APPLICATION OF DIGITAL MARKETING SYSTEMS IN CULTURAL TOURISM OBJECTS IN BATAM CITY

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ABSTRACT

This internship aims to increase knowledge and provide information to domestic and foreign tourists about the cultural and religious attractions of the City of Batam and to assist the management of attractions in promoting these attractions because currently there is still little information about cultural attractions in the City of Batam. This practical work was carried out in September 2019 - December 2019. The process of data collection was carried out by observation and interviews with the manager of attractions to get information about the history and general description of attractions. This practical work resulted in a digital marketing system in the form of a website, instagram, fan page, and also a video profile of the cultural attractions of Batam. The website and video profile of Batam City’s cultural tourism objects are available in three languages, namely Indonesian, English, and Mandarin, which aim to reach foreign tourists.

Keywords: Cultural Attractions, Digital Marketing, Website, Social Media, Tourism