

## Development of Digital Marketing Applications for Jombang Tourism and Culture Based on Android (User)

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### **ABSTRACT**

*The development of global tourism is very rapid, including in Indonesia, especially in the city of Jombang. Jombang is known to have interesting cultural and natural tourism objects. Digital marketing describes the use of digital technology to support marketing functions. This research aims to study the use and development of digital marketing in the promotion of tourism and culture in Jombang. The digital marketing application developed is designed to help users find information about the natural beauty, tourist attractions, and cultural richness of Jombang. In addition, this application facilitates the search and discovery of included tourist sites, which is expected to have a positive impact on the development of tourism and cultural preservation in Jombang. This Android-based digital marketing application has several main features: Main Page (Home): Displays a summary or recommendation of tourist attractions in Jombang. Popular Tourism List: Presents the most visited tourist attractions. Maps: Helps users find routes to tourist sites. Tourist Description: Provides detailed information about a particular tourist destination. Popular Culture List: Displays cultural activities or events that are often held in Jombang. Tourist Type and Sub-district Filters: Allows users to select the type of tourism and sub-district of interest.*

**Keywords:** *Development, Digital Marketing, Android, Tourism, Culture.*

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### **INTRODUCTION**

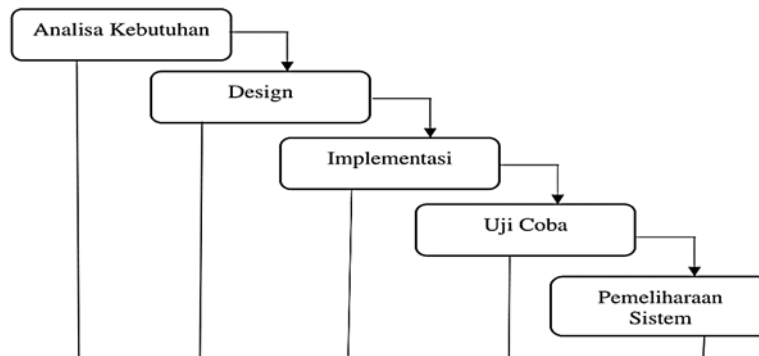
Along with the times, this era of globalization also features technology increasingly showing progress. Globalization facilitates the creation of communication across the world of openness and borders. One of the impacts of the development of globalization is the advancement of the technological world that facilitates communication (Studi et al., 2021). It is the same as in communication technology that helps people to find information.

The development of technology provides many great advances in various fields of life. The internet affects life with communication technology to find information and has an effect on economic development. Change from offline to online buying and selling through social media and e-commerce (Irma, 2021). Penggunaan media sosial dalam komunikasi internal pariwisata kini semakin fleksibel dan menguntungkan karena mudah digunakan, memiliki jangkauan luas, dan hemat biaya. Media sosial juga digunakan sebagai sarana komunikasi dan periklanan (Lontoh et al., 2020).

Jombang Regency is located in East Java Province, with an area of 1,159.50 km<sup>2</sup> and a population of 1,201,557. The district government center is located in the heart of the quarter, 44 meters above sea level and 79 kilometers southwest of Surabaya. Jombang Regency consists of 21 sub-districts, 302 villages, 4 urban villages, and 1,258 hamlets/neighborhoods (Saverus, 2019). Tourism and cultural diversity can be used as a tourist destination for tourists. Cultural tourism is an activity that involves the distinctiveness and uniqueness of cultural uniqueness, all of which can be in the form of art, traditional ceremonies, or interesting artworks of local communities. The development of technology that is growing rapidly is very supportive of us marketing a variety of tourism and culture digitally (digital marketing) because that is what defines us getting information is easy, including with Android-based applications. (Sufaidah et al., 2020). With this, the author compiled a research entitled Development of Digital Marketing Applications for Jombang Tourism and Culture based on Android (User).

## RESEARCH METHOD

The method used in this research is the waterfall method.



**Figure 1.** *Waterfall Method*

The Waterfall method is a type of development model that specifies sequential and systematic stages (Dzulhidayat, 2022). The Waterfall research method is also often used in the development of information technology projects. Although this method is more commonly applied in software development, some of its principles can be applied in the context of digital marketing of tourism and culture based on Android. The following is the application of the Waterfall method in the development of digital marketing of tourism and culture of Jombang :

- Needs Analysis

At this stage, the first is to start by collecting data on tourism and the culture of Jombang in various ways such as observation, interviews, and so on to design the application.

- Design

This design stage provides an overview or example for designing the appearance of the application being made. In this study, the authors designed a display design for the Android-based Jombang Tourism and Culture Digital Marketing Development application (User).

- Trial The

trial stage is a stage in the form of testing the application made after the coding process is carried out. In the application made, namely the Development of Digital Marketing of Tourism and Culture of Jombang Based on Android (User).

- Implementation

The implementation stage begins with the coding process to start from the beginning to the end in the preparation of the Android application. In this research, the writing uses framework 7 and PHP MySQL to design the Android-based Jombang Tourism and Culture Digital Marketing Development application (User).

- System maintenance

After testing the system, it is necessary to carry out application maintenance such as repairs if deficiencies or errors are found in the application that has been designed.

## RESULT AND DISCUSSION

In this chapter what will be done is the implementation and testing of the application being built. This stage is carried out after the analysis and design have been completed and will then be implemented into the programming language. Applications that have been built will be tested to find out whether the system can run in accordance with the objectives or not which are then held for the development of the research system.

## Result

### • System Design

This android-based digital marketing flowchart explains how users can interact with the system to search for tours, filter tours based on certain criteria, see the most popular tours and cultures, and change the display theme. Users start from the "start" point and can select various pages (Home, Filter, Settings) to perform the desired action. Decision flow is also included in the tour filter process, ensuring that users only see relevant results.

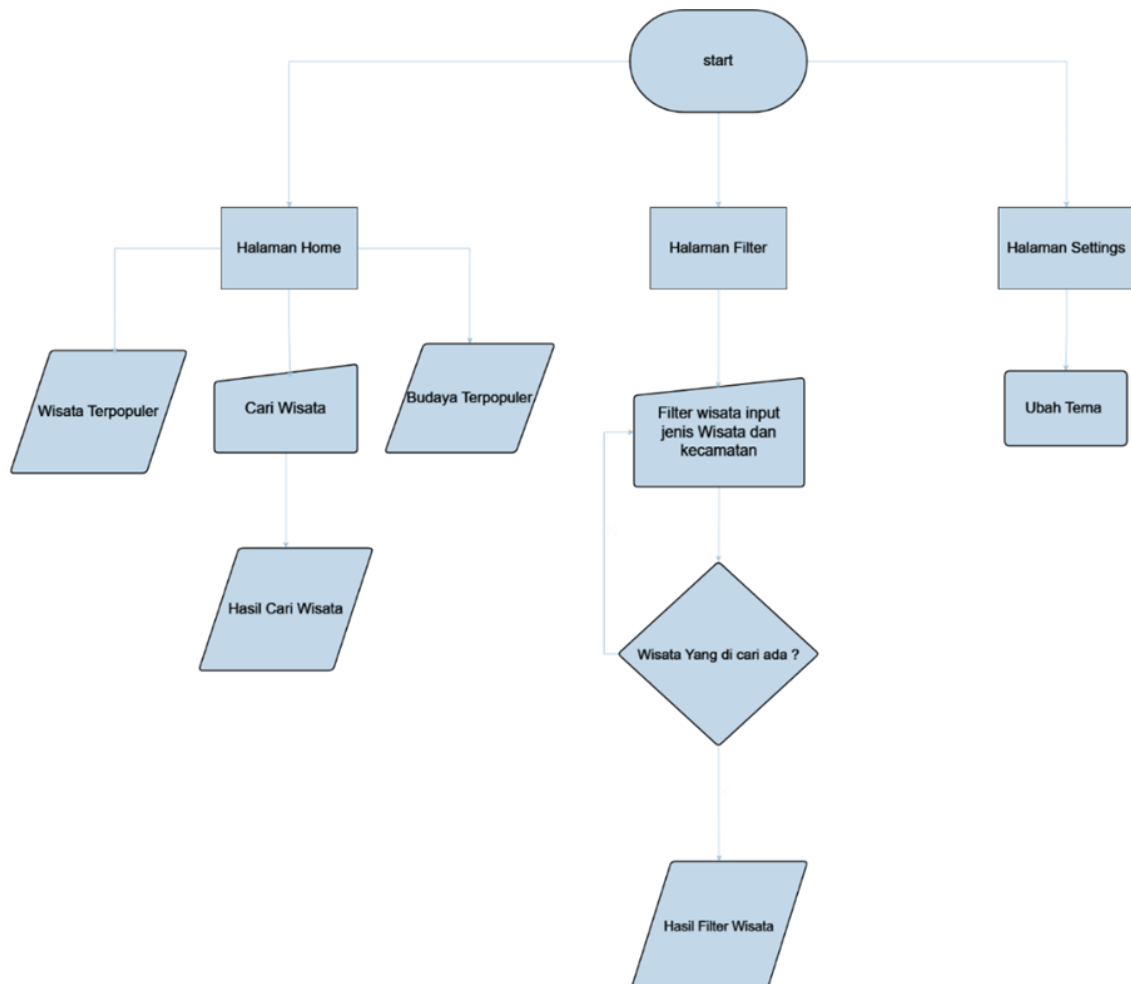


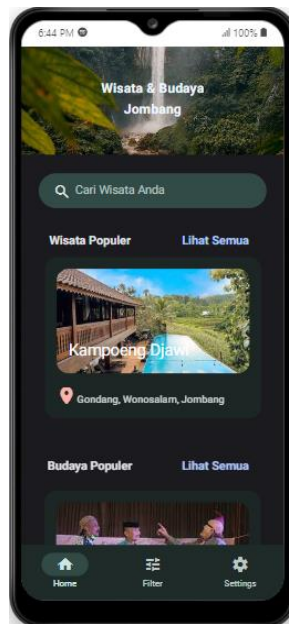
Figure 2. System Design

### • System Application View

This Android-based Jombang Tourism and Culture Digital Marketing Development Application consists of a main page display, a list of popular tours, tour descriptions, a list of popular cultures, a tourist location page (Maps), a tourist filter page, tourist type data, sub-district data, and a settings page.

### • Main Page (Home)

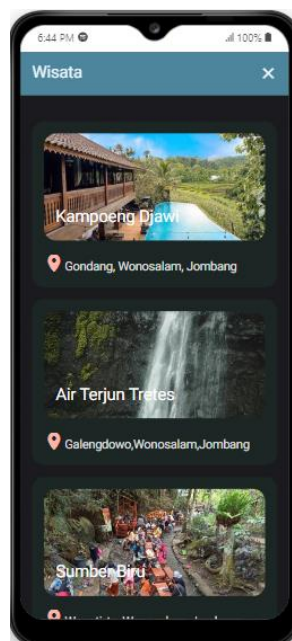
The main page (Home), is the first view of the application Development Application Digital Marketing Variety of Tourism and Culture Jombang Android Based. In this page, which contains a display of popular tourism Jombang and popular culture Jombang which there is a Search Bar icon "Search Your Tourism" Where users can type a query to find the tour. The following is an image of the home page display:



**Figure 3.** *Main Page (Home)*

- **List Of Popular Tours**

In the popular tourist list view there is a "See All" link, on the right, suggesting that users can see more popular tourist destinations. The Location information section if clicked by the user will display the results of google maps of a tour. The following is a picture of the popular tourist list display :



**Figure 4.** *List Of Popular Tours*

- **Tour Description**

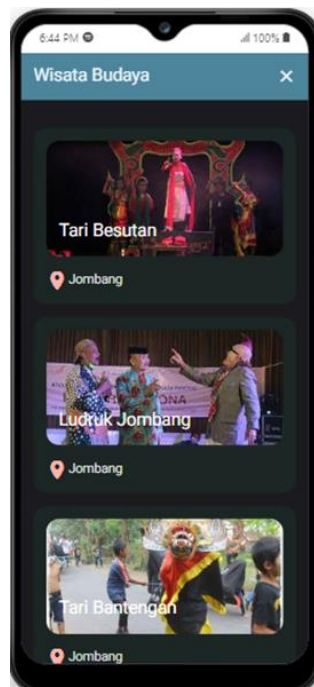
The tour description display will appear when the user selects one of the tours in the tour list. The tour description provides detailed information about the tourist destination, the following is a tour description display :



**Figure 5.** *Tour Description*

- **List Of Popular Culture**

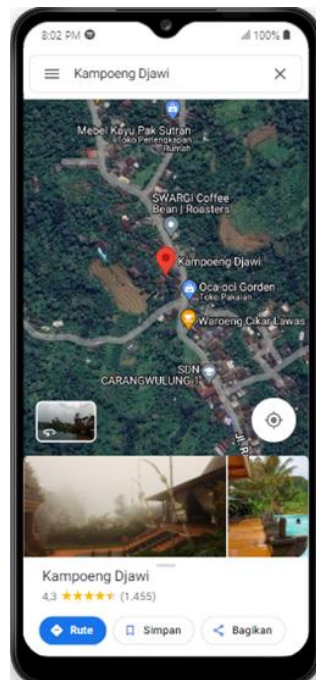
In the popular culture list view the header is labeled "cultural tourism" which shows the focus on cultural tourism. Under the header there is a list of cultural tourism with images and brief details, the application is designed for jombang cultural tourism presented through images and locations, The following is a picture of the popular culture list view :



**Figure 6.** *List Of Popular Culture*

- **Tourist Location (Maps)**

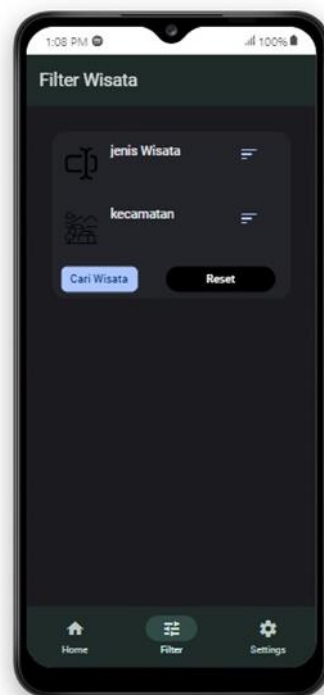
This Tourist Location page displays the results of google maps on a tourist location that will be visited by the user. The following is an image of the tourist location page display :



**Figure 7.** *Tourist Location (Maps)*

- **Filters Pages**

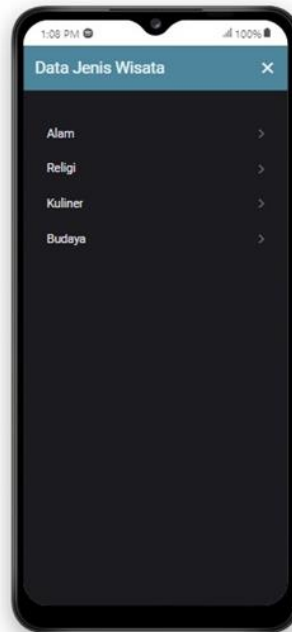
The Jombang tour filter makes it easy to search for tours by type and sub-district. Users can use the "Search Tours" button to apply filters and the "Reset" button to remove all selected filters. The following is a view of the tour filter page :



**Figure 8.** *Filters Pages*

- **Tour Type Data**

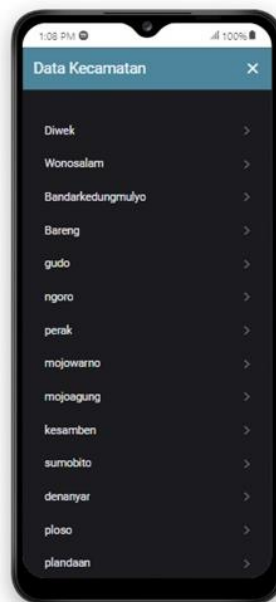
The tourism type data displays four categories: nature, religion, culinary, and culture. Each category has an arrow icon for subcategories. The following is a view of the tourism type data :



**Figure 9.** *Tour Type Data*

- **District Data**

Sub-district data is displayed in the application navigation menu with a chevron icon (>) for more detailed info/additional options. The following is a view of the sub-district data :



**Figure 10.** *District Data*

- **Settings Page**

The settings page contains app preferences with a "Change Theme" option to choose between Light or Dark Theme. The following is a view of the settings page :



**Figure 11.** *Settings Page*

### **Discussion**

The development of this app demonstrates that technology can be an effective tool for promoting local tourism and culture. The app not only provides convenience for tourists in accessing information, but also supports local tourism industry players by increasing exposure and potential revenue.

### **CONCLUSION**

From the results of the discussion, it can be concluded that:

- The application of Digital Marketing Variety of Tourism and Culture of jombang allows users to easily find and access the information needed about various tourist destinations and culture of jombang.
- Android applications for digital marketing that focus on the variety of tourism and culture in Jombang. This application is designed to promote various tourist and cultural destinations in Jombang by using Digital Marketing strategies in line with technological developments.
- The digital marketing application of Jombang Tourism and culture has several search features and categories provided.

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