....

IMPLEMENTATION OF DIGITAL TOURISM MARKETING PROGRAMS IN THE ERA OF INDUSTRIAL 4.0 BY DEPARTMENT OF TOURISM AND CREATIVE ECONOMY IN CIREBON CITY

By
Sukmadi[1], Wisnu Bawa Tarunajaya[2], Ananta Budhi Danurdara[3], Hafizah Binti Hassan[4]
[1,2,3]NHI Bandung Polytechnic of Tourism
[4]Universiti Teknologi Mara
Email: [1]dr.sukmadi@gmail.com, [2]wisnutarunajaya@yahoo.com, [3]ananta_budhi@poltekpar-nhi.ac.id,
[4]hafizah240@uitm.edu.my

Article Info	ABSTRACT
	Tourism is a leading sector that has a positive impact on development on all fronts, both from a socio-cultural perspective, especially in terms of economic growth. At this time, the industrial revolution has reached industry 4.0. In this era, internet users in the world are increasing from year to year. As one of the sectors that plays a very important role in the economy of Cirebon City, namely the tourism sector, it is also necessary to use methods *digital marketing* in terms of marketing. With *digital marketing,* tourist attractions, culinary, cultural and everything related to tourism which has its own charm and appeal can be promoted quickly and widely with the help of the internet network. Tourism marketing carried out by the Cirebon City government has actually implemented *digital marketing*, but this application is only limited to social media and is still less active in marketing tourism in Cirebon City. In this research, the author used descriptive qualitative research methods. Data collection techniques were carried out by means of observation, interviews and documentation. Based on the tourism *digital marketing* program, it has been implemented by the Department of Tourism and Creative Economy, but because there are still several obstacles, this program cannot run optimally. This is in accordance with the results of the author's research using implementation theory from Van Meter and Van Horn, for the dimensions of policy size and objectives, characteristics of implementing agents, attitudes/dispositions of implementers, inter-organizational communication *and* implementing activities are considered to be good, whereas for the dimensions of resources and the economic, social and political environment are still not supportive

Corresponding Author:
Sukmadi
NHI Bandung Polytechnic of Tourism
Email: dr.sukmadi@gmail.com

1. INTRODUCTION

Tourism is a leading sector that has a positive impact on development on all fronts, both from a socio-cultural perspective, especially in terms of economic growth. In this regard, Yakup (2019) believes that first, the tourism sector is a foreign exchange earner to obtain capital goods used in the production process. Second, tourism development encourages infrastructure development (Sakai, 2006). Third, the development of the tourism sector encourages the development of other economic sectors (Spurr, 2006). Fourth, tourism contributes to increasing employment opportunities and income (Lee & Chang, 2008). Fifth, tourism can lead to buoyant economies of scale (Weng & Wang, 2004).

The development of the tourism sector is not only limited to the real sector, but more than that, in the current era of information openness, it is a necessity for development in the virtual world. Therefore, based on the following data, it is deemed that there must be tourism development that focuses on digital or what is called digital

....

730

International Journal of Social Science (IJSS)
Vol.3 Issue.6 April 2024, pp: 729-738
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

....

tourism. At this time, the industrial revolution has reached industry 4.0, which is marked by advances in Information and Communication Technology. In this era, internet users in the world are increasing from year to year. The same thing is happening in Indonesia, from children to the elderly have definitely started using internet services. Of course, more than half of the population in Indonesia currently uses internet services. The number of internet users is predicted to continue to increase every year.

The increase in internet users in the world, especially in Indonesia, has a big impact on the economy. One of the impacts that can be seen is the widespread implementation of *digital marketing* in marketing . *Digital marketing* or it can also be called *online marketing* can be interpreted as an effort to market or introduce a product to the wider public using the internet network. With the help of the internet network, marketing a product can penetrate the boundaries of space and time. This is because the internet network can help consumers find data or information about the products that consumers want anytime and anywhere.

Cirebon as a strategic city on the edge of the North Coast of Java is a city with a pluralistic and multicultural civilization, has many cultural heritages such as cultural heritage buildings, cultural heritage sites, or cultural heritage areas. The existence of cultural heritage in the City of Cirebon is determined by Mayor's Decree No.19 In 2001, it consisted of 56 cultural heritage buildings, and 17 areas as cultural heritage sites (most of which were in the palace area), and was registered by the Ministry of Education and Culture.

The many cultural heritage areas and buildings in the city of Cirebon are bridged by the City's Regional Tourism Development Vision, which is "The realization of Cirebon City as a world-class tourist destination, which is integrated, sustainable, and based on regional history and culture". Equipped with a Regional Tourism Development Mission as follows:

1. Building a world-class tourism destination that integrates the rich historical and cultural potential of Cirebon and has global mutual power.
2. Building a strong and integrated tourism industry structure, which is responsible for the natural and cultural environment in facing global competition
3. Increasing tourism marketing efforts that are integrated between regions, effective and efficient, and responsible for building a world-class tourism image of the City of Cirebon
4. Building tourism institutions that are able to increase the integration of tourism development in Ciebon City and its surroundings and create human resources with international competence.

It is inevitable that increasing the tourism sector from the potential of cultural heritage will be successful if it is developed through the use of technology and information systems, so that it has a positive impact on the promotion of digital versions of tourist destinations. As one of the sectors that plays a very important role in the economy of Cirebon City, namely the tourism sector, it is also necessary to use methods *digital marketing* in terms of marketing. With *digital marketing,* tourist attractions, culinary, culture and everything related to tourism which has its own charm and appeal can be promoted quickly and widely with the help of the internet network. *Digital marketing* in tourism is very useful, because *digital marketing* functions as the main portal for foreign tourists to find out information about tourist attractions in Cirebon City. *Digital marketing* can enable an increase in the number of tourists coming compared to marketing carried out non-digitally, both domestic tourists and foreign tourists. With the increasing number of tourists, the economy in Cirebon City will also automatically increase.

Tourism marketing carried out by the Cirebon City government has actually implemented *digital marketing* , but this application is only limited to social media and is still less active in marketing tourism in Cirebon City. Therefore, there is a need for innovation regarding promotions that are more current and able to achieve wider marketing targets and again increase the number of tourists visiting Cirebon City tourist attractions, especially from abroad.

The chosen research focus was to determine the extent of implementation of the *digital marketing program* carried out by the Cirebon City Tourism and Creative Economy Department. The theory that is the basis for implementing this research is different from previous research, namely using implementation theory from Van Meter and Van Horn (1975) which states that there are 6 (six) dimensions that influence success in implementing a policy. The author uses this theory as a measuring knife to solve the problems that have been created.

2. LITERATURE REVIEW
1. Implementation Theory

According to Mulyadi (2015), implementation refers to actions to achieve the goals set in a decision. This action seeks to change these decisions into operational patterns and seeks to achieve large or small changes as previously decided. Implementation is essentially an effort to understand what should happen after the program is implemented.

....

731

....

Implementation according to Jones theory (Mulyadi, 2015): " *Those Activities directed toward putting a program into effect* " (the process of realizing a program to show results), while according to Horn and Meter: " *Those actions by public and private individuals (or groups) that are achievement or objectives set forth in prior policy* " (actions carried out by the government). So implementation is an action taken after a policy has been established. Implementation is a way for a policy to achieve its goals. Meanwhile, Horn (Tahir, 2014), "interprets implementation as actions carried out by either individuals/officials or government or private groups which are directed at achieving the goals outlined in the policy".

Pressman and Wildavsky (Syahida, 2014) state that: " *Implementation as to carry out, acoumplish, fulfill, produce, complete* " means: bring, complete, fill, produce, complete. So, etymologically, implementation can be meant as an activity related to completing a job by using means (tools) to obtain results."

According to Mazmanian and Sebatier (2007), implementation is the implementation of basic policy decisions, usually in the form of laws, but can also take the form of important orders or decisions of the executive or other judicial bodies, these decisions identify the problems to be addressed, state expressly the goals or objectives to be achieved in various ways to structure or regulate the implementation process.

2. **Digital Marketing**

Khairusy (2021) stated that *digital marketing* is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adapt the marketing concept itself, to be able to communicate on a global scale, and change the way companies do business with customers. Haryanti (2019) states that digital *marketing* or digital marketing is offering, selling, paying and distributing products or services using technological media in the field of information and communication, such as computers and smartphones intensively, optimally and optimally .

In *digital marketing*, our efforts to identify consumers must be carried out carefully and place consumers as target markets who are not only recipients of messages, but we must also target them so that consumers also play an active role in the marketing activities that we carry out. This is because in the current digital era there have been changes in consumer purchasing behavior, all of which ends in our thinking about how to ensure that the products we produce can sell well and generate profits for the company. Currently, business competition between companies is also getting tighter, which means that companies cannot be separated from the use of advances in digital technology and must consider that the marketing and promotions we carry out can provide added value to the products we market, so that they can provide consumer satisfaction and loyalty. customer.

Digital marketing has become a marketing strategy that is on the rise and is widely used in the business world. Apart from saving more costs, *digital marketing strategies* also offer convenience in reaching a wider market share to market or promote goods or services. This is possible because *digital marketing* has a unique character and is able to penetrate geographical and time zone boundaries which have been one of the obstacles in conventional marketing activities.

Digital Marketing has created several new concepts and ways of looking at consumers, who were initially considered passive to become active subjects and play a role in building the framework of our marketing strategy. *Digital Marketing* focuses on the consumer experience *in* using a product. Moreover, this is reinforced by the publication of world internet statistical data which shows Indonesia's position as 8th out of the top 20 internet user countries in Asia (Internet World Stats, 2016), this reflects how big a business opportunity there is for us to market or promote products by utilizing digital *marketing* .

3. **Industrial Revolution 4.0**

Indonesia has entered a new era, namely Industrial Revolution 4.0. The term Industry 4.0 was born in Germany in 2011 at the 2011 Hannover Fair Kagermann. Some terms regarding Industry 4.0 are not the same in every country, namely some call it Smart Factories, Industrial Internet of Things, Smart Industry or Advanced Manufacturing. However, the difference in terms is not a problem, because they have the same goal, namely to increase the competitiveness of each country's industry in order to face global market competition. This happens because developments in the use of digital technology are very rapid. According to (Schlechtendahl et al., 2015) that industry 4.0 emphasizes the speed of information availability where all entities are always connected and can share information with one another.

This industrial revolution changed the way humans work from manual to digital. According to (Suwardana, 2017) the industrial revolution is a very rapid change in the production process, because initially the production process was carried out by humans, replaced by machines, so that the goods produced had added commercial value. According to (Rizal, 2017) states that in creating a new order, very rapid, fundamental changes are needed by changing the pattern of the new order.

4. **Tourism industry**

....

732

International Journal of Social Science (IJSS)
Vol.3 Issue.6 April 2024, pp: 729-738
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

....

Tourism is a very multidimensional concept. It cannot be avoided that several definitions of tourism are used by practitioners with different goals and perspectives according to the goals to be achieved. Tourism is a trip carried out temporarily , which is carried out from one place to another, with the intention not to try or earn a living in the place visited but simply to enjoy the journey of life for sightseeing and recreation or fulfilling various desires .

According to Law no. 10 of 2009 concerning Tourism in article 1 paragraph 3, tourism is all types of tourist activities and is supported by all facilities and services provided by the community, entrepreneurs, government and regional governments. Apart from that, tourism is everything related to tourism, including the development of tourist objects and attractions, as well as other businesses related to the tourism sector. Everything that is a tourist target in question is a tourist object and attraction (Marsono et al, 2016).

The tourism industry is a group of business sectors that produce various goods and services needed by travelers. Industry includes various activities that are productive and have economic value, so that tourism is included in the category of industrial activities. In the tourism industry, of course, many tourism business activities are found to be businesses that use the provision of goods and services as a tool to meet the needs of tourists and tour organizers (Rulloh, 2017).

The tourism industry actually has a very broad scope, because if tourism in an area experiences development, then various other activities and interests will follow both in the downstream and upstream sectors, so that tourism has the nature of a multiplier effect, this is where the advantages and uniqueness of tourism activities that interact with various economic and business sectors. The economic sectors that move into the tourism sector if tourism has developed, such as the agricultural sector (food, plantation, fisheries and livestock subsectors, even the forestry subsector), the industrial sector, especially crafts, home industry and the creative economy, and infrastructure development (Arjana , 2016). Apart from that, several sectors that can be felt directly during tourism activities are the primary tourism subsector, namely restaurants, lodging, transportation, retail trade and entertainment. Meanwhile, the secondary subsector influences most economic and business activities.

3. METHODS

This research is based on the main problem regarding the implementation of tourism digital marketing programs in the industrial era 4.0 by the Cirebon City tourism and creative economy office. The research method used in this research is descriptive qualitative, which aims to formulate strategies that can be implemented so that the implementation of the tourism digital marketing program in the industrial era 4.0 by the Cirebon City tourism and creative economy office can run effectively. The data collection used, as is common in qualitative research, is observation, interviews and documentation. The collected data was analyzed using the interactive model from Miles and Huberman.

4. RESULTS AND DISCUSSION

In researching the implementation of tourism *digital marketing* programs carried out by the Cirebon City Tourism and Creative Economy Office, the author uses Van Meter and Van Horn's theory which states that there are 6 (six) dimensions that influence success in implementing a policy, namely as follows.
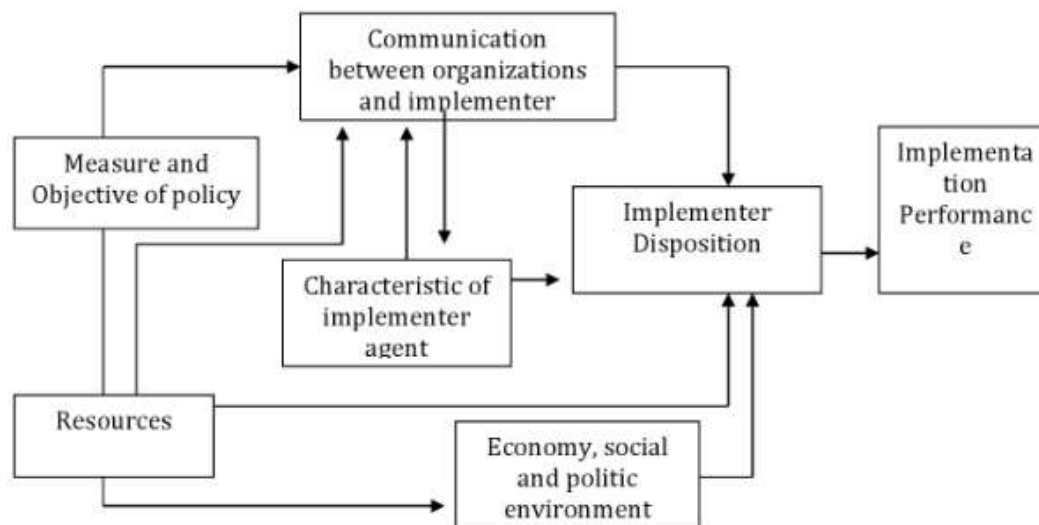
....

Journal homepage: https://bajangjournal.com/index.php/IJSS

....

Figure 1. Factors that influence policy implementation according to Van Meter and Van Horn

1. **Measures and Policy Objectives**

The performance of policy implementation can be measured by the level of success from policy measures and objectives that are realistic with the existing socio-culture at the policy implementing level. When policy measures and targets are too ideal (utopian), it will be difficult to realize.

In implementing a program, of course there is an end goal to be achieved. If there is no goal, then the program cannot be measured whether it is running effectively or not. *Digital marketing* implementation can also usually be measured from the media in which it is implemented. At the lowest level, *digital marketing activities* are usually carried out through social media such as Instagram, Facebook and YouTube. Meanwhile, at the highest level, *digital marketing* has been carried out using websites or even using a separate application.

In terms of size and policy objectives, the *digital marketing program* already has clear dimensions and objectives. So that in its implementation it has clear indicators and direction. For the time being, the implementation of *digital marketing* programs is still at the lowest level, namely through social media (Instagram and Facebook).

2. **Resource**

According to Meter and Horn (1975), the success of the policy implementation process is very dependent on the ability to utilize available resources. Humans are the most important resource in determining the success of an implementation process. Certain stages of the entire implementation process are based on the availability of quality human resources in accordance with the work required by politically determined policies. But when the competence and capability of these resources is nil, it is very difficult to hope. But apart from human resources, other resources that need to be taken into account are financial resources and time resources. Because like it or not, when competent and capable human resources are available while disbursement of funds through the budget is not available, it is indeed a difficult problem to realize what the public policy objectives are intended to achieve, as is the case with time resources, when human resources working diligently and disbursement of funds is going well, but it is faced with the problem of time being too tight, so this can also be the cause of the failure to implement policies.

Proper and appropriate use of resources greatly influences the implementation process of a program. According to Van Meter and Van Horn, resources that influence the implementation process of a program include the following.

a. Human resources are the most important resource in implementing a program. Human resources play a very important role as implementers of a program. Without superior and competent human resources in their field, a program will not be able to run optimally.

b. Financial resources are initial capital in implementing a program. Therefore, financial resources have a big influence on the successful implementation of a program. It is not uncommon for financial resources to become a problem in the current government.

....

734

International Journal of Social Science (IJSS)
Vol.3 Issue.6 April 2024, pp: 729-738
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

....

c. Time resources are one resource that cannot be forgotten. Not only is there competent human resources and sufficient budget, but time to run a program is also very necessary . If the time available is very tight, then the program to be implemented will not achieve its objectives optimally.

In the resource dimension, of the three main resources required, only one resource is sufficient, namely time resources. Human and financial resources are still constrained, so that the implementation of digital marketing programs has not yet been able to run optimally.

3. Characteristics of Implementing Agents

The focus of attention on implementing agents includes formal organizations and non-formal organizations that will be involved in implementing public policy . This is very important because the performance of (public) policy implementation will be greatly influenced by the appropriate characteristics and suitability of the implementing agents. For example, when implementing a public policy that seeks to change human behavior or behavior radically, the agent implementing the project must be characterized by being tough and strict with rules and legal sanctions. Meanwhile, if the public policy does not really change basic human behavior then it is possible that the implementing agent that is revealed will not be as strict or strict as in the first picture. Apart from that, the scope or area of policy implementation also needs to be taken into account when determining the implementing agent, the larger the number of agents involved. Van Metter and VanHorn highlight several elements that may influence an organization in implementing policies:

a. Competence and size of an agency's staff.
b. Hierarchical level of supervision of sub-unit decisions and processes within the implementing agency.
c. Sources of political resources of an organization (for example support among legislative and executive members).
d. The vitality of an organization.
e. The level of "open" communications, which is defined as a free horizontal and vertical communication network and a relatively high level of freedom in communication with individuals outside the organization.
f. The formal and informal relationship of an agency to a "decision maker" or "decision implementer"

When reviewing the implementation of a program, the characteristics of the implementing agent cannot be ignored. What is meant by characteristics here is the bureaucratic structure and relationship patterns of the agent or implementing body of the program. In managing tourism promotion activities, the implementing party, in this case the tourism marketing sector, has a special team . This team consists of employees in this field, but because there is still a shortage of employees, the department employs TKS employees. In its implementation, this special team is guided by civil servants who are directly supervised by the Head of Tourism Marketing as the leader of this field.

For the characteristic dimensions of implementing agents in implementing digital marketing programs, it can be concluded that they are good. Because in its implementation there is a special team that manages this program directly. Even though there is still a shortage of staff, this program is still running with the help of existing TKS employees.

4. Attitudes or Tendencies of Implementers

The attitude of acceptance or rejection of the implementing (agent) will greatly influence the success or failure of the performance of public policy implementation. This is very likely to happen because the policies implemented are not the result of formulations by local residents who are very familiar with the problems and problems they are experiencing. However, the policy that the implementer will implement is a policy "from above" (*top down*) where it is very likely that the decision makers do not know (and are not even able to touch) the needs, desires or problems that residents want to solve.

The attitude of implementers greatly influences the success of implementing a program. What is meant by the attitude of the implementers here is the response from the implementers whether they have the desire to implement the program. There are several elements that influence the attitude of implementers in implementing a program, namely understanding of the program, the type of response to it (accepted, neutral, or rejected), and the intensity of the response itself.

Based on the results of the author's observations and interviews conducted during the research process, it is clear that employees really understand the existence of this tourism *digital marketing program* . Especially regarding the aims and objectives of creating this program. Then this has also been proven by the ongoing tourism promotion activities through the social media accounts of the Cirebon City Tourism and Creative Economy Office.

In terms of the attitudes or tendencies of the implementers, things have gone well. This is proven by the understanding of employees as implementers of digital marketing programs. Apart from that, implementers from

....

....

the tourism marketing sector strongly agree and are ready to implement it, employees are also willing and willing to take part in training activities related to the use of technology to promote tourism.

5. **Inter-Organizational Communication and Implementation Activities**

In order for public policy to be implemented effectively, according to Van Metter and Van Horn, the standard objectives must be understood by individuals (*implementers*). Who is responsible for achieving standards and policy objectives, therefore standards and objectives must be communicated to implementers. Communication within the framework of conveying information to policy implementers about what standards and objectives must be consistent and uniform *from* various sources of information. Coordination is a powerful mechanism in implementing public policies. The better the communication coordination between the parties involved in an implementation process, the assumption is that errors will be very small to occur, and vice versa.

Implementation of a program often requires coordination with other related agencies. In coordinating, good communication is needed so that the size, objectives and intent of a program can be conveyed clearly. The better the communication between organizations involved in carrying out a program, the more effective the implementation of the program will be because the possibility of errors will decrease, and vice versa.

In relationships within an organization or between organizations, there are 2 (two) types of activities that are often provided, namely advice or technical assistance and various sanctions. Advice and technical assistance are needed so that the implementation of a program can run better and can motivate employees as implementers. Meanwhile, sanctions are usually given to employees who do not carry out the duties and responsibilities that have been given to them. The dimensions of inter-organizational communication and implementing activities have gone well. The Department of Tourism and Creative Economy has coordinated well with the parties involved both within the district government and with the private sector. This shows that communication between organizations has been carried out well. Furthermore, regarding the attitude of the implementers, both superiors and subordinates support each other in carrying out existing programs with each other's trust system .

6. **Economic, Social and Political Environment**

The final thing that needs to be considered in order to assess the performance of policy implementation from the perspective offered by Van Metter and Van Horn is the extent to which the external environment contributes to the success of the public policies that have been established. A social, economic and political environment that is not conducive can be the cause of failure in policy implementation performance. Therefore, efforts to implement policies must also pay attention to the conducive conditions of the external environment. Van Metter and Van Horn also put forward the hypothesis that the socio-economic and political environment of the jurisdiction or implementing organization will influence the character of the implementing agency, the tendencies of the implementers and the achievements themselves. Environmental conditions can have an important influence on the willingness and ability of an organization to support existing structures, vitality and expertise within administrative bodies and the level of political support it has. Environmental conditions will also influence the tendencies of implementers. If the problem that a program can solve is so serious and private citizens and interest groups are mobilized to support a program, it is likely that implementers will reject the program. Van Metter and Van Hon further stated that environmental conditions may cause implementers of a policy without changing their personal choices regarding that policy. Finally, these environmental factors are seen as having a direct influence on the delivery of public services.

The external environment of the agency or unit that is implementing a program can also influence the success of the program. The external environment in question includes the economic, social and political environment. Based on the results of research that the author has conducted, of the three external environments, only the political environment supports the implementation of this tourism *digital marketing program* , where the Cirebon City Government is very supportive of this program. Meanwhile, regarding the economic environment, currently the economic environment, especially within the Cirebon City government, is declining due to the Covid-19 pandemic. Apart from that, part of the budget was also diverted to overcome this pandemic. Furthermore, for the social environment, most people, especially tourists, do not yet know the existence of an official account from the Cirebon City Tourism and Creative Economy Office which is used as a medium for implementing tourism *digital marketing* . This is in accordance with the results of the author's observations of the agency 's Instagram account . This Instagram account only has around a thousand followers. In fact, almost all of his posts received little reaction from social media users. The results of this research show that the social environment still cannot support this digital marketing program. One of the main factors is because people still don't know about it.

Environmental conditions may magnify or limit achievement, although implementer tendencies and other forces in this model also have an influence on program implementation. If social, economic and political

....

736

International Journal of Social Science (IJSS)
Vol.3 Issue.6 April 2024, pp: 729-738
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

....

environmental factors influence policy implementation then this also applies to other factors. Implementation of a program is complex, because there are many factors that influence each other in a system which cannot be separated from environmental factors which tend to always change. In reality, the implementation process can be successful, in terms of the results achieved (*outcome*). Because this process involves various elements that can support or hinder the achievement of program targets. So to find out the success of the program is to compare the results with the achievement of the program targets.

Supporting factors for implementing a digital marketing program play a very important role in its existence. With these supporting factors, the implementation of digital marketing programs can run more optimally. The following are several supporting factors in implementing a tourism digital marketing program. The following are supporting factors for implementing the tourism *digital marketing program* in Cirebon City.

1. Support from Cirebon City Government.
2. Availability of basic facilities and infrastructure.
3. Coordination and cooperation between agencies is running well.
4. Database regarding tourism in Cirebon City that has been collected .

Inhibiting factors are factors that need to be researched further because these factors can hinder or even stop the process of implementing digital marketing programs carried out by the Cirebon City Tourism and Creative Economy Office. After researching the factors, a solution to the problem must be immediately sought. The inhibiting factors in implementing this digital marketing program are as follows.

1. *digital marketing* program was hampered by budget problems, which were caused by Covid-19 and the newly formed related agencies .
2. Human resources in the Tourism and Creative Economy Service are still inadequate in terms of their numbers and expertise and abilities in the tourism sector.
3. Lack of outreach activities regarding current digital marketing programs that have been implemented.

To overcome inhibiting factors in implementing tourism digital marketing programs, the Tourism and Creative Economy Department has made several efforts. This effort is intended to reduce and even resolve all these inhibiting factors.

1. The Cirebon City Tourism and Creative Economy Office has re-budgeted funds for creating tourism *digital marketing applications or websites* in 2023. In addition, the funds currently available are used to make gradual preparations to support the program.
2. Holding several trainings related to tourism and the use of technology so that you can operate *digital marketing programs* later.
3. Recruit employees who have knowledge and skills in the fields of tourism and technology.
4. Help and implement *digital marketing programs* through AIDDA. The AIDDA model developed was then adopted as a prototype for tourism marketing. The targets for tourism digitalization in this model are *Awareness, Interest, Desire, Decision, Action* to encourage tourists to further explore the new destinations on offer. As a result, tourists are not only offered to enjoy natural tourism but are also presented with a lot of educational information that is not often disclosed during internet-based independent tours.

5. CONCLUSION

Based on the results of research carried out by the author in the field through interviews, observations and documentation regarding the Implementation of the Tourism *Digital Marketing Program* in the Industrial Era 4.0 by the Cirebon City Tourism and Creative Economy Office, it can be concluded that the tourism *digital marketing program* has been implemented by the Tourism Office and Creative Economy, but because there are still several obstacles so this program cannot run optimally. This is in accordance with the results of the author's research using implementation theory from Van Meter and Van Horn, for the dimensions of policy size and objectives, characteristics of implementing agents, attitudes/dispositions of implementers, inter-organizational communication *and* implementing activities are considered to be good, whereas for the dimensions of resources and the economic, social and political environment are still not supportive.

REFERENCES
[1]   Akmal. 2019. *Lebih Dekat dengan Industri 4.0*. Yogyakarta: Budi Utama.
[2]   Chakti, Andi Gunawan. 2019. *the Book of Digital Marketing*. Makassar: Celebes Media Perkasa.
[3]   Himawan, Hidayatulah. 2009. E-Tourism: Antara Konsep Dan Implementasi Dalam Mendukung Industri Pariwisata Indonesia. SEMNASIF: Seminar Nasional Informatika, 1(5).
[4]   Kotler, Philip dan Gary Amstrong. 2008. *Prinsip-Prinsip Pemasaran*. Terj. Bob Sabran. Jakarta: Erlangga.

....

737

....

[5] Kotler, Philip dan Nancy Lee. 2007. *Pemasaran di Sektor Publik*. Terj. M. Taufiq Amir. Jakarta: Indeks.

[6] Lee, C. C., and Chang, C. P. 2008. Tourism development and economic growth: A closer look at panels. Tourism management, 29(1), 180-192.

[7] Lo, I. S., & McKercher, B. 2015. Ideal image in process: Online tourist photography and impression management. Annals of Tourism Research, 52, 104–116.

[8] Mochamad Syaeful Anwar " Pelestarian Cagar Budaya melalui Digitalisasi http://www.digitalisai.id

[9] Moleong, Lexy J. 2014. *Metodologi Penelitian Kualitatif*. Bandung: Rosda.

[10] Peraturan Daerah Kota Cirebon No 04/ th 2020 tentang Penyelenggaraan Kepariwisataan

[11] Sanjaya, Ridwan dan Josua Tarigan. 2009. *Creative Digital Marketing*. Jakarta: Elex Media Komputindo.

[12] Sianipar, Christina Indriani., Liyushiana. 2019. Pemasaran Pariwisata Digital Oleh Pemerintah Kota Sabang. Jurnal Darma Agung, 27(3), 1135–1143. Spurr, R. 2006. Tourism satellite accounts. International handbook on the economics of tourism. 283-300.

[13] Simanjuntak, Bungaran Antonius dkk. 2017. *Sejarah Pariwisata: Menuju Perkembangan Pariwisata Indonesia*. Jakarta: Yayasan Pustaka Obor Indonesia.

[14] SK Walikota No 19/th 2001 tentang Perlindungan dan Pelestarian Kawasan dan Bangun Cagar Budaya di Kota Cirebon

[15] Sugiyono. 2017. *Metode Penelitian Kualitatif.* Bandung: Alfabeta.

[16] Tanaamah, A. R., & Wenas, M. R. 2014. "Javanese Culture Digitalization in a Knowledge Management Framework at Kasunanan Surakarta Palace". IJCSI International Journal of Computer Science Issues, 11(3), 125–133.

[17] Undang-undang No 11/ th 2010 tentang Cagar Budaya

[18] Yakup, Anggita Permata dan Haryanto, Tri. 2019. Pengaruh Pariwisata Terhadap Pertumbuhan Ekonomi di Indonesia. Bina Ekonomi, 23(2).

....

THIS PAGE IS INTENTIONALLY LEFT BLANK