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INCREASING TOURIST INTENTION TO VISIT OF COASTAL AND MARINE TOURISM VISITS THROUGH DIGITAL MARKETING

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Abstract
Background – *The Covid-19 pandemic has made the world economy to experience a sharp decline, especially in the tourism sector. One of the tourism sectors affected is coastal and marine tourism. To increase the number of tourists, digital marketing is considered to play a significant role.*
Aim – *This study aims to examine influence of digital marketing tools, namely website and Instagram on tourism attractiveness and intention to visit coastal and marine tourism. It also examines the direct influence of tourism attractiveness on tourist intention to visit.*
Design / Methodology / Approach – *The method used in this research is quantitative approach, using survey as the data collection method. The respondents of this study is 200 tourists who have accessed the mypangandaran website and Instagram. The data is collected through distributing questionnaire to the respondents, and then analyzed it using Structural Equation Modeling (SEM) with LISREL software.*
Findings – *According to the findings, digital marketing tools used by the tourist destination through websites and Instagram can affect tourism attractiveness, but both cannot affect tourist' intention to visit. Furthermore, tourist' intention to visit in this study can be influenced by tourism attractiveness.*
Conclusion - Digital marketing through websites and Instagram factors can affect tourism attractiveness but cannot affect attention to visit
Research implication – *Tourism providers must consider what factors can increase tourism attractiveness, such as by using digital marketing tools. The local government can also increase the facility in the tourism destination.*
Limitations – *Future studies can consider other factors in digital marketing, as this study only considers websites and Instagram as the too. Other factors, such as email marketing, search engine optimization, content marketing, and the use of mobile applications should be explored by future researcher.*

Keywords: *Digital, Tourism, Coastal, Marine, Attraction, Intention.*

Abstrak
Latar Belakang – Pandemi Covid-19 telah membuat perekonomian dunia mengalami penurunan yang tajam, terutama pada sektor pariwisata. Salah satu sektor pariwisata yang terdampak adalah wisata pantai dan bahari. Untuk meningkatkan angka pengunjung, pemasaran digital dipandang mampu berperan signifikan.
Tujuan – Penelitian ini bertujuan untuk menguji pengaruh dari alat pemasaran digital, yaitu *website* dan Instagram terhadap daya tarik wisata dan niat berkunjung kembali pada wisata pantai dan bahari.

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Penelitian ini juga menguji pengaruh langsung dari daya tarik wisata terhadap niat berkunjung kembali.
Desain / Metodologi / Pendekatan – Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif, dengan survei sebagai metode pengumpulan datanya. Responden dalam penelitian ini adalah 200 pengunjung yang telah mengakses *website* dan Instagram *mypangandaran*. Data dikumpulkan melalui penyebaran kuesioner pada responden, kemudian dianalisis dengan Structural Equation Modeling (SEM) dengan *software* LISREL.
Hasil dan Pembahasan – Berdasarkan hasil pengujian, alat pemasaran digital melalui website dan Instagram dapat mempengaruhi daya tarik wisata, tetapi tidak dapat mempengaruhi niat untuk berkunjung. Kemudian, niat untuk berkunjung terbukti dapat dipengaruhi oleh daya tarik wisata.
Kesimpulan - Pemasaran digital melalui website dan faktor Instagram dapat mempengaruhi daya tarik wisata namun tidak dapat mempengaruhi perhatian untuk berkunjung
Implikasi Penelitian –Pihak penyedia wisata harus mempertimbangkan faktor apa yang dapat meningkatkan daya tarik wisata, misalnya dengan memanfaatkan alat pemasaran digital. Pihak pemerintah daerah dapat meningkatkan fasilitas pada destinasi wisata.
Batasan Penelitian–Penelitian ini hanya mempertimbangkan website dan Instagram sebagai alat pemasaran digital. Peneliti selanjutnya dapat mempertimbangkan faktor lain pada pemasaran digital, seperti pemasaran via e-mail, optimalisasi*search engine,* pemasaran konten, dan penggunaan aplikasi.

Kata Kunci: Digital, Pariwisata, Bahari, Pantai, Daya Tarik, Niat.

INTRODUCTION

The Covid-19 pandemic has made the world economy to experience a sharp decline, especially in the tourism sector. The Covid-19 outbreak has limited international travel and global tourism (Sohn et al., 2021). One of the tourism sectors affected is coastal and marine tourism. For example, the beaches of Salinas, Manta, and Galapagos in Ecuador are estimated to be the most affected by hitting the tourism sector in Ecuador (Ormaza-Gonzaìlez et al., 2021). This condition is also experienced by coastal and marine tourism in Malaysia, where hotels suffer losses of 60% (Menhat et al., 2021). This causes many difficulties coastal and marine tourism providers face in restoring the number of tourists who attend. To increase the number of tourists again, many researchers state that digital marketing has a very important role (Magano and Cunha, 2020; Rahmoun et al., 2021).

Marketing conditions in the tourism industry are currently switching to digital technology to solve their problems, where most of the meetings with the target audience switch offline to online (Rahmoun and Baeshen, 2021). Therefore, the issue of implementing digital marketing tools is relevant as a priority area of strategic management in the tourism sector. The need for digital marketing has been felt more than ever in the tourism industry, where customers have instant access to all kinds of information about the latest offers and the best prices (Levitskaya and Yanioglo, 2018). Attractive digital marketing designs can make it easier for tourists to

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access tourist sites, see maps well, and feel safe because the instructions for using health protocols and the ease of use of the platform will bind tourists with tourist sites (Ramadan et al., 2021).

The urgency of adding capabilities in the field of digital marketing has an impact on strategic development; where if this can be done, digital marketing will have a positive impact on the implementation of marketing strategies and will increase tourism attractiveness which will automatically increase the number of tourists attending tourism locations (Fedoryshyna et al., 2021; Hasibuan et al., 2021). Furthermore, digital marketing will influence the desire of tourists to visit a tourist attraction so that improvements in the tourism industry can gradually improve (Isman et al., 2020).

Digital Marketing, characterized by websites, social media, email, and Adwords, is a positive and significant effect on consumers' purchase intentions, in this case for the tourism sector, namely the desire to visit (Albi, 2020; Pangkey et al., 2019). This study specifically highlighted and examined two aspects of digital marketing, namely websites and social media. This is because, in Indonesia, most of the tourist attraction have utilized these two tools to attract visitors. E-mail tend to be seen as a formal way of communication, thus not suitable to be used to build communication between the tourism manager and visitors. On the other hand, Ad-words has not been widely used to promote a tourist location, especially coastal and marine tourism in Indonesia. We also follow the suggestion from Kapustina et al. (2021) to examine the aspect of digital marketing that is most suitable to the condition of a brand, company, or in this study, tourist attraction.

Increasing the attractiveness of a tourist location can directly affect tourists' desire to visit (Cho, 2008; Susanto and Astutik, 2020; Tanjung et al., 2022; Yacob et al., 2019). Therefore, this study, apart from looking at how the influence of digital marketing on tourism attractiveness, will also look at the influence of tourism attractiveness on the interest of visiting tourists, especially for tourist sites on the coast and marine. Until today, the condition of coastal and marine tourism in Indonesia is still rarely examined (Susanto and Astutik, 2020), while there is a need to rebuild the tourism aspects due to the decrease of visitor during the Covid-19 pandemic. The previous studies that have been carried out have attempted to examine the factors that can influence tourists' intention to visit a destination, but the results are still inconclusive (Albi, 2020; Hasibuan et al., 2021). Furthermore, Isman et al. (2020) also suggested the need to widen the discussion of digital marketing in tourism view, as the literature is still considered limited. As a response to these

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gaps, this study is carried out to identify the factors that drive tourism attractiveness and tourists' intention to visit a destination, especially in the context of coastal and marine tourism in Indonesia, through the role of two digital marketing tools, namely website and Instagram.

LITERATURE REVIEW

The tourism sector can be strengthened by several factors, where several studies state that the impressions, experiences, hobbies, hopes, and desires of potential tourists are the driving force of tourism (Andrades et al., 2015). To be able to define marketing trends in the tourism sector, we find a modification from the classic "4P" marketing model to the "4P + E" model (Fedoryshyna et al., 2021). This model can be communicated effectively to consumers using digital-based technology to make it easier to reach a wider range of tourists (Magano and Cunha, 2020). Emotions obtained from experience after experiencing certain tourist locations will be easily conveyed through various digital devices and platforms, so it will be very easy to influence the personal emotional conditions connected with these tourists (Akhtar et al., 2021).

Digital Marketing

There is much literature that defines digital marketing. The definition of digital marketing includes the marketing of products or services that use digital channels as a way to contact customers (Kapustina et al., 2021). Another definition is the promotion of a product or brand through one or more forms of electronic media, different from traditional marketing in that it uses channels and methods that allow organizations to analyze marketing campaigns and understand what is working and what is not – usually in real-time (Kaur, 2017). Digital marketing is a marketing activity that uses electronic media to promote products and services (Mkwizu, 2019). The digital nature of Internet technology provides a comprehensive and detailed insight into consumers' characteristics and behavior in the electronic environment (Batinić, 2015). This information has changed how business decisions are made so that the impact of each marketing initiative can be studied in real-time and tailored for each customer (Kaur, 2017).

Digital Marketing Tourism Tool

After explaining the definition of digital marketing, the next thing to do is identify the most appropriate approach regarding digital marketing tools. The need to explain that digital marketing tools are the most effective for use in conditions: awareness, engagement, joining, conversion, satisfaction, development/ retention, and community creation (Kapustina et al.,

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2021). Some of the digital marketing tools indicators include a strong social media presence and how a tourist attraction can manage a website that is easy to use on mobile devices (Kaur, 2017). Social media presence has become a phenomenon for marketing activities, which can bring consumers who were previously unimaginable to be achieved. In addition, using mobile phones is an obligation that tourism providers must use to convey information more easily, which is emphasized in managing websites, applications, updates on social media, email, SEO, or other digital marketing aspects.

Social media management is needed as the first step, contact with customers lies in social networks where at this step, there is an interaction between tourism actors and visitors, and website management must also be considered because the website presents business and must detail everything it offers because on social networks only advertisements displayed (Ghahremani-Nahr and Nozari, 2021). Website and social media management are key performance indicators of digital marketing in the tourism sector (Negi and Chaurasia, 2021; Toubes et al., 2021).

Tourism Attractiveness

Based on the Law of the Republic of Indonesia Number 10 of 2009, tourist attraction can be explained as anything that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture, and manufactured products targeted or visited by tourists (Rosyidah et al., 2017). Indicators of tourism attractiveness are divided into three things; something to see, something to do, something to buy, something to arrive, and something to stay (Rif'an, 2018). The tourism attraction in an area needs to be packaged in a good communication method. This communication pattern can be made using internet media through digital marketing communications so that it can reach a wider range of potential tourists more efficiently, which is further expected to form a community to strengthen the brand of the tourism area (Hristoforova et al., 2019). Strengthening digital marketing can affect the attractiveness of tourism to the loyalty of tourists to visit a tourist location (García et al., 2019).

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Table 1
Tourism Attractiveness Indicators

No	Indicators	Definition
1	What to see	Tourism locations must have different tourist objects and attractions from other locations. In other words, the location must have a special and cultural attraction that can be used as "entertainment" for tourists. What to see includes natural scenery, activities, arts, and tourist attractions.
2	What to do.	Tourism locations must have different tourist objects, attractions, and activities from other locations. In other words, the location must have a special and cultural attraction that can be used as "entertainment" and activities for tourists. What to do includes natural scenery, activities, arts, and tourist attractions.
3	What to buy	Tourism locations must provide facilities for shopping, especially souvenirs and folkcrafts as souvenirs to return to their place of origin.
4	How to arrive	This includes accessibility, how we visit the tourist attraction, what vehicle will be used, and how long it will take to arrive at the destination.
5	How to stay	How tourists will stay for a while he is on vacation. Lodgings are required, either homestay, starred hotels, and so on.

Source: Rif'an, 2018

Intention to Visit

Intention can be defined as a strong internal stimulus that motivates action. This drive is influenced by positive stimuli and feelings about the product or service and the tendency to respond in a certain way around it as a condition that occurs when someone sees temporary characteristics or meanings. Situations are related to one's own wants or needs (Tanjung et al., 2022). Meanwhile, the intention to visit can be defined as a person's mental state that describes a plan to be able to take several actions within a certain period (Isman et al., 2020). Intention to visit is the concept of tourism marketing is the tendency in individuals to be interested in an object or happy about something (purchase intention and intention to use), or it can be said that interest in visiting means the willingness of tourists to tourist objects offered by tourism destination managers as tourism destinations (Yacob et al., 2019). Intention to visit can be measured through three indicators, including (1) Cognition, that is, tourists' beliefs about tourist attractions obtained from thought processes; (2) Emotions, namely the feeling of attraction of tourists to tourist attractions; and (3) Konasi, which is a business related to the intention to visit a tourist place (Fianto and Candraningrat, 2019).

Research Hypothesis

The tourism attraction in an area needs to be packaged in a good communication method. This communication pattern can be made using internet media through digital marketing communications so that it can reach a wider range of potential tourists more efficiently, which is further expected to

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form a community to strengthen the brand of the tourism area (Hristoforova et al., 2019). Strengthening digital marketing can affect the attractiveness of tourism to the loyalty of tourists to visit a tourist location (García et al., 2019). Digital marketing components that can affect tourism attractiveness are websites and social media, especially Instagram (Adhanisa and Fatchiya, 2017). So, in this study, we will look at the components of the website and Instagram that can affect the attractiveness of tourism in coastal and marine areas.

H_1. *Website can affect tourism attractiveness*

H_2 *Instagram can affect tourism attractiveness*

Websites and social media are indispensable parts of marketing for many companies and are one of the best ways to reach customers and clients, which can affect the intention to visit tourists (Susanto and Astutik, 2020). Instagram's content directly provides for intention to visit and online engagement (Effendy and Keitaro, 2022). Likewise, websites with easy access and the latest content can influence on intention to visit (Molinillo et al., 2018).

H_3. *Website can affect intention to visit*

H_4. *Instagram can affect the intention to visit*

Location attractiveness, which concerns the overall perception of a location, is a dominant factor that drives travelers to a destination (Cho, 2008). The role of tourism attraction can affect the intention to visit, taking into account aspects of natural beauty, varied rides, infrastructure, access to locations, and other success supports (Tanjung et al., 2022). The successful key to destination attractiveness lies in understanding the tourists or visitors (positive perceived), lifestyle, and behavior in line with their hope and need during their vacation (Yacob et al., 2019).

H_5. *Tourism attractiveness can affect the intention to visit*

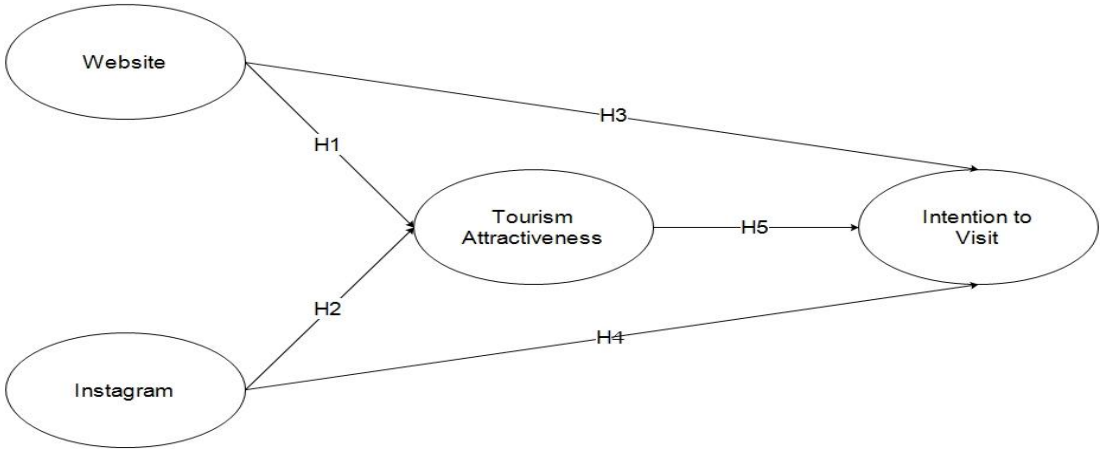

Figure 1. Research Framework

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RESEARCH METHOD

In this study, we utilize a quantitative research design, which is aimed to understand the size of causal relationship between research construct. The respondents of this study are 200 tourists who have access the digital marketing tools used by Pangandaran Beach as the coastal and marine tourism destination, namely website and Instagram @mypangandaran. The data is collected using survey, while the respondents are asked to fill the questionnaire through online platform with Google Forms. The respondents are first asked for whether they have access the website and Instagram of @mypangandaran, and then continue to the next step for filling the measurement for the research variable. The variables used in this study is Instagram, websites, tourism attractiveness, and tourist' intention to visit. The respondent must choose the statement that most suitable with them, between 1 (strongly disagree) to 5 (strongly agree). Finally, the data is then analyzed using Structural Equation Modeling (SEM) with LISREL software.

RESULT AND DISCUSSION

Confirmatory Factor Analysis (CFA)

CFA is run to see how the research model fits the data collected from the sample to see the goodness of fit value from the calculation results using the Lisrel 8.88 application (Ngo et al., 2019). The validity test will see the most common value of output std loading (standardized loadings), which must be more than 0.5 and a t-value greater than 1.96. While the reliability test will see construct reliability (CR) more than 0.7 and average variance extracted (AVE) greater than 0.5.

Furthermore, the CFA calculation will look at the validity and reliability of each construct in this study (see table 2). The validity test will see the most common value of output std loading (standardized loadings), which must be more than 0.5 and a t-value greater than 1.96. While the reliability test will see construct reliability (CR) more than 0.7 and average variance extracted (AVE) greater than 0.5.

The reliability test results for the tested variables have stated that the tested variables are suitable. While testing the validity of the CFA model, overall, it can be declared valid because the estimated values for SLF and t-value are by the validity requirements where the SLF value is > 0.5 and the t-value is > 1.96 (Rachmawati, 2020; Sasono et al., 2021).

The goodness of fit test will look at several factors, including the output components of absolute fit and incremental fit measures. Following are the results of the goodness of fit in this study (see table 3). The results of the goodness of fit test shows the model can be declared fit from these

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data because x2/df=1,088 below 2 or can be accepted using big data. Another indicator to see whether the research model can be declared good fit is by looking at the goodness of fit factors. These factors include the normed fit index (NFI) = 0.92, the comparative fit index (CFI) = 0.94, Incremental Fit Index (IFI) = 0.94, Relative Fit Index (RFI) = 0.91 (NFI, AGFI, TLI, overall RFI > 0.90 and the root mean square residual (RMR) = 0.042 (RMSEA and RMR < 0.05) (Shiau et al., 2011). With these data, this research model can be declared good fit.

Hypothesis Test

To see the results of hypothesis testing, it is necessary to see the relationship between the variables measured in this study. Figure 2 shows the relationship between variables in the research output from Lisrel 8.8.

Table 4 shows how the influence occurs as a result of testing the hypothesis in this study. To explain how the variable in a model can influence other variables will see the value of which must be > 0.5 and the t-value > 1.96, it can be stated that there is a significant effect on the tested variables (Shiau et al., 2011). Table 3 produces data that H_1, H_2, and H_5 can be stated as the supported hypothesis. This is because H_1 has a value of β =0.31 and t-value = 2.04, H_2 has a value of β =0.50 and t-value =3.19 and H_5 has a value of β =0.63 and a t-value = 5.05. Meanwhile, the not supported hypotheses were hypotheses H_3 and H_4, where the value of H_3 has a value of β = 0.11 and t-value = 0.83, and H_4 has a value of β = 0.22 and t-value = 1.65.

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Table 2
Construct Validity and Construct Reliability

Variable	Validity		Reliability	
	SLF	t-value	CR	AVE
Intention to Visit				
Choose to visit Pangandaran in the near future	0,74	11,66		
Making Pangandaran a priority visit place	0,61	9,09		
Choose Pangandaran as a tourist visit	0,75	11,91		
When planning a trip, Pangandaran is the top choice	0,59	8,70	0,899	0,811
There are no difficult considerations when deciding to visit Pangandaran.	0,66	10,16		
Planning a visit to Pangandaran in the next 12 months	0,76	12,08		
Website				
The website is easy to use	0,56	8,33		
The appearance of the website is clear and easy to understand	0,66	10,18		
The appearance of the website is attractive	0,73	11,67		
Website information can be trusted	0,68	10,53	0,919	0,839
Information on the website is up to date	0,69	10,70		
The information on the website is quite detailed	0,68	10,41		
The website has a good reputation	0,71	11,17		
The website facilitates communication with tourist sites	0,7	10,85		
Instagram				
Social media is actively managed	0,63	9,70		
Social media is managed up to date	0,72	11,59		
Interesting social media content	0,79	13,24		
Social media content reflects the present	0,83	14,21	0,945	0,905
When communicating on social media get good answers	0,76	12,49		
Friendly social media	0,75	12,28		
Information in social media is trusted	0,76	12,36		
Information in social media is accurate	0,7	11,01		
Tourism Attractiveness				
The scenery in Pangandaran is interesting	0,51	7,40		
Various activities in Pangandaran are interesting	0,57	8,51		
Recreation facilities in Pangandaran are complete	0,8	13,32	0,920	0,854
Recreational activities in Pangandaran are varied	0,75	12,06		
Souvenir products in Pangandaran are interesting	0,75	11,97		
Access to Pangandaran is easy	0,81	13,57		
Lodging facilities in Pangandaran are complete	0,71	11,21		

Source: Processed Data, 2022

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Table 3
The Goodness of Fit Test

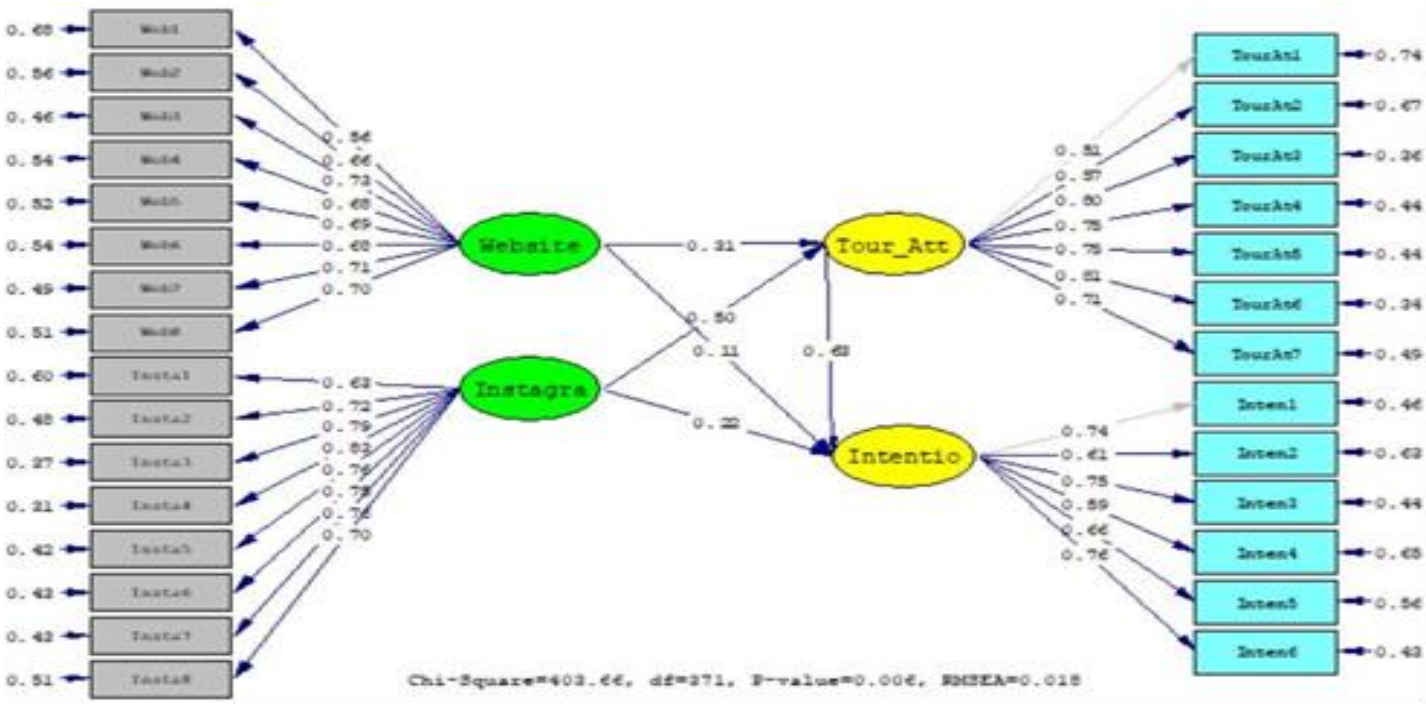
No	Fit Test	Cut-off value	Output Lisrel	Remark
Absolute Fit Measures				
1	*x*2 chi square (df=371, α= 0,005)	≤ 444,92	403.66	Good Fit
2	CMIN/DF	≥ 2	1,008	Good Fit
3	RMSEA	≤ 0,08	0,042	Good Fit
4	GFI	≥ 0,90	0,92	Good Fit
Incremental Fit Measures				
5	CFI	≥ 0,90	0,94	Good Fit
6	AGFI	≥ 0,90	0,92	Good Fit
7	NNFI/TLI	≥ 0,90	0,93	Good Fit
8	NFI	≥ 0,90	0,92	Good Fit
8	RMR	≤ 0,05	0,042	Good Fit

Source: Processed Data, 2022

Table 4
Summary of Research Hypothesis

Hypothesis	Path	Pathβ	t-value	Remark
H1	Website can affect tourism attractiveness	0,31	2,04	Supported
H2	Instagram can affect tourism attractiveness	0,50	3,19	Supported
H3	Website can affect intention to visit	0,11	0,83	Not Supported
H4	Instagram can affect the intention to visit	0,22	1,65	Not Supported
H5	Tourism attractiveness can affect the intention to visit.	0,63	5,05	Supported

Source: Processed Data, 2022



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Discussion

In this study, it has been found that websites and Instagram can affect tourism attractiveness. This can happen because tourism websites realize the importance of building good customer relationships. Building a good relationship is significant with the representation of reciprocation, commitment and consistency to increase tourism attractiveness (Ibrahim et al., 2013). The website dan Instagram can also be used as an effective promotional medium to attract attention and also attract the curiosity of tourists who want to know about tourist locations (Adhanisa and Fatchiya, 2017). Instagram can also filter from the desire of Instagram users to obtain the desired information so that it targets the right audience, creates exclusivity, and determines market positioning (Latiff and Safiee, 2015).

Based on these conditions, tourism providers must be able to pay close attention to how the website and Instagram can be run properly. Providers must always be able to produce exciting content to upload on Instagram, provide quick responses to questions that arise on Instagram and must also have the ability to handle bad reviews (Latiff and Safiee, 2015). Tourism providers must also pay attention to website design, website usability, and hedonic factors such as discounts and ease of transactions, which must be provided in a tourism website, so that website users are interested in the content provided (Chen et al., 2019).

However, this study found that the findings from previous studies (Effendy and Keitaro, 2022; Molinillo et al., 2018; Susanto and Astutik, 2020) regarding digital marketing tools, namely websites and Instagram, can affect the intention to visit, is not supported (H_3 and H_4). Although the digital marketing tools used by the tourism sites have been utilized effectively, it is still unable to raise tourists' intention to visit the destination. This is because Instagram and websites are only considered as communication tool for providing information, creating content, and promoting the tourism destination. The use of Instagram and websites is still not enough to make tourists' want to visit the destination. Nevertheless, tourism providers still have to pay attention to digital marketing because tourism attractiveness will be able to increase the variable intention to visit.

Based on this study's findings, tourism attractiveness can affect the intention to visit where which is in accordance with the statement from previous research (Cho, 2008; Tanjung et al., 2022; Yacob et al., 2019). Therefore, tourism providers must consider what factors can increase tourism attractiveness. Rif'an (2018) explained that factors such as attractiveness such as

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activities that can be carried out at tourist sites, natural beauty, ease of activity at tourist sites, hotels, or inns to merchandise that tourists can obtain must be the attention of tourism providers. In addition, the local government can increase the ease of access to tourist sites starting with good roads and easy and cheap transportation that can be a consideration for tourists' interest.

CONCLUSION

Based on the findings, digital marketing factors through websites and Instagram can affect tourist attractiveness but cannot influence attention to visit. However, the intention to visit in this study can be influenced by tourist attractions. This research proves that the advantages of digital marketing techniques using the internet and the development of social media in the communication channels used by tourism actors must continue to be considered. The ease of communication increases the desire of tourists to visit tourist sites.

RESEARCH IMPLICATION

Following findings, this study showed that optimizing digital marketing could be a solution to increase tourism attractiveness on coastal and marine tourism objects. Tourism providers can apply this solution to face the post-Covid-19 pandemic stages to increase tourism visits immediately. Another thing is that tourism attractiveness factors must be well described in digital marketing tools.

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