

# **Digital Marketing Through The Implementation of Destination Tourism Marketing Content Development and Electronic Customer Relationship Management (E-CRM) Aims to Enhance Customer Intimacy in NagaRa Puntang**

Donni Juni Priansa<sup>1</sup>, Fanni Husnul Hanifa<sup>2</sup>, Widya Sastika<sup>3</sup>  
Ratna Gema Maulida<sup>4</sup> Ganjar M. Disastra<sup>5</sup>  
wiedyasastika@telkomuniversity.ac.id  
D3 Marketing Management, Telkom University

---

**ABSTRACT:** *One of the potential tourist destinations that offers natural beauty in West Java Province is Wana Wisata Gunung Puntang, located in Cimaung Village, Banjaran District, Bandung Regency. The potential of Gunung Puntang lies in not only offering natural tourism but also a unique historical tourist attraction dating back to the Dutch colonial era in this area. This research aims to understand how digital marketing can enhance customer intimacy through content marketing and e-CRM for NagaRa Puntang tourist destination and provide recommendations and suggestions for Eleven Outdoor on what kind of content marketing and e-CRM can be implemented to enhance customer intimacy for NagaRa Puntang tourist destination.*

**KEY WORD:** *digital marketing, e-crm, customer intimacy*

---

Date of Submission: 08-10-2023

Date of Acceptance: 22-10-2023

---

## **I. INTRODUCTION AND LITERATURE REVIEW**

Tourism presents many opportunities for the growth and development of tourist activities that attract the interest of many travelers. Various supporting activities for tourism are created, indoor and outdoor, each appealing to different groups of tourists. Furthermore, the community increasingly needs tourist activities, especially for urban residents weary of busy city life. Natural tourism then evolved and shifted into specialized interest tourism and ecological tourism. Both tourism patterns generally heavily rely on the quality of nature, ensuring the preservation and conservation of nature, which is the object and attraction of tourism (Fandeli, 2002, p. 3).

One of the provinces with abundant tourism resources is West Java Province. West Java is a potential tourist destination because it offers diverse natural, cultural, and historical attractions. West Java, consisting of lowlands, hills, mountains, and beaches with altitudes ranging from 0 to 1,500 meters, forms a unique tourism attraction in specific locations. These include the mountains in central West Java and the hilly areas with beaches in the south. One of the potential tourist destinations that showcases the natural beauty of West Java is Wana Wisata Gunung Puntang, located in Cimaung Village, Banjaran District, Bandung Regency. It is also the closest natural destination to the capital of Bandung Regency.

Based on information from the Pasundan Info website, Gunung Puntang is part of the Malabar mountain range. Within this attraction, there is a campsite managed by Perhutani. The cool air at an altitude of 1,300 meters above sea level maintains a temperature of approximately 18-23°C. Clear rivers and a combination of naturally grown pine trees enhance the area's beauty. Gunung Puntang spans an area of 54.84 hectares and is located in the Logawa Forest Range (RPH Logawa), Banjaran BKPH, South Bandung KPH. Administratively, it falls under the Cimaung Subdistrict, Bandung Regency.

Gunung Puntang boasts natural tourism and a unique historical tourist attraction. In 1923, this area gained worldwide fame due to the presence of a Malabar radio transmitter station pioneered by Dr. de Groot. The radio transmitter station was phenomenal, as the antenna used to broadcast radio signals spanned 2 km between Mount Malabar and Halimun, reaching a height of 500 meters from the valley floor. This transmitter station was Asia's first and largest radio transmitter station. From Gunung Puntang, the history of radio technology or shortwave radio emerged, connecting two countries across continents. It is challenging to imagine how they built it using the available technology. Additionally, in Gunung Puntang, there are Dutch caves that can be easily explored, remnants of the Dutch colonial era.

The diversity of potentials that Gunung Puntang possesses, both in natural and cultural or historical tourism resources, makes it a potential candidate for a specialized interest tourist destination. Besides being an

adventure tourism destination, Gunung Puntang could also be developed as a historical tourism site. However, these potentials need to be better developed, and the community needs to be made aware of Gunung Puntang's potential as a historical tourism destination. Furthermore, the local government treats Gunung Puntang as merely a part of history rather than a historical asset that should be preserved and developed. The tourism potentials developed at Gunung Puntang are primarily for nature tourism. This condition has led to the suboptimal development of Gunung Puntang as a tourist destination. It impacts the suboptimal development of micro, small, and medium enterprises (UMKM) in Gunung Puntang, including NagaRa Puntang. The NagaRa Puntang management has made efforts to increase visits to Gunung Puntang. However, these efforts have not been fully optimized.

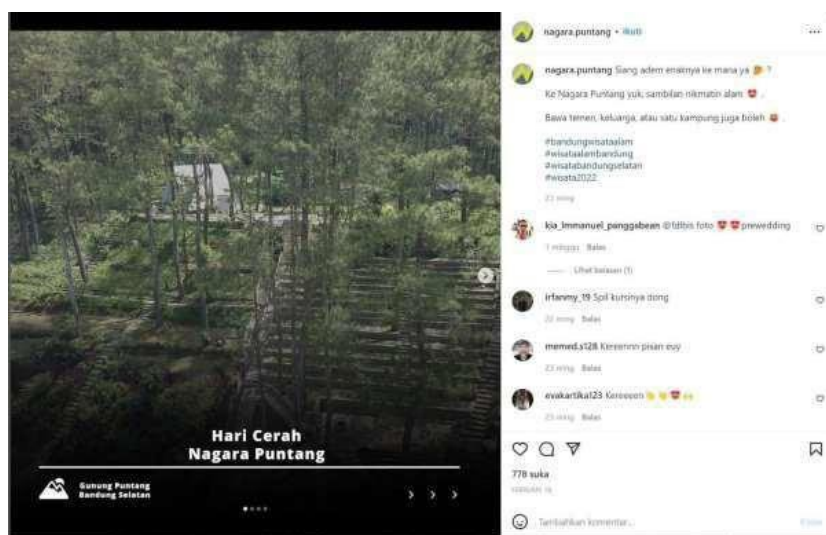
Given this situation, a marketing approach based on creating awareness about Gunung Puntang, especially NagaRa Puntang, is crucial. One of the strategies is utilizing digital marketing. Digital marketing involves marketing conducted through internet access, utilizing social media and other digital tools. Digital marketing assists companies or entrepreneurs in promoting and marketing their products and services, opening new markets that were previously closed or limited due to time constraints, distance, and communication methods (Prabowo, 2018).

Research findings (Hendrawan et al., 2019) state that digital marketing positively and significantly impacts increasing sales for MSMEs. The decrease in consumers in various sectors and industries demands that UMKM players market their products maximally and think creatively and innovatively. Internet use during the COVID-19 pandemic has become necessary for conducting business. One of the efforts adopted by UMKM players to promote their products is through digital marketing. In the rapidly evolving digital era, it is impossible to avoid embracing digital marketing."

"Digital marketing is the promotion and market exploration activity through online digital media by utilizing various means, such as social networks (Purwana et al., 2017). Standard digital marketing methods business players use involve utilizing social media platforms such as Instagram, Facebook, Twitter, and many others to market products. Digital marketing can also be conducted on e-commerce platforms and various other media. The rapidly advancing technology necessitates that UMKM understand and study digital marketing.

There are several approaches that UMKM can employ for product marketing: Intensive publication of product videos and photos on social media accounts. The use of social media is tailored to the product segments we have. By Utilizing Facebook ads, Instagram ads, Twitter ads, and Google Display Network, easily accessible through social media, to reach consumers based on predefined criteria. Creating marketing product videos showcased through social media or conducting live product promotion. When done correctly, this strategy positively impacts the business. Involving consumers in product selection, conducting education and intensive product quality introduction on social media accounts, utilizing creative language, and employing hashtags (#) to make it easier for consumers to find (Hardilawati, 2020).

Engaging in a digital marketing program requires UMKM players to learn and remain open to the evolving technology continually. Digital marketing also considers the appropriate media and suitable communication methods tailored to the chosen market segment. To ensure marketing efforts effectiveness and reach the intended target audience.



**Figure 1**  
**NagaRa Puntang**  
**Source: NagaRa Puntang (2022)**

## **II. Research Objectives**

Pertinent issues serving as a basis in the above background, and which will be addressed through this research, are as follows:

1. How can digital marketing through the development of marketing content and e-CRM for the NagaRa Puntang tourist destination enhance customer intimacy?
2. What recommendations and suggestions can NagaRa Puntang implement through marketing content and e-CRM for NagaRa Puntang tourist destination to enhance customer intimacy?

## **III. Research Methodology and Data Analysis**

Customer intimacy is the key to developing nature-based tourist destinations such as NagaRa Puntang. Therefore, it is essential to develop customer intimacy with the following strategies:

### **1. Service Customization (Tailoring)**

- a. Providing timely services by delivering the right product at the right time and price. This approach aims to allow customers to solve their problems quickly and efficiently. The ultimate goal of this model is to identify the right customers, understand them, and offer products or services they want and need.
- b. Accelerating service delivery to provide solutions promptly. In this model, the company must understand its clients and study their preferences to meet customer needs effectively.
- c. Addressing each consumer issue and striving to assist in problem resolution. The employees' willingness to aid in resolving these issues will create interdependence, enhancing the company's intimacy with customers."

### **2. Guidance (Coaching):**

- a. The company commits to resolving issues related to products or services that have not been specified. A company employing coaching educates customers to obtain the maximum value by offering comprehensive information about the purchased product. For instance, if someone is about to purchase software, they will receive instructions on how to use it.
- b. The company demonstrates how customers change their business patterns, processes, and products or services.
- c. The company demonstrates how customers can fully utilize their products, ultimately enhancing their product use.

### **3. Partnership (Partnering):**

- a. partnership involves collaborating with suppliers and customers to design new products or services.
- b. Resolving the gap between offered services and reality.
- c. Suppliers and customers integrate their business processes, or in other words, two companies collaborate to redesign the operational model to generate new ways of working together.

Some digital marketing tools that will be used to enhance customer intimacy are as follows:

1. Creation of the NagaRa Puntang Website
2. Facebook & Instagram Ads

Facebook Ads and Instagram Ads are features for promoting or advertising a brand with different reach and can be controlled by advertisers (Chakti, 2020). They utilize engaging visual content and compelling copywriting to capture the consumer's attention and stop scrolling on social media. Include a Call to Action (CTA) directed to the NagaRaPuntang website.

3. Influencers or Celebrities (Celebgram)

Influencers are crucial in promoting a brand because they have a loyal following, thus aiding in building business credibility (Chakti, 2020). Both micro and macro influencers will be utilized to enhance the value of NagaRa Puntang. The advertising content will be posted on their IG Story and Feed on Instagram.

### **a. Content Marketing Strategy**

Content marketing development is a highly sought-after marketing strategy by business owners. Besides being budget-friendly, content marketing can effectively build engagement, allowing closer connections with followers. Indirectly, it can enhance their trust in NagaRa Puntang. The developed content will include:

1. Awareness: The company must create content that helps the audience remember the company and its products. It is essential to communicate about the products subtly by incorporating them into a dialogue or using other creative methods.
2. Product Education: Product education is a crucial aspect of the company, as this education can change consumers' perceptions of a product or brand. Provide an engaging and creative impression when creating product education as part of the social media content plan.
3. Creating Demand: The last element to consider in a content marketing strategy is how to create demand so that consumers use the product more frequently.

Based on this description, the content developed is divided into primary and filler. The main content aims to create awareness and provide product education, while filler content aims to build brand image and increase consumer demand. Filler content is tentative as it will continuously change to adapt to current needs, while main content is like a harvest as it aims to ensure the audience remembers the products NagaRa Puntang has and what advantages NagaRa Puntang offers.

**Table 1.**  
**Marketing Content Category will be apply**

Main Content	Filler Content
1. <i>Product Look</i> 2. <i>Product Knowledge</i>	1. Kuis 2. Testimoni 3. <i>Giveaway</i> 4. <i>Sale</i> 5. Artikel

Source : Researcher Modification (2022)

To support the content that has been created, schedule content regularly, as well as determine the content format.

**Table 2.**  
**Content Schedule**

Day	Week 1			Week 2			Week 3			Week 4		
	Content Filler	Product Knowledge	Product Look	Content Filler	Product Knowledge	Product Look	Content Filler	Product Knowledge	Product Look	Content Filler	Product Knowledge	Product Look
Mon												
Tue												
Wed												
Thu												
Fri												
Sat												
Sun												

**Jenis Konten:**

**1. Konten Utama**

- Product Look
- Product Knowledge

**2. Konten Filler**

- Kuis
- Testimoni
- Giveaway
- Sale
- Tips & Trik

**Instagram content layout:**



**Figure 2.**  
**Instagram Content Schedule**  
Source : Researcher Modification (2022)

**Objectives & Goals:**

1. Reach a minimum of 200,000 audience every month.
2. Increase engagement rates each month.
3. Attain 3,000 Instagram followers within three months.

4. Achieve 1,000 Facebook Page Likes within three months.

Key Performance Indicators (KPIs): The success of these goals will be measured through the reach and engagement rates of the advertisements run. Additionally, the number of social media followers will be a crucial indicator. The higher the reach of advertisements and engagement rates compared to the budget, the better the performance.

**b. Building E-CRM**

The next step involves building traffic for the website. The traffic sources are almost the same as increasing brand awareness, but the difference lies in building traffic, which is to bring in as many clicks to the website as possible and convert them into sales. Increasing traffic is not helpful if it does not result in sales conversions. According to Martin & Michael Harwood in their book "Landing Page Optimization for Dummies," there are several essential criteria in building a landing page/website for conversions. The landing page structure is depicted in Figure 3.

Based on these conversions, the data will be processed using an e-CRM approach, enabling NagaRa Puntang to have a comprehensive customer database of those who have shown interest and frequently visited NagaRa Puntang.



**Figure 3**  
**Structure Step of Digital Marketing Platform**  
Source: Martin & Michael Harwood (2009)4.



#### **IV. Findings and Interpretation**



**Figure 4**  
**Welcoming Gate of NagaRa Puntang**  
**Source: Team Documentation (2023)**

##### **1. Data Collection**

Data collection is done through observations at Wana Wisata Gunung Puntang, located in Cimaung Village, Banjaran District. The observation is conducted to identify problems and potential issues that arise and occur at Wana Wisata Gunung Puntang in Cimaung Village, Banjaran District, and to map these problems.

##### **2. Data/Information Collection**

After conducting observations and mapping the issues at Wana Wisata Gunung Puntang in Cimaung Village, Banjaran District, the next step is to collect data and information regarding these issues. Data and information collection involved interviews with stakeholders, including representatives from Perhutani (Forestry Agency), the management of Wana Wisata Gunung Puntang, and other relevant parties. Additionally, interviews are conducted with field officers working daily to manage Wana Wisata Gunung Puntang in Cimaung Village, Banjaran District.



**Figure 5**  
**Information Gathering with NagaRa Puntang Manager**  
**Source: Team Documentation (2023)**



**Figure 6**  
**Information Gathering with NagaRa Puntang Stakeholders**  
**Source: Team Documentation (2023)**

The results of observations and interviews by the team are presented as follows:

**a. Lack of Digital Marketing Strategy:** Wana Wisata Gunung Puntang has yet to be marketed with a digital concept, necessitating a digital marketing approach to package the destination more attractively. A digital marketing approach is crucial to target the intended audience, particularly millennials, Generation Y, and Generation Z. A comprehensive digital marketing strategy is needed to address this.

**b. Inadequate Compelling Content:** The destination must effectively create engaging content supported by visuals, illustrations, storyboards, and adequate copywriting. As a result, the mindset regarding this place has remained the same, from merely a camping site to being recognized as a family tourism destination, encompassing camping and other natural attractions. A solution is required to enhance content marketing strategies.

**c. Insufficient Visitor Data Management:** The management of Wana Wisata Gunung Puntang has yet to effectively collect and manage adequate visitor data, hindering the implementation of appropriate marketing strategies due to the lack of a comprehensive customer database. A solution is needed in terms of E-CRM.

Based on these findings, strategic recommendations should focus on developing a digital marketing strategy, improving content marketing to create a stronger narrative, and implementing E-CRM for more effective visitor data management. The integration of these elements is expected to enhance the attraction and management of Wana Wisata Gunung Puntang.

### **3. Product Design**

In the initial product development stage, marketing content, and e-CRM products are designed. The design aims to provide an initial overview of the marketing content and e-CRM needed by Wana Wisata Gunung Puntang, located in Cimaung Village, Banjaran District, such as adequate images, illustrations, storyboards, and copywriting. The product is based on a website connected to social media accounts and the official Wana Wisata Gunung Puntang business WhatsApp application that will be developed.

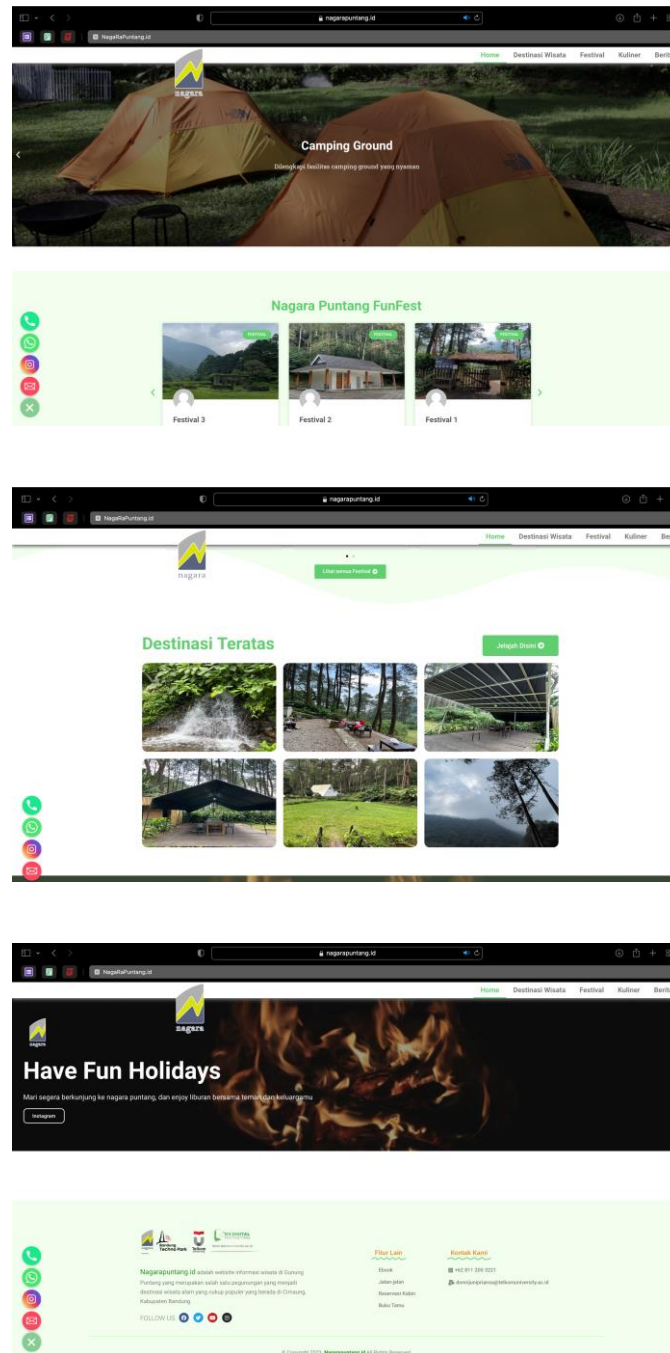


Figure 7  
NagaRa Puntang Website  
Source: <https://nagarapuntang.id>, 2023

### BIBLIOGRAPHY

- [1]. Alw Akter, M., & Sultana, N. (2020). Digital Marketing Communication and Consumer Buying Decision Process in Pandemic Standpoint (COVID-19): An Empirical Study of Bangladeshi Customers' in Branded Cosmetics Perspective. *Open Journal of Business and Management*, 08(06), 2696–2715. <https://doi.org/10.4236/ojbm.2020.86167>.
- [2]. Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65– 77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>.
- [3]. Alyahya, M., Dhruvakumar, S., Siddegowda, S. H., & Sreeharsha, N. (2020). Impacts of digital marketing on the pharmacies community in Saudi Arabia and determining the future model of the industry: A cross-sectional questionnairebased study. *Indian Journal of Pharmaceutical Education and Research*, 54(4). <https://doi.org/10.5530/ijper.54.4.174>.
- [4]. Arzhanova, K. A., Beregovskaya, T. A., & Silina, S. A. (2020). The Impact of the COVID-19 Pandemic on Consumer Behavior and Companies' Internet Communication Strategies. <https://doi.org/10.2991/assehr.k.201105.010>.



- [5]. Bai, C., Quayson, M., & Sarkis, J. (2021). COVID-19 Pandemic Digitization Lessons for Sustainable Development of Micro-and Small- Enterprises. Sustainable Production and Consumption. <https://doi.org/10.1016/j.spc.2021.04.035>.
- [6]. Bolton, R. N., McColl-Kennedy, J. R., Cheung, L., Gallan, A., Orsingher, C., Witell, L., & Zaki, M. (2018). CUSTOMER EXPERIENCE CHALLENGES : BRINGING TOGETHER DIGITAL, PHYSICAL AND SOCIAL REALMS .
- [7]. Bungin Burhan, (2001). Metodologi Penelitian Kualitatif Aktualisasi Metodologis ke Arah Ragam Varian Kontemporer. Rajawali Pers: Jakarta
- [8]. Chaffey, D., & Smith, P. (2008). E-marketing : Excellence . UK: Buuwerth Heinemann.
- [9]. Chaffey, D., & Smith, P. R. (2013). Marketing Excellence. Planning and optimizing your digital marketing. Abingdon: Routledge
- [10]. Chakti, A. G. (2020). The Book of Digital Marketing [E-book]. Makassar: Celebes Media Perkasa.
- [11]. Covid19.go.id. (2021). Situasi COVID-19 di Indonesia. Komite Penanganan COVID-19 Dan Pemulihan Ekonomi Nasional. <https://covid19.go.id/>.
- [12]. Dewanto, T. N. (2012, January 22). Social Media Content Plan Strategy. Retrieved from Kompasiana Beyond Blogging: <https://www.kompasiana.com/tuhunugraha/550d7c5fa33311b0142e3cf2/social-media-content-plan-strategy>
- [13]. Ding, A. W., & Li, S. (2021). National response strategies and marketing innovations during the COVID-19 pandemic. Business Horizons, 64(2), 295–306. <https://doi.org/10.1016/j.bushor.2020.12.005>.
- [14]. Doran, G. T. (1981). Way to Write Management's Goals and Objective . Management Review (November Edition), 35-36.
- [15]. Durianto, D., Sugiarto, & Sitingjak, T. (2001). Strategi menaklukkan pasar melalui riset dan perilaku merek. Jakarta: Gramedia Pustaka Utama
- [16]. Foris, Paskalino Jimmy., dan Mustamu, Ronny H. 2015. Analisis Strategi Pada Perusahaan Plastik Dengan Porter Five Forces. E-Book. (08 Desember 2020)
- [17]. Galhotra, B., & Dewan, A. (2020). Impact of COVID-19 on digital platforms and change in E- commerce shopping trends. Proceedings of the 4th International Conference on IoT in Social, Mobile, Analytics and Cloud, ISMAC 2020, 861– 866. <https://doi.org/10.1109/ISMAC49090.2020.9243379>.
- [18]. Gogia, J., & Nanda, S. (2020). Digital Marketing: Significance and Trending Strategies During COVID-19. International Journal of Research in Engineering, Science and Management, 3(11), 45–46. <https://doi.org/10.47607/ijresm.2020.370>.
- [19]. Harris, A. (2014). Boost Ecommerce Sales & Make More Money. Florida: Createspace Independent Publishing Platform. Retrieved from [blog.wishpond.com](http://blog.wishpond.com).
- [20]. Harwood, M., & Harwood, M. (2009). Landing Page for Dummies. For Dummies; 1st edition. Hoboken: Willy Publishing.
- [21]. Hendrawan, A., Suchayowati, H., Cahyandi, K., Indriyani, & Rayendra, A. (2019). Pengaruh Marketing Digital Terhadap Kinerja Penjualan Produk UMKM Asti Gauri diKecamatan Bantasari Cilacap. Jurnal Administrasi Dan Kesekretarisan, 4(1), 53–60. <http://www.jurnal.stikstarakanita.ac.id/index.php/JAK/article/view/189/136>.
- [22]. Hurriyati, Ratih. (2015). Bauran Pemasaran dan Loyalitas Konsumen.Bandung: ALFABETHA
- [23]. Ibrahim. 2015. Metodologi Penelitian Kualitatif. Bandung: Alfabeta
- [24]. Indrawati. (2015).Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi, Bandung : Aditama.
- [25]. Indrawati. 2018. Metode Penelitian Kualitatif : Manajemen dan Bisnis Konvergensi, Teknologi Informasi dan Komunikasi. Bandung : PT. Refika.
- [26]. Jayabaya, P., & Madiawati, P. N. (2018). Pengaruh Penerapan Bauran Pemasaran Digital Terhadap Minat Beli Pengguna Kereta Api Melalui Aplikasi Mobile Kai Access. JURISMA : Jurnal Riset Bisnis & Manajemen, 8(2). <https://doi.org/10.34010/jurisma.v8i2.1002>.
- [27]. Jayani, D. (2020, July 03). Produk Terlaris Belanja Online Selama Pandemi. Retrieved from Databoks Katadata: <https://databoks.katadata.co.id/datapublish/2020/07/03/produk-terlaris-belanja-online-selama-pandemi>
- [28]. Jones, S. (2014, March 25). Understanding the Types of Consumer Buying Behavior.
- [29]. Retrieved from Business Community Web site: <https://www.business2community.com/consumer-marketing/understanding-types-consumer-buying-behavior-0822037>
- [30]. Rakshit, S., Mondal, S., Islam, N., Jasimuddin, S., & Zhang, Z. (2021). Social media and the new product development during COVID-19: An integrated model for SMEs. Technological Forecasting and Social Change, 170(April), 120869. <https://doi.org/10.1016/j.techfore.2021.120869>.
- [31]. Rrustemi, V., Podvorica, G., & Jusufi, G. (2020). Digital Marketing Communication Developing LeXonomica, 12(2). <https://doi.org/10.18690/lexonomica.12.2.243-260.2020>.
- [32]. Ryan, Damian., & Jones, Calvin. (2009). Understanding Digital Marketing: Marketing Strategies for Engaging The Digital Generation. United States: Kogan Page Limited.
- [33]. Sánchez-Teba, E. M., García-Mestanza, J., & Rodríguez-Fernández, M. (2020). The application of the inbound marketing strategy on costa del sol planning & tourism board. Lessons for post-covid-19 revival. Sustainability (Switzerland), 12(23), 1–15. <https://doi.org/10.3390/su12239926>.
- [34]. Voorhees, C., Fombelle, P., Gregoire, Y., Bone, S., Gustafsson, A., Sousa, R., & Walkowiak, T. (2017). Service Encounters, Experiences and the Customer Journey : Defining the Field and a Call to Expand Our Lens. Journal of Business Research , 269-280.
- [35]. Wishpond. (2014). 10 Reasons Visual Content will Dominate 2014. Retrieved from A Wishpond blog: <https://blog.wishpond.com/post/70300587846/10-reasons-visual-content-will-dominate-2014>

Donni Juni Priansa, et. al. “Digital Marketing Through The Implementation of Destination Tourism Marketing Content Development and Electronic Customer Relationship Management (E-CRM) Aims to Enhance Customer Intimacy in NagaRa Puntang.” *International Journal of Business and Management Invention (IJBMI)*, vol. 12(10), 2023, pp. 108-116. Journal DOI- 10.35629/8028