

MARKETING STRATEGY OF RUMAH *DOMES NEW NGLEPEN* PRAMBANAN TOURISM VILLAGE, SLEMAN REGENCY, SPECIAL REGION OF YOGYAKARTA

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Abstract: Nglepen Village, located in Sengir Hamlet, Sumberharjo, Sleman Regency, has a one-of-a-kind tourist destination in Indonesia, namely Rumah Domes New Nglepen Tourism Village. This study aims to determine the marketing strategy carried out by the manager of Rumah Domes New Nglepen Tourism Village. It also aims to know the supporting and inhibiting factors of the marketing strategy carried out by the manager of Rumah Domes New Nglepen Tourism Village. The research method that the author used was qualitative descriptive with key informants and supporting informants. Data were obtained through informants, activities, places or locations, and documents or archives. Data collections techniques in this study were observation, documentation, and interviews. The main finding of the study is that Rumah Domes New Nglepen Tourism Village has successfully implemented the exposure and interest of dome houses. The suggestion to increase exposure and interest in dome houses is that managers are expected to not only promote through events and collaborations, considering that, in this day and age, everything utilizes social media. The manager of Rumah Domes New Nglepen Tourism Village can collaborate with Pokdarwis (tourism awareness group) to create social media accounts on behalf of Rumah Domes New Nglepen Tourism Village on Instagram, Tiktok, Twitter, Facebook, and YouTube and to create routine content related to Rumah Domes New Nglepen which will be uploaded on the social media accounts of Rumah Domes New Nglepen Tourism Village.

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INTRODUCTION

Indonesia is an archipelagic country that has natural beauty and tourist destinations that can help the development of tourism (Khairo, 2019). As a potential industry in Indonesia, tourism can be developed in various aspects, namely in the economic, socio-political, cultural, regional, and environmental fields. *Indonesia*'s tourism image is also built by the friendliness of the community which is supported by various regions with a diversity of local cultures and

traditions. Regarding this potential, the current tourism trend focuses a lot on the development of tourism villages as a manifestation of the richness of customs and culture in various regions. In fact, to increase public awareness related to tourism management in villages, the Ministry of Tourism and Creative Economy created an award called Anugerah Desa Wisata Indonesia (ADWI), with the hope of elevating villages in Indonesia to become globally accepted destinations and have high competitiveness.

Sustainable economic development currently places great emphasis on local tourism, especially tourist villages. According to the Ministry of Tourism and Creative Economy in 2023, there are 4,732 tourist villages throughout Indonesia, and 205 of them are located in the Special Region of Yogyakarta. Based on the Regulation of the Governor of the Special Region of Yogyakarta Number 40 of 2020, a Tourism Village is a community group that is active in three aspects of tourism, namely attractions, accommodation, and supporting facilities, which are located within the village or sub-district area. This tourist village is organized with the principle of community-based tourism and is managed under the guidance of Pokdarwis (Tourism Awareness Group).

Sleman Regency is known as an area with a variety of tourist destinations. In 2018, there were 47 tourist villages in Sleman Regency. However, in 2020, the statistics of tourist villages in Sleman Regency have increased to 61 tourist villages. The data shows the success of socialization efforts for the development of tourist villages that pay attention to local characteristics and USP (*Unique Selling Point*) has succeeded in forming and implementing distinctive brand positioning in each region. However, for villagers, developing the area into an attractive tourist destination is not easy. Moreover, in 2020 the emergence of the Covid-19 pandemic hit various countries, including Indonesia. Although the pandemic is an obstacle, it is also a challenge for tourism village managers to compete through adaptation, innovation, and collaboration. In the context of this competition, every tourism in Sleman Regency does not aim to compete badly or detrimentally, but instead gives full support to each other.

Every two years, the Sleman Regency Tourism Office conducts an assessment analysis of tourist villages in Sleman Regency. The results of the assessment evaluation of tourist villages in Sleman Regency in 2022 show that there are 84 locations classified into four categories, namely pioneering, advanced, developing, and independent. Of the total locations, there are tourist villages that have experienced a vacuum period, while some of them have been identified as tourist attractions or are even still in the process of pioneering. According to the 2022 Sleman Regency Tourism Village Classification Study, there are five tourist village locations that are considered to be in a vacuum, namely Jethak II Sidoakur, Cageran Edupark, Malangan, Palgading, and Temon. After sorting out the dormant or vacuum tourist villages, the next step is to group the 80 locations into four categories. Based on the analysis, it was found that 33 tourist villages were in the start-up category, 18 tourist villages were in the developing category, 17 tourist villages were in the developed category, and 12 tourist villages were in the independent category.

Based on the grouping of locations into these four categories, there are 17 tourist villages that are categorized as advanced tourism villages, one of which is Rumah Domes Tourism Village. The attraction of the tourist village is the half-spherical house that resembles the traditional house of the Eskimo Tribe, namely the Iglo. This village is the result of relocation due to the impact of the earthquake in 2006 which caused the land where the community previously lived to sink. In the earthquake, NGOs (*Non-Governmental-Organization*) provided assistance to build dome-shaped houses to prevent earthquake shocks. In addition, Rumah Domes has other advantages, namely fire resistance and resistance to storms (tornadoes). At first, the dome house was simple white and served as an ordinary residence. However, as

time went by, people's interest in earthquake-resistant design increased and many people came to see the unusual Dome House erected in a tropical area like in Indonesia. From here, the concept of developing Rumah Dome as a tourist destination began to emerge and was named Rumah *Domes New Nglepen Tourism Village*.

Table. 1 Recapitulation of the Number of Visitors to Rumah Domes Tourism Village in 2018-2023

| It | Moon | Year | | | | | |
|----|-----------|--------|--------|------|------|------|------|
| | | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| 1 | January | 4196 | 3169 | 530 | - | - | |
| 2 | February | 2037 | 1388 | - | - | 26 | |
| 3 | March | 3603 | 1355 | - | - | 83 | |
| 4 | April | 3840 | 2088 | - | - | 40 | |
| 5 | May | 1672 | 1133 | - | - | 326 | |
| 6 | June | 4454 | 2677 | - | - | - | |
| 7 | July | 2796 | 1747 | - | - | 102 | |
| 8 | August | 1856 | 335 | - | - | - | |
| 9 | September | 2016 | 748 | - | - | 182 | |
| 10 | October | 1302 | 483 | - | 366 | - | |
| 11 | November | 1986 | 1272 | - | 432 | 4 | |
| 12 | December | 5602 | 1251 | - | - | 39 | |
| | Sum | 33.360 | 17.646 | 530 | 798 | 802 | |

Source: Secretariat of Rumah Domes Tourism Village, October 2023

But unfortunately for almost 15 years Nglepen Hamlet has become a tourist village, this tourist village is less developed, the visitors who come are not so crowded. Before the Covid-19 pandemic, in 2018 to be precise, visitors had begun to shrink. Based on the researcher's observations, the condition of the house *Domes New Nglepen* Currently, the quality is declining. For example, an abandoned secretariat, the environment around the house is poorly maintained *Domes New Nglepen*, as well as other facilities lack attention. Likewise, the limited public understanding of rural tourism causes less than maximum community participation in the development of the *Domes New Nglepen*.

The unique characteristics of the *Domes New Nglepen* House Tourism Village should be able to make the tourist village in the advanced category, but as time goes by, the number of tourist visits has decreased drastically. Another problem is the change related to the management or manager who used to consider that managing the Domes House was the main job or the top priority. But since the change of manager, it has turned into a side job. These problems can be caused by various things, one of which is a mistake in choosing a marketing strategy. According to Kotler (2018), marketing strategy is a marketing concept used to achieve marketing goals, with detailed strategies regarding the target market, positioning positions, marketing mix, and marketing budget.

The focus of the researcher's study is related to *digital marketing* where currently we are in the era of *the industrial revolution 4.0* which has not been done much by previous research. Although the *New Nglepen Domes House* has unique characteristics, if it is not properly

maintained, it will reduce tourist visits. In addition, marketing strategy support is also needed to be able to revive the *Domes New Nglepen House Tourism Village*. An effective marketing strategy is needed to increase the interest and exposure of this tourist village. A well-planned marketing strategy should include a creative approach to promoting the visual appeal of the *Domes New Nglepen House*, identifying the right market, and leveraging social media and digital *platforms* to reach a larger audience.

To direct this research to be right on target, the author develops a tourism village by conducting a marketing strategy or *digital marketing* to improve the *Domes New Nglepen House Tourism Village*. There are four strategies in improving the quality of the *Domes New Nglepen House Tourism Village* according to Kotler and Amstrong (2016), namely *Product, Price, Promotion* and *Place*. Then, digital marketing according to Manap (2016:42), as well as supporting and inhibiting factors (Rezza Abdy Pradana, 2016 in Chaerunissa & Yuningsih, 2020). These three indicators were chosen as the main assessment indicators to improve the *Domes New Nglepen House Tourism Village*. They were chosen by the author as a benchmark with facts in the field in Nglepen Hamlet, Sleman Regency.

Theoretically, this research is expected to produce a strategy by using digitalization for the marketing of the *New Nglepen Domes House Tourism Village* to improve the welfare of the people of New Nglepen village. Meanwhile, practically, this research is expected to provide *support* and guidance to improve the *Rumah Domes New Nglepen Tourism Village* even better as a tourism village in the advanced category, and is expected to help village managers to increase the attractiveness of the *Rumah Domes New Nglepen Tourism Village* which can have a positive impact on tourist visits and local economic development.

RESEARCH METHODS

Research methods are needed to obtain the right results and in accordance with the problem being researched. The research method used by the researcher is qualitative descriptive. Qualitative descriptive research is the collection of information in the form of sentences or pictures, so it does not focus on numbers. The information collected after the investigation is then described in such a way that it can be understood by others (Bogdan and Biklen in Sugiyono (2020:7). According to Sugiyono (2020:105), there are four types of information collection, namely observation, interviews, documentation and combination/triangulation (observation, interviews and observations). To obtain maximum data in qualitative data analysis, it is necessary to be interactive and must continue continuously until completion. There are four steps, including data collection, data reduction, data presentation, and drawing conclusions (Miles and Huberman in Sugiyono (2020:133)). Research ethics are also needed to prevent improper acts in conducting research, therefore the following principles are applied, including informed *consent, confidentiality*, and voluntariness (Hidayat, 2014). The location of this research is in Nglepen hamlet, Prambanan, Sleman Regency, Special Region of Yogyakarta. The reason the researcher took the location of the research is because of the unique tourist village which features a dome-shaped community house, but currently the tourist village is dead.

Based on the concept of the above research, the researcher focuses on how to use an effective marketing strategy to increase the interest and exposure of the *Domes New Nglepen House Tourism Village*. Thus, the focus of the researcher in this study includes the marketing mix, digital marketing as well as supporting and inhibiting factors in the *Domes New Nglepen House Tourism Village*. The focus of the research aims to provide ease and clarity about the observation of the research from each explanation or description observed.

The source of data in this study is a way to obtain information from subjects and objects.

The data is divided into two parts, namely primary data and secondary data. This classification is carried out to maintain the relevance, accuracy and richness of information obtained in the field related to the object of research. Primary data is the main data used in research to draw accurate information. The primary data can be obtained from interviews conducted by researchers with sources who are considered to have the potential to provide relevant and appropriate information in the field. Primary data determines the initial accuracy of the information obtained because through primary data all important information is obtained to draw conclusions and answer problems that arise in the research.

Meanwhile, secondary data is information collected by researchers whose source is data that has been previously processed into information tools in the form of documents, reports, and other written data related to the object of research. This data comes from additional supporting data or supporting information from primary data. The method used in this study can be in the form of a descriptive qualitative method that identifies more deeply the information obtained. The information mentioned in this case is interviews and observations conducted to competent parties in the problem and the focus of the research is using the theory of Kotler and Amstrong (2016) about marketing strategies. Through interviews, researchers will get deeper information about the informant by explaining the conditions and events that occurred, which cannot be found through observation. In this study, the researcher conducted interviews with the managers of Rumah *Domes Tourism Village New Nglepen*, Pokdarwis, Nglepen Village Village Head, Sengir Hamlet Head, and several people living in Rumah Domes.

Data collection techniques carried out by researchers include observation, conditions where observations are carried out directly by analysts in order to be more optimal in obtaining information in the social environment in general so that a clear and comprehensive picture can be obtained (Nasution in Sugiyono (2020:109)). This observation was used by the researcher to observe marketing strategies on Rumah *Domes New Nglepen* and how to market the Home Tourism Village *Domes New Nglepen*. Interview, during the interview process, the researcher prepares a device in the form of a list of written questions to be asked and copies what the informant expresses. Therefore, the form of interview used by the researcher is classified as a structured interview. Documentation, through this technique, the researcher tries to dig up information from written sources, through documents or anything related to improve the information obtained in the field. Triangulation, researchers use information collection strategies in different ways to obtain information from the same source.

Data processing is carried out after all field data is collected or data analysis after data collection. The data is grouped according to the source of the information itself. The information obtained from the interviews was combined separately and also with observations. After managing the data, the data analysis used is qualitative, namely the process of sorting and organizing interview transcripts in a structured manner, field notes, and other materials that are combined to optimize understanding of the material so that the findings can be interpreted by others, by describing the research problem in the form of a sentence description, so that in conducting data analysis starting from rough descriptive writing to the product The research went through three stages, namely data reduction, data presentation, and conclusion drawn.

Data reduction is carried out as a reduction of important information, summarizing, selecting and selecting the main things, prioritizing the important parts, core searches and patterns. Once the data has been reduced, the next step is to display the information in the form of text containing a narrative. The conclusion was made by taking results based on data reduction and presenting data as an answer to the problems taken in the study.

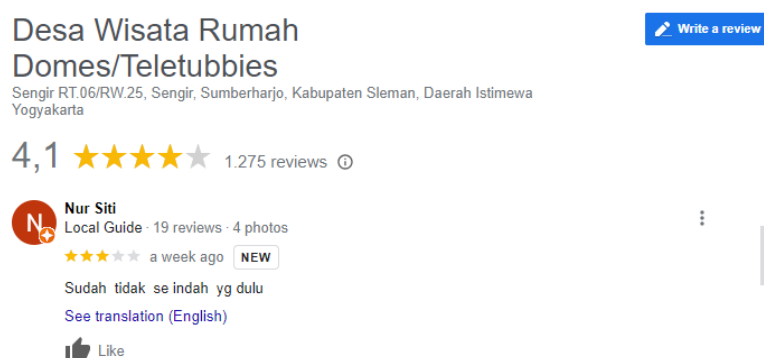
RESULTS AND DISCUSSION

To improve the *Domes New Nglepen House Tourism Village*, researchers develop a tourism village by conducting a digital marketing strategy. There are four strategies in improving the quality of the *Domes New Nglepen House Tourism Village* according to Kotler and Amstrong (2016), namely *Product, Price, Promotion and Place*.

1. Product

Products are everything that is valuable to the target advertiser, which provides benefits and satisfaction in the form of goods and services. The products of the *Domes New Nglepen House Tourism Village* which includes quality are vacation and educational tourist destinations, where it used to have parks, several special points for photo spots and currently the products provided by the manager are tour packages. The manager of Rumah *Domes New Nglepen* always tries to provide the best service in terms of facilities, services, and comfort for visitors. Although the facilities owned by the *Rumah Domes New Nglepen Tourism Village* are currently less than optimal, this is because there are several buildings whose paint has faded, additional buildings in the Dome House and the surrounding environment that should need to be considered again.

This can be proven by one of the most recent reviews from visitors on Google Review of the *Domes New Nglepen House Tourism Village* regarding the quality of the products provided.



Picture. 1 Google Review of Visitors to Domes New Nglepen House Tourism Village

In this case, including the activities in the promotion process carried out by the *Domes New Nglepen Home Tourism Village*, it is by using the best quality. The meaning of the word best is in terms of facilities and services, although currently the marketing strategy at Rumah *Domes New Nglepen* only relies on tour packages provided by the manager which is actually currently regenerated. However, this does not make the former manager feel burdened, because the new manager does not pay attention to the *New Nglepen Domes House* as a tourist village. Mr. Mono as the administrator of Rumah *Domes New Nglepen Tourism Village* tries to provide the best service by providing various tour packages that can be chosen according to the wishes of visitors. In addition, the residents are also very friendly which is a characteristic of the people of Yogyakarta, it makes a *special plus point* for the *Domes New Nglepen House Tourism Village*.

Approximately 4 years after the *New Nglepen Domes House Tourism Village*

has been vacant, at the end of 2023 various *events* and events at the Domes House will be held, one of which is the Disabled Cultural Week event which will be held from November 27 to December 3, 2023. *This event* was organized by the Cultural Office of the Special Region of Yogyakarta and the *Domes New Nglepen House Tourism Village* was chosen as the host.

This is a form of tourism village development, which makes the facilities of Rumah *Domes New Nglepen* even better than before. In addition, the *Domes New Nglepen House Tourism Village* has become more widely known by people from various regions. This indirectly makes the marketing strategy, interest and exposure of the *Domes New Nglepen House Tourism Village* quite a bit again.

The application of *the product* in the theory put forward by Kotler and Amstron (2016) is appropriate because the *Domes New Nglepen House Tourism Village* has currently provided the best facilities that can be felt by all tourists of various ages so that it can satisfy all visitors to the *Domes New Nglepen House Tourism Village*.

2. Price

Includes the values received by consumers in the transaction process. In its offer, the *Domes New Nglepen House Tourism Village* provides prices that are adjusted to the target market. The target market is PAUD children to students, because this tourist village has an educational concept, but the manager is also open to all groups. The price of visitors for individual entrance tickets at Rumah *Domes New Nglepen* Tourism Village is Rp. 5,000.

There is no price difference for *weekdays* and *weekends* because in addition to individual entrance tickets, Rumah *Domes New Nglepen* Tourism Village also provides prices for tour packages that have been made by the manager. In providing products, the marketing strategy carried out by Rumah *Domes New Nglepen Tourism Village* by providing different prices in each tour package according to the needs of the package. The following *is a price list* of each product:

Table. 2 Price List of Tour Packages

| It | Types of Tour Packages | Price |
|----|---|----------------------|
| 1 | Capacity <i>Building/Outbound Package</i> in Jogja and surrounding areas. | Start from Rp 55.000 |
| 2 | Visit of Architect of Domes Earthquake-Resistant Building | IDR 60,000 |
| 3 | Earthquake Education Package | IDR 60,000 |
| 4 | Waste Management Education Package | IDR 60,000 |
| 5 | Language Education Package | IDR 70,000 |
| 6 | MSME Education Package | IDR 50,000 |
| 7 | Kenandy Bookmaking and Gallery Education Package | IDR 50,000 |
| 8 | Jeep Shiva Domes Package | IDR 150,000 per pax |
| 9 | Walking/Cycling Village <i>Package</i> | IDR 150,000 per pax |
| 10 | Cow Cart Package | IDR 150,000 per pax |

| | | |
|----|--|---------------------|
| 11 | Sunset Healing Hills Teletubbies Hill Package | IDR 60,000 |
| 12 | Full Moon Package | IDR 250,000 |
| 13 | Religious Package | IDR 60,000 |
| 14 | Javanese Traditional Costume Package | IDR 75,000 |
| 15 | Express Islamic Boarding School Package | IDR 150,000 per day |
| 16 | Holi Powder / Color Powder Sales | IDR 65,000 per kilo |
| 17 | Birthday Package | IDR 100,000 |
| 18 | Culture Package | IDR 75,000 |
| 19 | Ghost/Scary Package | IDR 100,000 |
| 20 | Culinary in the style of Domes Teletubbies Village | IDR 50,000 |
| 21 | Perpax Mural Pack | IDR 75,000 per pax |
| 22 | Farm Packages | IDR 50,000 |
| 23 | Farm Packages | IDR 50,000 |
| 24 | VW Educational Tour Package | IDR 150,000 per pax |

Source : Domes New Nglepen House Tourism Village Manager

There is a difference in the price of tour packages, the difference depends on the cooperation, namely *the publish price* and the bureau price. Regarding discounts, the *Domes New Nglepen House Tourism Village* provides discounts on bureau prices only, but for the publish price, the discounts given are there but not too much. The researcher also made observations on the Google account of the *Domes New Nglepen House Tourism Village* regarding the ticket prices listed, as follows:

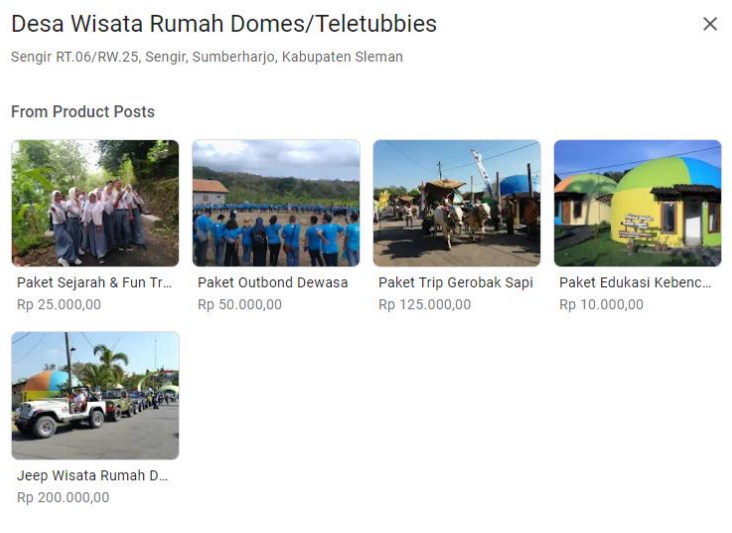


Fig. 2 Products listed on the Google Account of *Domes New Nglepen House Tourism Village*

Source : Google Account of the Tourism Village of *Domes New Nglepen House*
<https://g.co/kgs/Xme15Xx>

The application of price in the theory said by Kotler and Amstrong (2016) is appropriate because the Manager of the *Domes New Nglepen House Tourism Village* sets prices based on the intended target market. Price is one aspect of the marketing mix that provides benefits to the company, price can be a unit of degrees for product quality and price is one of the components of the marketing mix that aims to be flexible, which means it can change quickly. Pricing itself has the goal of survival, optimizing profits, increasing market share, product quality and competition (Kotler and Amstrong, 2016).

The results of the study also show that the management participates with service companies in the field of tourism so that the tour packages in the *Domes New Nglepen House Tourism Village* can be better known by the outside community. In addition, the interaction and communication of managers to visitors on social media is also very important in marketing the prices offered. This is in line with the theory from (Hu et al., 2019; J. Lin et al., 2019 in Shin et.al., 2020) who said that there is a need for a new direction for *e-commerce* by investigating prominent interactions among consumers on social media-based commerce services.

3. Place

A place strategy includes important steps related to where, when and how a client will get an offer, which is often interpreted in terms of location and stock. The location of the *Domes New Nglepen House Tourism Village* can be said to be strategic because the access is very good from the road that has been paved and can be passed by two-wheeled vehicles, four-wheeled vehicles and buses. The *Domes New Nglepen House Tourism Village* is also available on Google Maps to make it easier for visitors who want to come to *the Domes New Nglepen House Tourism Village*.

On the other hand, the community environment in the domes house is very thick with its culture and family, for example when there are activities or *events* held at the domes house, residents are very enthusiastic in welcoming *the event*, because the community can participate in enlivening it. In addition, the event is a forum for the community to channel their interests and talents and have a positive impact on the residents, including the economy of the residents to increase.

Consistent enthusiasm is able to have a positive impact on the Rumah Domes community, making the Sleman Regency Tourism Office together with the management initiate the establishment of the Rumah Domes Tourism Village in 2018 (Mahendra & Faidati, 2021). The results of this study show that the development of Rumah *Domes New Nglepen Tourism Village* is currently also influenced by the manager and community members who live in the domes house, the manager always provides opportunities and prioritizes the interests of the community when going to carry out tourism activities. This states that the positive impact of the enthusiasm of managers and community members who are consistent is indeed true.

4. Promotion

Promotion and sales combination are two important aspects of marketing strategy. Promotion is often defined as a communication activity carried out by an individual or company with the wider community which includes a combination of

advertising, individual offers, sales promotion, public relations and direct relationships. Based on the results of the researcher's interview with the manager of the *Domes New Nglepen Home Tourism Village* regarding promotions including advertising and sales promotion, the *Domes New Nglepen Home Tourism Village* focuses more on social media in the form of WhatsApp and WhatsApp *Group* as well as relationships from the manager. The manager promotes with his various tour packages through WhatsApp only.

The application of *Promotion* using the theory of Kotler and Amstrong (2016) is appropriate because it is in advertising and sales promotion. Product development, pricing, and making products available to consumers have been carried out but have not been maximized in marketing, the inadequacy is known from the results of the researcher's interview with Mr. Dukuh Sengir, where there are still many visitors who do not know what promotions are being carried out by the current manager.

The management stated that they consistently carry out promotions, but their focus in promoting the *Domes New Nglepen House Tourism Village* is currently more about relationships as well as WhatsApp *Groups* and WhatsApp *Stories*. This is in line with Kotler's theory. Armstrong, & Agnihotri (2018:73) in (Dermawan & Barkah, 2023) which states that word-of-mouth is defined as marketing from person to person based on experience of a product or service, either orally, in writing, or through electronic communication media connected to the internet.

In fact, in the field, a communication device was found in the form of a signboard on Jalan Raya-Piyungan Prambanan, but it was only available at the entrance close to the *Domes New Nglepen House Tourism Village*. This condition needs to be handled by managers in order to further increase the quantity and quality of promotions carried out considering the role of promotions in influencing the addition of visitors is very influential.

Promotion has the goal of obtaining added value from a product in a marketing activity, about the price of the existing product over a certain period of time which encourages consumer and salesperson purchases (Kaveh et.al 2021 & Rohiman et.al 2022 in Harahap & Sitomurang, 2023) Through promotion, the company informs about the superiority of the product to the target market so as to increase sales of the product (Adi Wibowo et.al 2022 & Jee, 2021). From this theory, the management and Pokdarwis of Rumah *Domes New Nglepen Tourism Village* have not been maximized in promoting by informing the advantages of the products owned by *Domes New Nglepen House Tourism Village* to the target market. This is because promotional media and support from the manager have not been carried out further.

5. **Digital Marketing**

Digital Marketing is a way to promote certain products or brands through internet media, it can be done through advertising on social media such as Instagram, Facebook and other social networks. Information about the *Domes New Nglepen House Tourism Village* is not obtained from the internet media or *website* but from information from managers who are active in the world of tourism, this makes information related to the *Domes New Nglepen House Tourism Village* spread through word of mouth. Other visitors who visited privately also got information not from internet media but with the intention of visiting the only dome-shaped earthquake-resistant house in Indonesia.

It states that the use of *digital marketing* as a marketing strategy for the *Domes New Nglepen Home Tourism Village* has not succeeded in reaching the intended

target market, as said by the manager. The manager stated that the main obstacle to the management of the *Domes New Nglepen House Tourism Village* is the capability of human resources. Judging from the side of managers, Pokdarwis and community members, they will be active in development and marketing if managers are also active in managing these two things. This condition has a great influence on the management of digital development and marketing.

The digitalization process is a process that must involve community participation (Cempaka, 2022 in Hastuti et.al, 2023). From this theory, the management and Pokdarwis can further involve the citizens of the dome community for the promotion process through digitalization. This can be done by involving residents in creating routine content to be uploaded on the social media accounts of Rumah Wisata *Desa Domes New Nglepen*.

This can cause the interest of visitors who currently use more digital information in choosing tourist destinations. As a result, it can affect tourist visits to the *Domes New Nglepen House Tourism Village*. There needs to be follow-up and participation between the management, Pokdarwis, village governments and local governments, especially in advancing human resources, for example through information technology-based training. Thus, the digital marketing that has been built in the *Domes New Nglepen House Tourism Village* can be carried out optimally as part of internal promotion and marketing to increase the interest, exposure and visits of tourists to the *Domes New Nglepen House Tourism Village*.

By creating regular content, the audience becomes interested and their curiosity increases, it can also make the audience share the content on social media or other digital platforms. This is in line with the theory (Weiger et.al., 2019 in du Plessis, C., 2022) which states that with content marketing, digital brand content is often produced or curated deliberately and strategically so that consumers are not only consumed, but also to share on social media and other digital platforms. Online consumer behavior in the context of content marketing refers to how consumers respond to digital brand content.

As one of the developed tourism villages, community capacity is one of the main keys in the effort to achieve the development of the *Domes New Nglepen Home Tourism Village*, namely increasing the interest and exposure of the *Domes New Nglepen Home Tourism Village*. As for the reality, in the process of increasing community capacity, it is not only charged to the Sumberharjo Village, but also needs *support* and participation from external parties such as the Sleman Regency Tourism Office.

Community capacity development to improve skills and competitiveness in the *industry 4.0* era is certainly inseparable from strengthening digital skills. Digital skills are individual expertise in mastering, applying, using and utilizing technology to access and manage information. The development of digital skills can be started to be instilled in the people of Rumah *Domes New Nglepen Tourism Village* through training activities or *workshops* facilitated and organized by external parties.

6. Inhibiting Factors and Supporting Factors for the Marketing Strategy of the *Domes New Nglepen House Tourism Village*

Marketing activities of a product in its preparation and application cannot be denied by the existence of supporting and inhibiting factors. This will affect the sales rate of an item if it is not properly supervised. Researchers found two factors that hinder marketing strategies in *Domes New Nglepen House Tourism Village*.

First, the marketing strategy has not run optimally due to the regeneration of managers. The lack of attention from the new manager and added after the Covid-19 outbreak, the *Domes New Nglepen House Tourism Village* has become a vacuum or dormant tourist village. Second, the human resource factor who does not understand marketing strategies.

Then, the supporting factor is also very important in optimizing marketing strategies to increase interest, exposure and increase visits to the *Domes New Nglepen House Tourism Village* is through *events*, the existence of activities or events held at the Domes House indirectly makes residents who come to take part in the event will share information or documentation on their social media, it can make the Home *Tourism Village The New Nglepen dome* is known to many people.

The relationship, the relationship referred to here is the relationship of the manager, the temporary manager of Rumah Domes currently has a business in the tourism sector for a long time, so it can be said that he has a very wide relationship. Finally, tour packages, the marketing strategy used for promotion is currently only WhatsApp where the manager shares various information through *Groups* and *Stories* on the manager's personal WhatsApp account.

CONCLUSION

Based on the results of research, observation and interviews in the field, the Home Tourism Village *Domes New Nglepen* implementing marketing strategies, namely, Products (*Product*), Price (*Price*), Place (*Place*), Promotion (*Promotion*) in increasing interest and exposure of the Home *Domes New Nglepen*, showing that it is quite maximum and appropriate. This is based on managers who provide and provide the best service in terms of facilities, comfort, and provide affordable prices with a target market that is in accordance with the concept of the Home Tourism Village *Domes New Nglepen* which is an educational tour. Although there are still several things that need to be considered again in managing *digital marketing*. But overall, aspects of the marketing mix in the marketing strategy in the Home Tourism Village *Domes New Nglepen* It can be said to be optimal. The limitation of this research is the limited data from the current manager, making the research results less than optimal. For the next research, it is expected to further maximize the accuracy both from the aspect of completeness of the data obtained from primary or secondary data.

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