



# Examining the Role of Traditional and Digital Media in Tourism Promotion in Kubu Raya

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**Abstract**— The transition from traditional print media to digital platforms has dramatically transformed the landscape of tourism marketing. The study's findings highlight the increasing significance of website promotion in shaping tourist behaviour and influencing destination choices. In today's digital age, the online environment provides dynamic and interactive content that captivates potential travellers. Websites enjoy considerable advantages such as enhanced accessibility, the ability to update information in real-time, and expansive features that facilitate online reservations and bookings. This makes them essential tools for attracting and converting visitors. However, the findings also reveal that the lack of significant impact from print media does not render it obsolete. Rather, it underscores the importance of maintaining a diversified marketing strategy that integrates both print and digital channels. Print media can still play a valuable role in creating a tangible connection, enhancing overall brand credibility, and reaching demographics that may prefer traditional formats. Tailoring the marketing mix to harmonize with the destination's image and resonate with target audience preferences is crucial. By employing a blended approach, marketers can ensure broader reach, effectively catering to diverse consumer behaviours. This ultimately fosters a robust tourism marketing framework, one that leverages the strengths of both digital and print media to maximize engagement and drive tourist visits. Such a strategy is essential for building a lasting presence in an ever-evolving market.

**Keywords**— Digital transformation, print media promotion, website promotion, tourism marketing, diversified strategy of marketing.

## I. INTRODUCTION

Indonesia's approach to tourism is a leading example of how a nation can utilize its unique natural and cultural assets to foster economic growth while prioritizing sustainability and community welfare. The Law of the Republic of Indonesia Number 10 of 2009 underscores the strategic importance of tourism in national development, recognizing the sector's capacity to generate income, create jobs, and promote regional development. By focusing on sustainable tourism, Indonesia is committed to preserving its environmental treasures and cultural heritage for future generations. The rise of community-based tourism and ecotourism not only empowers local communities but also ensures that tourism development does not come at the expense of the environment or socio-cultural integrity (José Max Barbosa Oliveira-Junior & José Max Barbosa Oliveira-Junior, 2024; Mary, 2019; Shasha et al., 2020). Furthermore, the integration of the creative economy with tourism initiatives presents a holistic approach, leveraging the arts, crafts, fashion, culinary arts, and entertainment to enrich the tourist experience and provide additional value. This synergy aims to establish a resilient economic ecosystem that



supports inclusive growth and positions Indonesia as a global leader in sustainable tourism practices (Abreu et al., 2024; Benhaida et al., 2024; OECD, 2014).

Indonesia's approach to tourism development is multifaceted, focusing on enhancing promotions, service quality, and the creation of new tourist attractions. This strategy aims not only to draw in more visitors but also to provide them with an unforgettable experience, thereby reinforcing tourism as a key contributor to Indonesia's robust economy (Kawuryan et al., 2022; Yu et al., 2023). The Kubu Raya Regency in West Kalimantan exemplifies this approach. With its establishment 17 years ago, it has made considerable advances in various sectors. The regency's vision and mission underscore a commitment to inclusive and sustainable growth, aspiring to achieve a harmonious balance between economic, social, and spiritual development. To support this vision, comprehensive programs and policies have been implemented, targeting improvements in infrastructure, education, health, and the reinforcement of the community's religious and cultural values. Through a collaborative and participatory method, the Regional Medium-Term Development Plan is set to bring this vision to fruition by 2024, positioning Kubu Raya as a model for regional development and a promising destination for tourists seeking a rich, cultural experience.

Kubu Raya Regency in Indonesia is currently experiencing a transformative phase, with the local government actively focusing on enhancing various sectors, particularly tourism. Spearheaded by the Youth, Sports and Tourism Office and supported by the Kubu Raya Regent Regulation Number 90 of 2019, this initiative aims to capitalize on the region's rich cultural and natural assets to improve community services and tourism programs. This strategic approach is designed to solidify Kubu Raya's identity as a destination distinguished by its cultural heritage. The region is home to a diverse range of Cultural Heritage Objects (BCB), with half of the eight recognized sites already under preservation, demonstrating a strong commitment to maintaining historical integrity. Beyond cultural sites, Kubu Raya is blessed with an abundance of natural beauty and various tourist attractions, including 10 natural tourism sites, 25 artificial attractions, and 22 locations focused on cultural tourism. Together, these elements underscore Kubu Raya's potential as a vibrant tourist hub, rich in experiences for a variety of visitors. To fully harness this potential, effective management and promotional strategies are essential. By ensuring that Kubu Raya's unique offerings are both celebrated and preserved, the region can invite visitors to engage with its rich cultural tapestry and stunning natural environments, fostering a deeper appreciation for what Kubu Raya has to offer.

The research focuses on exploring the intricate dynamics between promotional strategies and tourism marketing success in Kubu Raya Regency. By thoroughly examining the effectiveness of traditional print media, including newspapers, brochures, travel magazines, and strategically positioned posters, the study aims to understand how these forms of advertising influence tourists' perceptions and decision-making processes. It assesses various dimensions of print media promotion, such as the effectiveness of different advertising techniques, the overall visual appeal, and the depth of information provided. Additionally, the research evaluates the strategic placement of print materials to determine how accessible and visible they are to potential tourists. An important aspect of this investigation is analysing how accurately print media represents the targeted tourist destinations, which can significantly shape visitors' expectations and experiences. By uncovering these relationships, the study seeks to



provide valuable insights that can enhance marketing strategies, helping Kubu Raya Regency attract more visitors and effectively showcase its unique offerings.

Alongside the analysis of traditional marketing methods, the research delves into the critical role of digital promotion via business websites, assessing how various factors significantly impact the marketing of tourist destinations. Key aspects such as website accessibility, the freshness of information, design attractiveness, information completeness, and the efficiency of online reservation systems are vital for creating an effective digital strategy. This part of the study underscores the increasing significance of having a strong digital presence in the tourism industry, highlighting that a well-maintained and user-friendly website can greatly influence potential travellers' decision-making processes. A website that is easy to navigate and visually appealing not only captures immediate interest but also encourages visitors to explore further, enhancing their overall experience. Regularly updated content ensures that tourists have access to the latest information, fostering confidence and satisfaction. Ultimately, the research affirms that in today's digital-first environment, investing in high-quality website development is essential for attracting and retaining tourists.

Furthermore, the research delves into the broader concept of tourism marketing, which encompasses several critical elements including the attraction of a destination, the level of awareness surrounding it, the overall image it projects, and tourists' intentions to recommend and revisit the destination. These variables play a vital role in understanding the comprehensive impact of promotional activities on tourism marketing effectiveness. By considering these components, the study aims to uncover how promotional strategies—not only stimulate interest and awareness but also shape perceptions and influence decision-making for potential visitors. The research investigates both print and digital promotion, providing a holistic perspective that highlights the strengths and weaknesses of each medium. This comprehensive approach allows for a more nuanced understanding of how various marketing strategies can enhance the appeal of tourist destinations. By identifying what resonates with modern tourists, the findings of this study will serve as a valuable guide for tourism marketers in Kubu Raya Regency. This enables them to develop promotional tactics that align with contemporary trends and cater to evolving consumer preferences. Ultimately, the research aims to empower destination managers to create engaging marketing campaigns that effectively draw in visitors, foster positive experiences, and encourage repeat visits, ensuring the sustainable growth of tourism in the region.

## **II. LITERATURE REVIEW**

Table 1 presents a detailed framework for evaluating the effectiveness of tourism marketing strategies, categorizing the various elements into two primary promotional tools: Print Media Promotion (X1) and Website Promotion (X2). Each of these tools is further broken down into specific dimensions that capture essential aspects of marketing effectiveness. For Print Media Promotion, the framework examines several dimensions, including the effectiveness of newspaper advertisements, the clarity of information presented in brochures, and the visual appeal of destinations as portrayed in travel magazines. These elements are vital as they help gauge how well print media captures tourist interest and influences perceptions about various destinations. In contrast, Website Promotion encompasses different dimensions related to online presence, such as website accessibility, which ensures that users can easily navigate the site, the freshness of the content, and the integration of online

reservation systems that facilitate seamless booking experiences. These elements are particularly important in today's digital landscape, where potential travellers increasingly rely on websites to inform their decisions. The final variable in this framework, Tourism Marketing (Y), synthesizes the outcomes resulting from Print Media Promotion and Website Promotion.

This includes crucial metrics like tourist attraction levels and the overall image of the destination, both of which significantly affect tourists' intentions to recommend and revisit. By providing a comprehensive model for understanding these multifaceted components of tourism marketing, this framework aids in analysing how different promotional strategies influence tourist behaviour, enabling marketers to refine their approaches and achieve better results.

**Table 1. Variables and Dimensions**

Variables	Dimensions	Definition
<b>Print Media Promotion (X1)</b>	Advertising Effectiveness	Measures how well newspaper ads reach and influence local and regional audiences
	Visual Appeal	Evaluates how attractive tourism brochures boost tourists' interest
	Depth of Information	Gauges the quality and impact of information in travel magazines
	Placement Strategy	Assesses the effectiveness of placing posters in strategic locations
	Visual Representation of Destinations	Measures how print media portrays tourist destinations
<b>Website Promotion (X2)</b>	Website Accessibility	Ease of access and navigation for users
	Information Update	Availability of current and relevant content
	Attractive Design	Aesthetic and user-friendly visual presentation
	Completeness of Information	Provision of comprehensive data and information
	Online Reservation Features	Integration of efficient online booking or registration systems
<b>Tourism Marketing (Y)</b>	Tourist Attraction	Appeal of a destination supported by effective marketing strategies
	Destination Awareness	Knowledge of a destination's offerings and cultural significance
	Destination Image	Collective impressions and beliefs about a destination
	Recommendation Intention	Willingness to endorse a destination to friends and family
	Revisit Intention	Desire to return to a destination





Print media, with its tactile allure and visual richness, remains an indispensable aspect of tourism promotion in the digital age. Its multifaceted approach—ranging from newspapers and magazines to brochures and travel guides—provides a sensory experience that digital platforms often struggle to replicate. Newspaper advertisements, renowned for their wide reach, function as a beacon for local and regional audiences, sparking immediate engagement and response. They serve as the drumbeats that resonate within communities, effectively heralding emerging destinations and unique experiences awaiting exploration. Tourism brochures, in particular, represent the visual symphony of the travel industry. Each page turn reveals new marvels of the world, transforming printed pages into gateways to adventure. These brochures are not simply informational pamphlets; they encapsulate the excitement of travel with a carefully curated collage of stunning visuals, evocative descriptions, and engaging narratives. They inspire wanderlust, allowing potential tourists to envision their journeys before departure. This tangible connection to the material world ignites imagination and desire in ways that online advertisements often cannot achieve. As such, print media plays a vital role in enriching the travel experience, making it an enduring cornerstone of effective tourism marketing strategies.

Travel magazines delve deeply into the art of exploration, offering a narrative experience that is as intricate and nuanced as the destinations they highlight. Rather than merely providing surface-level descriptions, these publications feature compelling stories about diverse cultures, traditions, and the unique experiences awaiting travellers. Through personal anecdotes and insights from seasoned experts, travel magazines serve as the historians of exploration, weaving a rich tapestry of knowledge that ignites curiosity and a longing to discover the world. Each article acts as a portal, allowing readers to transport themselves to far-off landscapes, vibrant city streets, and hidden corners of the globe. The photographs included in these magazines are far more than mere visuals; they evoke emotions and foster a sense of connection, drawing readers deeper into the travel experience. Vivid imagery can help paint a comprehensive picture, making it easy for wanderlust-filled individuals to dream about their next adventure and envision their own journeys. In addition to magazines, the strategic placement of travel posters in busy public areas further enhances this narrative. These posters transform into silent yet compelling storytellers, inviting viewers to imagine themselves immersed in vibrant locales. Whether located in cafes, transportation hubs, or malls, these eye-catching visuals capture attention and inspire passersby to pause and dream. Often, they showcase not only the sights but also the rich experiences available—local cuisine, lively festivals, outdoor expeditions—that travelers can engage in. Ultimately, these posters and magazines represent more than just paper and ink; they serve as artistic ambassadors of hidden gem destinations, encouraging adventurers to step outside their daily routines and embrace the possibilities of new journeys. In an increasingly technology-driven world, such tangible reminders of adventure reignite the thrill of exploration, inviting readers and viewers alike to embark on their own adventures and create lasting memories.

The visual representation of travel destinations in print media is a finely honed art form, requiring photographers and designers to possess a keen eye for detail and a creative flair to truly capture the essence of a location. Effective imagery goes beyond simply showcasing beautiful landscapes or iconic landmarks; it involves understanding how to represent the atmosphere, culture, and spirit of a place. This demands a thoughtful approach to various elements such as lighting, composition, and colour, ensuring that each photograph not only appeals aesthetically



but also resonates with the emotions and expectations of the intended audience. Images often serve as the first impressions potential travellers will have of a destination, laden with the promise of new experiences and adventures. The ability of these visuals to evoke feelings, stir curiosity, and transport viewers to far-off lands makes them a potent asset in the travel industry. In print media promotion, multiple components work together to form a cohesive narrative that captures attention. Advertising effectiveness is crucial, requiring captivating visuals that can grab interest in an instant. Visual attractiveness ensures that the imagery is inviting and engaging, drawing readers in for closer examination. Informative depth is equally important, providing essential context about the destination to help prospective travellers make informed decisions about their next adventure. Strategic placement of these advertisements is vital; a beautifully designed travel ad needs to be seen by the appropriate audience in the right setting to ignite their interest. Each of these elements contributes uniquely to the larger symphony of tourism marketing, achieving a balance not through uniformity but through the distinctive and powerful contributions of each medium. Ultimately, this harmonious blend enhances the overall effectiveness of travel promotion, enticing individuals to embark on their next journey of discovery.

Print media for tourism promotion goes beyond merely selling a destination; it embodies the art of storytelling that ignites a passion for travel. It is about establishing a tangible connection between the reader and the location, effectively constructing a bridge made of paper and ink that traverses the spectrum from curiosity to the decisive moment of embarking on a journey. In an increasingly digital world, the enduring allure of print media stands as a testament to humanity's innate desire for physicality and authenticity. This reminder of the unique magic that tangible experiences provide highlights what screens cannot replicate—an intimate, sensory engagement with the story being told. Print materials, such as brochures, magazines, and travel guides, evoke emotions and inspire adventurous dreams, drawing readers into narratives that make them feel as though they are already on their way to exploring uncharted territories. Their ability to weave together threads of desire, imagination, and action ensures that they remain not just relevant, but essential in the intricate tapestry of tourism promotion. They create a vibrant fabric of travel that encourages individuals to explore and engage with the world around them, igniting the wanderlust that resides in many. In contrast, effective website promotion in today's digital landscape is a comprehensive endeavour encompassing various strategic elements. It starts with ensuring website accessibility, making sure the site is navigable and user-friendly for everyone, including individuals with disabilities. This approach is not only ethically paramount and legally compliant but also enhances the site's visibility to a broader audience. Regularly updating content is another foundational aspect of successful website promotion. By consistently providing fresh, relevant information, websites can maintain visitor interest, encourage engagement, and signal to search engines that the site is active, which can, in turn, enhance its ranking and visibility in search results. This combination of accessibility and dynamic content helps bridge the gap between potential travellers and their future adventures, reinforcing the essential role that both print and digital media play in inspiring exploration.

The visual appeal of a website, paired with an intuitive interface, is essential for maintaining visitor engagement. A well-crafted site that strikes a balance between aesthetic design and functionality encourages users to stay longer and interact more meaningfully with the content. This deeper engagement can significantly reduce bounce



rates and increase conversion rates, as visitors are more likely to take desired actions when they feel captivated and supported by the design. Furthermore, the quality and depth of information presented on a website are key to establishing its credibility. Users often seek complete and accurate data to guide their decisions, so a site that provides detailed insight—through thorough product descriptions, expert articles, and robust FAQs—demonstrates reliability. When a website serves as a comprehensive resource, it enhances its authority within its function, helping to cultivate trust and loyalty among users. In addition to compelling design and credible information, integrating efficient online reservation systems or booking features greatly improves the user experience. These functionalities make it convenient for users to accomplish their goals—whether it's booking a hotel, securing a table at a restaurant, or purchasing tickets for an event. Such seamless interactions not only elevate user satisfaction but also streamline operations, leading to higher retention rates and repeat business. By prioritizing aspects like accessibility, content relevance, visual design, information completeness, and user-friendly features, a website can set itself apart in a competitive digital landscape. The ultimate aim is to create an online presence that is engaging, informative, and easy to navigate, thus meeting the needs and expectations of its audience. Achieving this balance drives traffic, fosters ongoing engagement, and ultimately fulfills promotional objectives while building a loyal customer base.

Tourism marketing transcends the mere promotion of travel destinations; it embodies the art of crafting narratives that invite exploration and foster connections, both with the places themselves and the diverse cultures that inhabit them. This approach nurtures a passion for discovery that not only encourages initial visits but also inspires travellers to return repeatedly. It's a delicate balance of creativity and strategy, where each component—from attractions to revisit intentions—plays a vital role in the grand symphony of the travel experience. Effective tourism marketing strategies go beyond merely showcasing the stunning landscapes or vibrant cityscapes; they integrate these elements into the deeper desires and aspirations of potential travellers. This involves understanding the emotional motivations behind travel, whether it's the quest for adventure, cultural enrichment, relaxation, or the joy of connecting with others. By tapping into these passions, tourism marketing creates a narrative that resonates on a personal level. Moreover, successful campaigns skilfully blend adventure, culture, and shared human experiences, allowing travellers to envision not just what they will see but how they will feel during their journey. This narrative approach helps in building a lasting relationship between the traveller and the destination, crafting memories that will stay with them long after their return. Ultimately, tourism marketing serves as both a compelling invitation and a means of storytelling that celebrates the joys of exploration, igniting a desire to discover and reconnect with the world repeatedly.

### **III. METHODOLOGY**

The research methodology involves a comprehensive array of statistical tests designed to ensure the robustness and credibility of the findings. To begin, the validity of the measures is evaluated using product moment correlation, which assesses the strength and direction of the linear relationship between two variables. This step is essential for confirming that the tools utilized in the study are effectively capturing the intended constructs. Additionally, the reliability of the scales is measured through Cronbach's Alpha coefficient. This statistic assesses the internal consistency of the test items, indicating how well the items work together to produce stable and



consistent results across various observations. A high Cronbach's Alpha signifies that the items reliably measure the same underlying concept, strengthening the overall validity of the study. The methodology also entails a meticulous review of classical assumptions to verify the prerequisites of the regression model. For instance, a Heteroscedasticity Test is performed to assess whether the residuals exhibit equal variance, a condition critical for the integrity of the regression coefficients. In conjunction with this, the Multicollinearity Test, which utilizes the Variance Inflation Factor (VIF), is employed to identify the presence of multicollinearity among independent variables. This ensures that each variable contributes unique information to the model rather than overlapping with other predictors. By implementing these rigorous testing protocols, the research aims to provide a solid foundation for understanding the relationships between variables and enhancing the overall reliability of this study.

The Linear Regression Test is subsequently utilized to examine the relationships between independent and dependent variables, offering critical insights into both the strength and direction of these associations. By analysing these variables, researchers can discern how changes in the independent variables may influence the dependent variable. This test is not only vital for identifying direct relationships but also plays a key role in predicting outcomes based on the existing data.

**Table 2. Statistic's Description**

Variables	Dimensions	Mean	Min	Median	Max
<b>Print Media Promotion (X1)</b>	Advertising Effectiveness	3.4	1.0	3.0	5.0
	Visual Appeal	3.96	2.0	4.0	5.0
	Depth of Information	3.84	2.0	4.0	5.0
	Placement Strategy	3.41	2.0	3.0	5.0
	Visual Representation of Destinations	4.0	3.0	4.0	5.0
<b>Website Promotion (X2)</b>	Website Accessibility	3.97	3.0	4.0	5.0
	Information Update	3.84	2.0	4.0	5.0
	Attractive Design	3.97	2.0	4.0	5.0
	Completeness of Information	3.78	2.0	4.0	5.0
	Online Reservation Features	3.91	2.0	4.0	5.0
<b>Tourism Marketing (Y)</b>	Tourist Attraction	3.94	2.0	4.0	5.0
	Destination Awareness	3.94	3.0	4.0	5.0
	Destination Image	4.0	3.0	4.0	5.0
	Recommendation Intention	4.0	3.0	4.0	5.0
	Revisit Intention	3.84	3.0	4.0	5.0

The statistics presented reflect the performance of various dimensions of print media promotion. The 'Advertising Effectiveness' dimension has a mean score of 3.4, indicating a moderate level of effectiveness with the lowest observed value at 1.0, suggesting that there may be instances of poor performance. The 'Visual Appeal' and 'Depth of Information' dimensions score higher on average, at 3.96 and 3.84 respectively, showing a generally favourable





reception in these areas. Both dimensions have a median of 4.0, which is closer to their maximum value of 5.0, indicating that most responses are positive. 'Placement Strategy' has a mean similar to 'Advertising Effectiveness', which could imply that the strategy's execution is not consistently hitting the mark. Lastly, the 'Visual Representation of Destinations' scores the highest mean of 4.0, suggesting that this aspect is particularly well-received. Overall, while there are areas of strength, particularly in visual aspects, there is room for improvement in ensuring the effectiveness and strategic placement of print media promotions to achieve more consistently high evaluations across all dimensions.

The statistics presented appear to be a part of a user experience survey, focusing on various aspects of website promotion. The first value for each category likely represents the average rating given by users, on a scale from the minimum score (second value) to the maximum score (last value). The third value could represent the median or the most common rating given. In this analysis, all categories have scored close to 4 on average, which suggests that users generally find the website's promotion features to be good, as the scores are closer to the maximum of 5 than the minimum of 2. 'Website Accessibility' and 'Attractive Design' are rated the highest with an average of 3.97, indicating that users find the website easy to navigate and visually appealing. 'Completeness of Information' has the lowest average score of 3.78, which could suggest that there is room for improvement in providing more comprehensive information. While the website seems to perform well in terms of accessibility, design, and reservation features, there is a notable need for improvement in the completeness and timeliness of information provided. To enhance user satisfaction, efforts could be focused on updating and enriching the content available to users.

The provided statistics appear to be survey results related to tourism marketing, with scores ranging from 2.0 to 5.0. The 'Tourist Attraction' and 'Destination Awareness' categories both have an average score of 3.94, indicating a positive perception but suggesting there is room for improvement. The 'Destination Image' and 'Recommendation Intention' both score a perfect 4.0, reflecting a strong positive image and a high likelihood that visitors will recommend the destination to others. The 'Revisit Intention' has a slightly lower average of 3.84, which may imply that while visitors are generally satisfied, some factors may deter them from returning. Overall, these results suggest that the destination is viewed favourably by tourists, but certain aspects could be enhanced to improve the likelihood of repeat visits and further positive recommendations. It would be beneficial for tourism marketers to investigate the factors contributing to the lower 'Revisit Intention' score to develop targeted strategies for improvement.

#### **IV. RESULTS AND DISCUSSION**

The regression analysis detailed in Table 3 offers valuable insights into the impact of print media promotion and website promotion on tourism marketing within Kubu Raya Regency. By examining the relationship between these variables, stakeholders can gauge the effectiveness of each marketing channel. Print media (X1) and website promotion (X2) are likely to have different levels of influence on tourism marketing (Y), and understanding this distribution is crucial for optimizing marketing strategies. This analysis not only highlights which channels are more effective but also guides the allocation of resources to maximize the reach and engagement with potential tourists. It's a strategic tool for enhancing the visibility and appeal of Kubu Raya Regency as a travel destination.



**Table 3. Regression's Result**

	Coef.	Std. Error	t	Pr (> t )	Lower 95%	Upper 95%
<b>(Intercept)</b>	-2.27964	1.47851	-1.54	0.2630	-8.64114	4.08186
<b>X1</b>	0.0464819	0.0690019	0.67	0.5700	-0.250409	0.343373
<b>X2</b>	0.978458	0.063188	15.48	0.0041	0.706582	1.25033

The examination into variable X1, which reflects the role of Print Media Promotion in the context of Tourism Destination Marketing, produces a coefficient of 0.0464819. This coefficient indicates a positive, yet quite minor, relationship between print media promotion and the success of marketing efforts for tourist destinations. However, the analysis reveals some concerns regarding the reliability of this finding. The relatively high standard error of 0.0690019 suggests that there is a significant amount of variability in the data, which creates uncertainty around the precise value of the coefficient. This uncertainty is further illustrated by the modest t-value of 0.67, which indicates that the observed effect of print media promotion is not strong enough to be considered statistically significant. Correspondingly, the p-value of 0.5700 is significantly higher than the widely accepted threshold of 0.05 for establishing statistical significance. A p-value this high indicates that there is a considerable likelihood that the observed results could be due to random chance, rather than indicating a true effect of print media promotion on the success of tourism destination marketing. Taken together, these findings imply that, within the context of the sample examined, Print Media Promotion does not play a significant role in influencing the overall success of marketing efforts for tourist destinations. In other words, the impact of print media advertising on attracting tourists appears to be minimal, suggesting that marketers might need to reconsider the effectiveness of traditional print media strategies in favour of more modern digital approaches.

On the other hand, the analysis reveals a compelling and strong positive connection between website promotion and the successful marketing of tourist destinations. This indicates that when tourist spots invest in promoting themselves through their websites, they tend to experience greater success in attracting visitors. The coefficient for website promotion (X2) is impressively high at 0.978458. This figure signifies that an increase in spending on website promotion is directly related to a rise in tourist attraction. Essentially, for every unit increase in promotional spending, we can expect a nearly one-to-one increase in tourist interest. Moreover, the small standard error of 0.063188 suggests that the estimates of this coefficient are precise and reliable. The large t-value of 15.48 further reinforces this reliability, indicating that the relationship between website promotion and tourist attraction is statistically significant. In addition, the p-value of 0.0041 is significantly lower than the common threshold of 0.05, which strengthens the credibility of these findings. A low p-value means that there is only a small chance that these results are due to random variation. The confidence interval, ranging from 0.706582 to 1.25033, also provides valuable insight. Since this interval does not include zero, it clearly indicates that the likelihood of website promotion being ineffective in achieving marketing success is extremely low. Overall, this analysis emphasizes the crucial role of website promotion in the marketing strategies of tourist destinations. It underscores the necessity for continued investment in website enhancements and updates. By doing so, tourist destinations can significantly improve their appeal and attract more visitors, resulting in long-term benefits for their tourism sector.



The digital landscape has indeed transformed the way tourist destinations are marketed. With the advent of online media, the potential to reach a wider audience has exponentially increased (Archi et al., 2023; Madzík et al., 2023; Tran & Rudolf, 2022). The correlation between website promotion (X2) and destination marketing success (Y) underscores the pivotal role of digital strategies in the tourism industry. An engaging, well-maintained website serves as a digital gateway, inviting potential visitors to explore what a destination has to offer. It's not just about having an online presence; it's about creating a compelling online experience that captures the essence of the destination, thereby boosting interest and encouraging visits. This digital approach is now a cornerstone of effective marketing strategies, reflecting a shift towards more interactive, user-centered promotional efforts (Tran & Rudolf, 2022).

The digital transformation of the tourism industry has fundamentally changed how destinations engage with potential visitors (Giombi K et al., 2022; Herzallah et al., 2022). Social media platforms like Instagram, Facebook, and Pinterest serve as vibrant canvases, allowing destinations to highlight their stunning landscapes, diverse cultures, and exciting experiences. Through eye-catching photos, captivating videos, and engaging stories, these platforms often spark the initial curiosity that leads potential tourists to consider and eventually book their trips. Moreover, online booking systems have made the journey from inspiration to actual travel plans incredibly seamless. These systems provide user-friendly interfaces that cater to the modern traveller's desire for efficiency and simplicity. Travelers can browse various accommodations and activities, compare prices, and make reservations all in one place. This ease of access eliminates many barriers to planning a trip, making it more likely for users to finalize their travel plans. Overall, these digital advancements enhance the entire travel experience, creating a more connected and informed travel community.

In today's competitive landscape, establishing a successful online presence goes beyond just being visible; it involves creating a meaningful experience that truly resonates with the audience. Developing a captivating narrative that captures the essence of a brand or destination is essential for connecting on a deeper level. Commentary has emerged as a critical component of digital marketing, allowing brands to construct personal and emotional connections with their audience. This connection strengthens when brands align their values with the needs and desires of customers, making every interaction not only easy but meaningful. To effectively attract and convert passive viewers into engaged participants and loyal customers, brands need to integrate user engagement and operational convenience into a unified digital marketing strategy. This approach not only generates interest but also encourages consumer actions, creating a sense of community and belonging among users. By recognizing and catering specific preferences of their target audience, business can build personalized content that draws attention and motivates action. This audience-focus strategy turns a typical online presence into an experience journey that creates memorable impact. Business that utilizes commentary and personalization differentiate themselves in the saturated digital world, offering unforgettable experiences. This distinction transforms a memorable online interaction into a meaningful one, which reinforces the brand's reputation and boosting customer loyalty.

The analysis of variables X1 and X2 provides crucial insights into current marketing trends within the dynamic tourism industry. The lack of significance in X1's relationship with print media promotion clearly emphasizes the



ongoing shift toward digital platforms. This trend is reflective of broader changes in consumer behaviour, as more individuals increasingly favour digital content over traditional media. Factors such as convenience, accessibility, and the immediacy of information play significant roles in this preference. Consequently, businesses are compelled to reallocate their marketing resources toward digital channels, which not only provide enhanced tracking and analytics but also enable a more effective targeting of specific audiences. Conversely, the positive influence of X2 underscores the necessity for businesses to not only have an online presence through a website but also to ensure that this website is packed with high-quality content and interactive features. A well-designed website that captivates and actively engages its visitors can lead to a substantial increase in physical patronage. This highlights that investment in website development should prioritize enhancing user experience, content relevance, and ease of navigation. By focusing on these components, businesses can maximize their return on investment and build a loyal customer base. Adapting to digital trends and crafting engaging online experiences is now vital for capturing consumer interest and propelling tourism success. As more travellers turn to digital sources for information and inspiration, organizations must fully embrace these changes to remain competitive in an ever-evolving market landscape. Failure to do so risks falling behind as digital-centric competitors capture the attention and loyalty of prospective travellers.

The correlation between an engaging website and increased-personal support highlights the significant influence of digital presence in today's competitive landscape. A well-designed website acts as the digital storefront for a business, much like a physical store, and it's essential that it feels inviting and engaging. Just as customers are drawn to a bright and organized shop, an appealing and user-friendly website attracts visitors. Investing in web development with a strong focus on user experience (UX) and content relevance is not just about aesthetics; it significantly influences visitor behaviour. When users find valuable and engaging content on a website, they are more likely to explore further and, ultimately, make a purchase, increasing the chances of converting casual visitors into loyal customers. This investment in digital infrastructure is crucial for businesses aiming to thrive in a highly competitive market, where online interactions often dictate offline behaviours. A nuanced approach to marketing strategies is essential in this landscape. While digital promotion provides measurable and immediate results, traditional print media continues to hold sway in certain demographics, contributing to brand credibility and broader reach. Creating a balanced marketing mix that aligns with the preferences and behaviours of the target audience is vital for maximizing impact. Marketers and destination managers can gain substantial benefits from a diversified strategy that skilfully blends both digital and traditional media, ensuring comprehensive coverage. An integrated approach not only addresses the varied information consumption habits prevalent across different market segments but also establishes a strong brand presence that can adapt to evolving consumer trends. Understanding the unique advantages each channel brings and how they fit within broader marketing objectives is key to driving engagement and achieving desired outcomes. By recognizing that digital engagement complements offline experiences, businesses can create a dynamic interplay that maximizes their marketing effectiveness.

In the dynamic field of marketing, the combination of digital and traditional media exemplifies the adaptability and foresight of astute marketers and destination managers. By harnessing the unique strengths of both realms,





they create a synergistic effect that amplifies their message across a diverse spectrum of audiences. Digital media provides precision targeting, allowing marketers to tailor their content to specific demographics while offering real-time analytics to gauge campaign performance.

In contrast, traditional media channels, such as print and broadcast, lend a sense of tangibility and trustworthiness, appealing to consumers who value familiarity and credibility. Together, these two forms of media compose a comprehensive marketing strategy that not only reaches a wide audience but also connects on a personal level.

This integrated approach is vital in a landscape where consumer behaviours are continuously evolving, making it essential for brands to maintain an adaptable yet prominent presence. By understanding and effectively utilizing the distinct advantages of each channel, marketers can craft campaigns that are both engaging and aligned with their overarching goals.

This ensures a structured brand narrative that not only captures attention but also drives meaningful engagement. For instance, a digital campaign can generate immediate interest and direct traffic to a website, while a well-timed print ad can reinforce brand awareness and credibility in the consumer's mind. Ultimately, this harmonious blending of digital and traditional strategies fosters deeper connections with the audience and enhances the likelihood of achieving desired marketing objectives.

#### **IV. CONCLUSION AND RECOMMENDATION**

The regression analysis of variables X1 and X2 demonstrates contrasting effects between print media promotion and website promotion regarding the success of tourism destination marketing. The findings indicate that print media promotion lacks significant impact, whereas website promotion shows a robust positive influence in attracting tourists. This highlights that digital marketing strategies are not only more effective but also more efficient in capturing the attention of potential travellers, mirroring the evolving preferences and behaviours of consumers in today's digital landscape.

Despite the dominance of digital methods, it remains important to consider a balanced and integrated marketing mix that includes both digital and traditional media. This approach can be particularly beneficial in reaching a wider and more diverse audience, accommodating preferences across various demographics. For instance, while younger audiences may engage more with digital content, traditional media can still be influential among older generations who may trust these outreach methods more readily.

These results underscore the necessity of understanding the distinct roles and values of different marketing channels. It is vital for marketers to ensure that their efforts align with the target market's interests and the overall image of the destination they're promoting.

By combining the strengths of both digital and print media, marketers can create comprehensive strategies that encapsulate the essence of their destinations and effectively attract a variety of potential visitors. Ultimately, this integrated approach can lead to sustained success in tourism marketing endeavours.



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