourist Village. By utilizing digital technology, optimizing content, and involving relevant stakeholders, the goal is to increase brand awareness and tourist visits, positively impacting the local economy and community welfare. Therefore, this study aims to analyze the digital marketing strategies that can be applied by Bilebante Green Tourist Village to increase brand awareness among consumers or potential tourists.

One essential aspect of research is determining the focus. A researcher cannot conduct a study without knowing the key areas of investigation, as the focus defines the subject or problem from which data will be collected (Saat & Mania, 2019). The research focus may evolve after direct observation of the research site or specific social context. In qualitative research, the focus is often unclear at the outset and develops during the data collection process, a gradual refinement known as "emergent design" (Sugiyono, 2022).

Thus, the primary focus of this study is to explore how digital marketing strategies can enhance brand awareness for Bilebante Green Tourism Village in Central Lombok, using tools such as a website, Google My Business, and social media platforms like Instagram, Facebook, TikTok, YouTube, and WhatsApp Business.

This study aims to explore the digital marketing strategies implemented by Bilebante Green Tourism Village to enhance brand awareness, focusing on the components of the strategy, its implementation, and the supporting and hindering factors. The results are expected to provide useful information for the government, research institutions, academics, and the general public, both theoretically and practically. Theoretically, this research is expected to serve as a reference for developing digital marketing strategies in tourist villages, while practically, it can contribute to the management and development of tourist villages, government policies, and community empowerment. The findings are also expected to inspire digital marketing practitioners to develop more adaptive and contextual approaches to

promoting local tourism destinations.

2. Method

Research Location and Time

This study will be conducted in Bilebante Green Tourism Village, located in Pringgarata District, Central Lombok Regency, West Nusa Tenggara Province. The village is known for its self-sustained and sustainable tourism development, with active contributions from the local community. The village's natural beauty, including green rice fields, clear rivers, and lush trees, along with its rich cultural traditions, serves as its main attraction. This research aims to explore how tourism is managed in the village, the application of eco-friendly concepts, the socio-economic impacts of tourism on the local community, and how the village utilizes digital marketing.

The study is planned to take place over six months, starting with the preparation phase in the first month, which includes developing the concept, instruments, and proposal seminar. Data collection and processing will occur in months two to four, followed by data analysis in months three to five. Finally, the analysis report and thesis defense preparations will be completed in the sixth month.

Research Informants

In qualitative research, informants play a crucial role as they not only provide answers but also serve as the source of information being studied (Ratnaningtyas et al., 2023). In this study, the informants are individuals who provide valuable data and insights. The list of informants includes Nita, the founder of DWH Bilebante (Pemdes); Pahrul Azim, the director; Abdul Halik from the marketing division; M. Rizal Aidi from the guiding division; and two tourists who will provide their perspectives on the village's tourism experience. These informants will serve as key sources of information for the research.

Research Approaches and Types

This research employs a qualitative approach with a case study design, focusing on understanding the phenomenon of digital marketing in Bilebante Green Tourism Village. The study uses a postpositivist or interpretive philosophy to explore the research subject in its natural context without manipulation. Data collection is carried out through triangulation,

combining observation, interviews, and documentation. The data is analyzed inductively and qualitatively to uncover patterns, themes, and deeper meanings. Content analysis and thematic analysis are used to identify patterns and themes in the data, with content analysis focusing on predefined categories like topics and keywords, while thematic analysis explores deeper meanings and themes that emerge. This combination provides a comprehensive and holistic understanding of the data, helping to analyze various types of content like interviews, questionnaires, and documents, ultimately offering valuable insights into the research topic.

Data collection technique

In this research, data collection techniques aim to gather comprehensive and reliable data. The study uses both primary and secondary data sources (Abdussamad, 2021), with primary data obtained directly from informants, and secondary data collected from existing documents (Saat & Mania, 2019). The techniques employed include observation, interviews, documentation, and triangulation. Observation involves studying human behavior in specific settings to gather insights into the events and social contexts under investigation (Trisliatanto, 2020; Spradley, 2019). Interviews, a key method in qualitative research (Sarosa, 2021), will be conducted with selected informants to gather detailed and valid information. Documentation, including photos and historical records, will also be collected to provide additional evidence and context (Sugiyono, 2022). Lastly, triangulation will combine these techniques to ensure data reliability and comprehensiveness, minimizing errors and enhancing the validity of the findings (Sugiyono, 2022; Dzwigol, 2022).

Data Validity Test

In this research, data validity and reliability are essential to ensure high-quality and trustworthy findings. Validity is divided into internal and external validity. Internal validity refers to the accuracy of the research design and results, while external validity concerns the generalizability of the findings to a broader population (Haryoko et al., 2020). The validity is tested using triangulation, which involves cross-checking data from different sources, methods, and theories to verify credibility and avoid researcher bias. For external validity, the researcher provides clear, systematic, and trustworthy explanations in the report (Samsudin et al., 2023). Reliability is tested through an audit of the entire research process by an independent auditor, ensuring that the researcher's methods are consistent and transparent. This approach ensures the credibility and dependability of the study's findings.

Data Analysis Techniques

The data analysis in this study follows the model of Miles and Huberman (2014), involving four main stages: data collection, data reduction, data display, and conclusion drawing/verification. Initially, data is collected through observation, interviews, and documentation, providing a rich variety of information. Data reduction follows, where unnecessary data is filtered out, and only relevant information is retained, allowing for clearer insights. This is followed by data display, where the reduced data is presented in a structured format, such as narratives, tables, or diagrams, to facilitate understanding and comparison. Finally, conclusion drawing begins with initial conclusions based on the data, which are continuously verified and refined as more data is collected. This iterative process helps ensure that the conclusions drawn are valid and reliable, reflecting the true meaning and relationships within the data.

3. Result and Discussion

This discussion aims to thoroughly examine the research findings on the digital marketing strategies implemented by Green Tourism Village Bilebante in increasing brand awareness. This study not only highlights technical aspects such as the utilization of social media, websites, Google My Business, and WhatsApp Business but also analyzes the effectiveness of the strategies implemented using the AIDA (Attention, Interest, Desire, Action) model. The AIDA model is used to evaluate how the village's digital strategy captures attention, builds interest, fosters desire, and drives action from the audience. Furthermore, the findings are compared with previous studies to assess similarities, differences, and contributions, particularly in the context of applying digital marketing in tourist villages. This discussion is expected to provide a comprehensive view of the role of digital media in shaping the image and enhancing the appeal of Bilebante Village sustainably.

Reinforcement and Argumentation of Research Findings

Based on the research problem formulation, the digital marketing strategy implemented by Green Tourism Village Bilebante has been proven to effectively increase brand awareness through an integrated and adaptive approach. This approach includes optimizing various digital channels such as Instagram, TikTok, YouTube, the official village website, and location

search platforms like Google My Business. Each platform is utilized according to its function, from building visual impressions, providing information, to encouraging concrete actions from potential tourists.

These findings did not arise by chance but are based on several strategic factors, including the readiness of the village managers in managing digital media, the community's enthusiasm for information technology development, and support from external parties such as the government, tourism communities, and tourism influencers. The significant growth of social media users among domestic tourists also became an opportunity that the village management successfully seized. Through consistent presentation of visually informative and emotionally valuable content, Green Tourism Village Bilebante has managed to position itself as memorable and recognizable to the public, even reaching the "top of mind" level among potential tourists.

From an argumentative perspective, the success of this strategy can be logically explained through the cost-efficiency and extensive reach of digital media, as well as the village managers' readiness to actively manage content and online interactions. From an empirical standpoint, the high user interaction with the village's visual content shows that tourists today are more responsive to promotions based on emotional experiences rather than just information. This reinforces the position of Bilebante's digital strategy, which aligns with the AIDA model, where each stage—from capturing attention to encouraging action—has been sustainably implemented. Therefore, the research findings not only answer the research questions but also offer a practical framework that can be replicated by other tourist villages, directly addressing the first and second research problems regarding the components and implementation of the digital marketing strategy at Green Tourism Village Bilebante.

Relationship with the AIDA Model

The AIDA model explains the psychological stages of consumers in responding to marketing messages, which is relevant for analyzing the effectiveness of Green Tourism Village Bilebante's digital marketing strategy. The strategy can be analyzed using the AIDA (Attention, Interest, Desire, Action) model, which remains relevant in digital marketing today (Philip & Kotler, 2017).

1. Attention: Capturing the Audience's Attention

    At this stage, the success of the digital marketing strategy relies on creating a strong first impression. Green Tourism Village Bilebante captures attention through visually-

oriented social media platforms such as Instagram, TikTok, and YouTube Shorts. Content such as photos of natural beauty, activity videos, and testimonials was strategically shared to engage the target audience, especially younger generations. Hashtags like #bilebante and #wonderfulindonesia expanded organic reach. The Instagram account @dwhbilebante reached 29,000 accounts, and a TikTok video received 11,324 views within a month. Visual content, especially when combined with emotional narratives, effectively captures initial attention.

2. Interest: Building Interest

Interest is built through informative and educational content. Green Tourism Village Bilebante provided detailed information via Instagram captions, Stories, Highlights, and their official website, alongside reviews on Google My Business. A tourist shared, "After seeing the photos on IG, I checked the reviews on Google." Educational content, showcasing local traditions and culture, appeals to audiences seeking authentic travel experiences. Additionally, the village's content attracted international audiences from countries like India, Kyrgyzstan, and Turkey.

3. Desire: Sparking Desire

Desire is fueled through emotional branding and unique experiences. The slogan "Come as a guest, leave as family" strengthens the village's brand identity. Experience-based content, such as cycling around rice fields and cooking classes, helps build desire. Influencers and media posts also play a key role in attracting potential visitors. As Nita said, "Many people became eager to visit after we invited influencers." Active communication through Instagram DM and WhatsApp Business further deepens emotional engagement, leading to a higher desire to visit.

4. Action: Encouraging Action

At this stage, the audience is encouraged to take real actions, such as contacting WhatsApp Business, reserving packages, and visiting the destination. The digital marketing strategy successfully converts attention, interest, and desire into action. During the observation period, the number of clicks on the Google My Business navigation button and direct calls increased, and website visits grew significantly. Quick responses and easy access to information, such as through WhatsApp Business and Instagram DM, help facilitate action and bookings, proving the strategy's effectiveness in driving visits.

Digital Marketing Strategy in Enhancing Brand Awareness

Brand awareness refers to the ability of consumers to recognize or recall a brand under various conditions (Aaker, 2020). Aaker divides brand awareness into several levels, from recognition to top of mind.

1. Unaware of Brand

    At the unaware of brand stage, many domestic and out-of-region tourists were still unaware of Green Tourism Village Bilebante. To address this, the village management implemented digital marketing strategies, such as creating photo and video content showcasing the village's uniqueness, including rice fields, tourist activities, and local cuisine, and promoting them via Instagram, TikTok, and YouTube. Collaborations with local and national influencers helped expand the audience reach, successfully attracting new users previously unaware of Bilebante.

2. Brand Recognition

    At the brand recognition stage, tourists began recognizing "Bilebante" as a leading tourist destination in Central Lombok, thanks to digital content on platforms like Instagram and TikTok. Visual content, tourist activities, and consistent use of the logo and name increased recognition. The growing number of followers and interactions on official social media accounts reflected the strengthening of the brand. Hashtags like #bilebante and #desawisata also boosted brand recall, and the village's website further reinforced its recognition through complete and professional information. Thus, the strategy successfully moved Bilebante to solid brand recognition.

3. Brand Recall

    At the brand recall stage, tourists spontaneously mentioned Bilebante when discussing rural tourism in Lombok. This recall was reinforced by consistent digital exposure and positive firsthand experiences. Testimonials shared by tourists and programs like educational tourism and live-in experiences also strengthened the brand's recall. This indicated that the digital marketing strategy had successfully positioned Bilebante as a top-of-mind rural destination. Through these efforts, Bilebante's name was embedded in the minds of tourists, making it a frequently recalled destination.

4. Top of Mind

    Top of mind awareness is the highest level of brand awareness, marked by the spontaneous mention of Bilebante when discussing rural tourism. This was achieved, especially among the local Lombok community and previous visitors. Consistency in digital presence, user-generated content, personal interactions with audiences, and

authentic experiences during visits solidified Bilebante as a top-of-mind destination. This achievement indicates that Bilebante has successfully established itself as a leading rural tourism brand in Lombok.

Connection with Previous Research

The findings of this study are strongly connected to several previous studies. The digital marketing strategy implemented by Green Tourism Village Bilebante aligns with the findings of Dewi and Wijaya (2023), which emphasize that digital communication via social media can enhance brand awareness of tourist destinations. This is also supported by Paranata et al. (2023), who highlight the importance of social media in attracting tourist visits, as seen in the use of Instagram and TikTok by Bilebante's management. Furthermore, Aziz's (2022) study, which develops the AIDA model in digital marketing for tourism, is reinforced by this research. Each stage of AIDA is clearly identified in Bilebante's promotional practices, from Attention (through visual content), Interest (through information and interaction), Desire (through testimonials and influencers), to Action (through bookings via WhatsApp).

Additionally, these results align with Wahyuni et al. (2022) and Darmayanti et al. (2023), who state that village websites and social media are primary tools for village tourism promotion. This has proven effective in building the image of Green Tourism Village Bilebante among the public. The findings also support Hura & Hura (2024), who emphasize the importance of social media and collaboration with influencers in increasing engagement and brand awareness. A similar strategy is evident at Bilebante, where media, influencers, and content creators are invited to collaborate.

Thus, this study not only reinforces the results of previous research but also contributes new insights into the practical integration of community-based digital marketing strategies with the application of the AIDA model and brand awareness in the context of village tourism.

Based on the research findings and data analysis, it can be concluded that the digital marketing strategy implemented by Green Tourism Village Bilebante has proven effective in increasing brand awareness, both among domestic and international tourists. The strategies include utilizing various digital channels such as the website, Google My Business, Instagram, Facebook, TikTok, YouTube, and WhatsApp Business, which are synergistically used to build the village's digital presence. The findings show that all stages of the AIDA model (Attention, Interest, Desire, Action) have been optimally implemented. Attention was achieved through engaging visual content and collaborations with media and influencers. Interest and Desire were driven by educational and emotional content, as well as visitor testimonials that

reinforced the positive image of the village. Meanwhile, Action was demonstrated through increased interactions and easy access to information and reservations through integrated digital channels. Quantitatively, the increase in reach and engagement on Instagram, high views on TikTok and YouTube Shorts, as well as higher traffic on the website and Google My Business, are concrete evidence that Green Tourism Village Bilebante's brand awareness has significantly improved. This is further supported by demographic data showing content reach beyond Indonesia, despite being dominated by Indonesian users. Therefore, the digital marketing strategy implemented not only aligns with the AIDA model in digital marketing but also tangibly contributes to enhancing the visibility and image of Green Tourism Village Bilebante as a sustainable community-based tourist destination.

Data Triangulation

Source Triangulation

Source triangulation was conducted by comparing data from various informants who have different roles and perspectives. In this study, data obtained from interviews with the tourism village managers (Pahrul Azim and Abdul Khaliq), village government representatives (Nita), and the guiding/operations division (Rizal Aidi) were compared with data from tourists (Amalia and Agung).

The claim from the managers regarding the effectiveness of Instagram in attracting local tourists was confirmed by statements from personal tourists (Agung), who said that they first searched for detailed information about Bilebante via Instagram after receiving a recommendation from a friend. Similarly, community tourists (Amalia) used Instagram as the main reference to find information and contact the village.

Information about collaborations with influencers mentioned by the Director of the Tourism Village was specifically supported by the Marketing Division, which named local influencers involved, such as Oki Ari Sandi and Jelajah Lombok. By comparing these different perspectives, the findings on the components and effectiveness of the digital marketing strategy become stronger and more reliable.

Technique/Method Triangulation

This triangulation was carried out by comparing data obtained through different methods, namely interviews, observations (of social media), and documentation.

The interview results with the Marketing Division, which mentioned the use of platforms such as Instagram, TikTok, Website, and Google My Business, were validated through direct observations of the official accounts. Evidence of these observations is presented in the form of screenshots in Figures 4.2 (Website), 4.6 (Google My Business), 4.7 (Instagram), 4.10 (Facebook), 4.13 (TikTok), and 4.16 (YouTube). The informant's statement (Abdul Khaliq) regarding the use of the slogan "Come as a guest, leave as family" was confirmed through visual documentation on the TikTok profile and other promotional content.

The interview data regarding the high interaction on Google My Business was supported by quantitative data presented in Table 4.1, which shows the number of interactions, searches, and route clicks. Cross-checking between verbal data (interviews) and visual and analytical data (documentation and observations) ensures that the research findings are not only based on claims but are also supported by concrete evidence in the digital field.

Theory Triangulation

Theory triangulation involves using different theoretical frameworks to interpret research findings. In this study, the implementation of digital marketing strategies was analyzed using the AIDA Model. Additionally, Aaker's Brand Awareness Levels theory was applied to evaluate the effectiveness in increasing brand awareness. The managers' practice of creating engaging visual content was analyzed as the implementation of the Attention stage in the AIDA model. Meanwhile, efforts to present educational content and testimonials were analyzed as part of the Interest and Desire stages.

The ability of tourists to spontaneously recall the name "Bilebante" when discussing rural tourism was analyzed using Aaker's Brand Recall and Top of Mind concepts. By applying both theories, the study was able to not only describe "what" the managers did but also explain "why" and "how" the strategy worked effectively from the perspective of consumer psychology and brand management.

Through the application of these three types of triangulation, the validity and credibility of the research findings are scientifically ensured, making the conclusions more credible and comprehensive. The following table summarizes the triangulation process used to validate the findings on the digital marketing strategy at Desa Wisata Hijau Bilebante.

4. Conclusion

This study aimed to analyze the digital marketing strategies implemented by Desa Wisata Hijau Bilebante to enhance brand awareness. Based on the research findings and data analysis using a qualitative approach and the AIDA model (Attention, Interest, Desire, Action), several key conclusions can be drawn.

The digital marketing strategy applied by Desa Wisata Hijau Bilebante includes the use of a website, Google My Business, social media platforms (Instagram, TikTok, Facebook, YouTube), and WhatsApp Business. These components serve as promotional tools, communication channels, and means of direct interaction with potential tourists. The website and Google My Business function as the central sources of official information, while social media platforms are used to reach a broader and more dynamic audience.

The implementation of the digital marketing strategy follows the AIDA model in a systematic manner. Attention was achieved through engaging visual and audiovisual content, particularly on Instagram and TikTok. Interest was cultivated by highlighting authentic cultural and natural activities. Desire was stimulated by positive testimonials from tourists and the involvement of local influencers. Action was facilitated through easy booking options on WhatsApp Business and links provided on social media platforms.

Supporting factors for this strategy include strong local community support, training from government and related institutions, and adequate technological infrastructure. However, challenges remain, such as the limited availability of skilled human resources for managing digital content, suboptimal integration between digital platforms, and a limited promotional budget for sustained efforts.

Overall, the digital marketing strategy has significantly contributed to increasing the brand awareness of Desa Wisata Hijau Bilebante, as reflected in the rise in tourist visits and the village's digital presence both nationally and internationally. However, strengthening institutional support, content strategy, and human resource capacity remains a priority to ensure the sustainability of the village's digital promotion efforts.

Implications

Practically, the findings highlight the importance of proactive and measurable digital marketing strategy planning for tourism village managers. Digital marketing should not merely be about content publication but also involve strategic processes that require a deep understanding of the target audience, the message to be conveyed, and the optimal use of

digital channels. For local governments and related institutions, the study emphasizes the need for concrete support in the form of training, technical assistance, and regulatory reinforcement to promote digital technology utilization in tourism villages. This support is crucial to ensure that digital transformation is widespread and not limited to popular tourist destinations. For the local community, the study demonstrates that active involvement in content creation and distribution not only aids in promoting the village but also opens up digital economic opportunities, such as in culinary, crafts, and community-based tourism services.

Theoretically, this research strengthens the validity of the AIDA model in the context of community-based tourism destination marketing. The model has proven to be relevant in analyzing the effectiveness of digital content and promotional strategies in building awareness and encouraging tourist action.

Limitations of the Study

This study has several limitations that should be acknowledged and considered for future research. First, the scope of the research is limited to a single tourism village, Desa Wisata Hijau Bilebante, meaning the findings may not be directly applicable to all tourism villages across Indonesia. The study focuses solely on digital marketing strategies and brand awareness, without exploring other variables such as tourist satisfaction, loyalty, or the broader economic impacts. Additionally, while the qualitative approach provides in-depth insights, it does not include the statistical quantification of the digital promotion outcomes, thus limiting the evaluation of promotional effectiveness in numerical terms. Finally, the data were collected over a specific period (February to April 2025), which means the study does not capture the long-term dynamics of digital marketing strategies.

Recommendations for Future Research

Based on the findings and limitations discussed, several recommendations can be made for future research. First, expanding the study to include multiple tourism villages in different regions would provide a broader comparison of digital marketing strategies and potentially reveal common patterns that could be applied nationwide. Additionally, conducting quantitative research or a mixed-methods approach could more accurately measure the impact of digital marketing strategies on visitor numbers, satisfaction, and local economic growth. Exploring the role of new technologies, such as artificial intelligence (AI), tourism

chatbots, virtual reality, or augmented reality, in supporting digital marketing for tourism villages could also be a promising area for further study. Lastly, future research could examine the collaboration processes among key stakeholders, including local governments, SMEs, digital communities, and the media, in the development of local-based digital marketing strategies.

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