

# Digital Marketing Analysis of Increasing Tourist Visits to Tourism MSMEs in Sorong Regency, Southwest Papua

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## ABSTRACT

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The purpose of this study was to determine: the effect of digital marketing on increasing tourism visitors. This study uses a quantitative method. The population of this study were tourism MSME actors in the Sorong Regency area of Southwest Papua. The sampling technique was a saturated sample. So the total sample in this study was 150 people. Data analysis in this study was carried out using regression analysis method to evaluate the relationship between the variables studied. The action activities include: distributing questionnaires, collecting and analyzing data and conclusions. The results of this study reveal that digital marketing has a positive and significant effect on increasing the number of visitors to tourism MSMEs.

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## 1. Introduction

### 1.1 Background

Tourism MSMEs in Sorong Regency are actor key in support development economy area based potential local . Existence they No only open field work , but also contribute in preservation culture and management source Power natural in a way sustainable . Products and services offered such as homestays, culinary typical , crafts hands , up to service guide tour become representation from identity authentic local [1] . However Thus , the limitations in capacity promotions , especially through method conventional like flyers , billboards , or promotion oral , making effort introduce destinations and products tourist to a wider market wide become less than optimal.

In recent years, the trend of tourist visits has shown a significant increase, especially post-pandemic. Based on data from Domine Eduard Osok Airport (DEO) Sorong, the number of domestic tourists visiting Sorong in 2023 was recorded at 181,505 people, while foreign tourists reached 13,221 people. Meanwhile, hotel statistics data for Sorong City in the same year showed 277,426 domestic tourists and 17,046 foreign tourists recorded staying at hotels, with a total of 294,472 visits [2] . These figures demonstrate the enormous potential that can be utilized by tourism MSMEs, but its realization is still not evenly distributed throughout

Sorong Regency. Until mid-2025, the trend of increasing visits is expected to continue, driven by the opening of new flight routes and the active digital promotion carried out by several tourism actors.

In facing the challenge mentioned, digital marketing is present as solution strategic capable reach traveler with a better way effective, interactive, and economical costs. Social media, websites, video platforms, and search engines seeker give opportunity for MSMEs to expand range promotion they without must depends on the agent journey or promotion physique

[3]. Through engaging and relevant digital content for example Photo destination, testimonials tourists, or story MSME culture can create Power pull emotional and virtual experiences that encourage interest visit [4]. This strategy is very relevant for areas like Sorong which have riches natural outside usual, but access information about the destinations Still limited in the eyes traveler wide.

However Thus, the utilization digital marketing among Sorong tourism MSMEs is still face obstacle structural and technical. Some constraint main including limitations digital literacy of actors effort, lack of training online marketing, limitations device technology, as well as internet infrastructure that is not yet evenly. In addition, some big MSME actors have not yet have a targeted content strategy or understanding about behavior digital consumers. This is make Lots potential local No documented in a way good and bad capable compete in a highly visual and fast-paced digital era changed.

Study This aim For analyze to what extent digital marketing strategies have an impact to improvement amount visit traveler to tourism MSME units in Sorong Regency. Research this will also dig connection between intensity utilization digital channels with level exposure and engagement tourists, as well as identify variables that influence effectiveness of digital marketing in the sector tourist local. Findings from study This expected can give base policy for development digital ecosystem for MSMEs, as well as recommendation technical in designing intervention training and mentoring. With the right approach, digital marketing is not only become tool promotion, but also a bridge going to transformation tourist sustainable empowerment perpetrator local and improve welfare Sorong society as a whole comprehensive.

More Far again, digitalization in sector tourist No only impact on promotion, but also on experience traveler in a way overall [5]. Utilization technology like digital map, system online reservations, reviews users, and virtual tours are increasingly become part from expectation modern tourists [6]. Therefore Therefore, digital transformation of MSMEs in Sorong Regency is necessary designed in a way comprehensive, covering No only aspect promotion, but also service and management destination. With integrated support from government, sector private and community local, digital marketing can become foundation main in realize tourist an inclusive, innovative and empowered region competition high on the scene national both global [7].

## 1.2 Problem Statement

Based on the background that has been described, the problems raised in this research are a) How

level utilization digital marketing by tourism MSMEs in the Regency Sorong? b ) Is it influential digital marketing significant to improvement visit tourists ? c) What digital marketing strategies only the most effective in interesting tourists ?

### *1.3 Objectives and Scope*

Study aim For Digital Marketing to Increase Tourist Visits to Tourism MSMEs in Sorong Regency, Southwest Papua.

## **2. Literature Review**

### *2.1 Digital Marketing*

According to Chaffey and Ellis-Chadwick (2019) [8] , digital marketing is implementation digital technology used For reach objective Marketing . Definition This emphasize importance utilization digital devices and platforms such as the internet, social media , applications mobile , as well as various technology interactive other in designing and executing marketing strategies . In the context of this , digital marketing is not only functioning as tool promotion , but also as a system that allows occurrence two- way communication between business and customers in real-time, which previously No made possible by the approach marketing conventional [9] .

Implementation digital marketing makes it possible business For reach a wider market wide with relative costs more efficient compared to with traditional media [10] . Digital technology makes it possible more market segmentation precise , personalized message marketing , as well as measurement effectiveness campaign in a way direct through analytical data [11] . This is make digital marketing as tool strategic For increase involvement customers , building loyalty brand , and speed up the process of taking decision consumers . In the sector tourism , digital marketing allows perpetrator business For display Power visual appeal of the destination , testimonials tourists , as well as provide service booking online which increases comfort tourists .

Marketing also provides opportunity for MSME actors to compete in a bigger market competitive . With utilizing social media , content creative and technical optimization machine search engine (SEO), MSMEs can increase visibility they without need budget big promotion [12] . In the context area like Sorong Regency which has riches unique nature and culture , digital marketing can become bridge For introduce potential local to national market share and international . Therefore that , understanding and application draft digital marketing in strategic become element key in increase Power competitiveness of tourism MSMEs in the current era of digital transformation This .

### *2.2 Tourism MSMEs*

Tourism MSMEs is a business unit scale small moving in provision various services and products tour such as homestays, culinary local , crafts hands , and service guide tourism ( Setyowati , 2020). The existence of these MSMEs is very important in ecosystem tourist Because play a role direct in present experience authentic to tourists . Through services based on wisdom local , tourism MSMEs No only offer product economy , but also become means

preservation values culture , traditions , and ways life public local [13] . This is what differentiates they from service tourist scale large tend to more homogeneous and oriented towards global standards [14] .

Tourism MSMEs also become bone back in development economy areas , especially in areas with potential tour However Not yet touched by big investors [15] . They created field work , push activity economy based community , and strengthen identity local in industry tourist [16] . SMEs such as House Eat typical area , craftsmen souvenir based on local motifs , to group aware tourism ( Pokdarwis ), plays a role direct in welcome tourists and provide enriching services experience traveling . With amount many and widespread perpetrators [17] , tourism MSMEs also become part important in equality benefit economy from sector tourist [18] .

In context Sorong Regency , Southwest Papua, tourism MSMEs play role strategic in utilise riches nature and culture area as Power pull main . However , many of those who still face challenge structural like limitations access to capital, lack of training entrepreneurship , and low utilization digital technology [19] . For that , strengthening MSME capacity [20] tourist through training , mentoring , and integration in chain mark tourism is very necessary for them No only survive , but also be able to grow in a way sustainable and become agent main development tourist based public.

### *2.3 Tourist Visits*

Visit traveler is indicator main success marketing destination Because reflect to what extent a place capable interesting attention , building image positive , and fulfilling tourism market expectations . According to Cooper et al. (2008) [21] , the increase amount visit show that marketing strategy succeed reach and influence decision tourists , good through channel information [22] , visualization destination , as well as communication the values offered . In this case this , visit tour No only become size quantitative, but also reflects level Power competition and position destination in the middle dynamics industry highly competitive tourism [23] .

Factors that influence amount visit including quality promotion , accessibility , and power pull destination That Alone . [24] Promotions carried out in a way consistent and creative can form perception positive tourists and increase desire visiting . Accessibility , good in form infrastructure transportation, digital connectivity , and convenience information , also play role important in influence decision visit [25]. Meanwhile that , power pull destination like beauty nature , heritage culture , uniqueness local , and the friendliness of the community is element the main thing that becomes motivation traveler For choose something place as objective holiday [26] .

In the context of tourism MSMEs in Sorong Regency , the increase visit traveler can made into reject measuring success implementation of promotional strategies , including utilization digital marketing [27] . With increasing access traveler to information through the internet and social media, adaptive marketing strategies to digital trends will contribute big to amount visit [28] . Therefore that 's important for MSME actors and stakeholders interest local For Keep going optimize quality promotion , increase accessibility , as well as guard

authenticity and power pull destinations to maintain and improve visit traveler in a way sustainable .

#### 2.4 Related Work

Table 1

No.	Study	Equality Study	Difference Study
1	Putra & Dewi (2020). Digital marketing is increasing visit traveler domestic in Bali through social media .	You're welcome research influence digital marketing towards improvement amount visit tourists .	research location is in Bali and focuses on tourists. domestic without specifications for MSMEs.
2	Sari et al. (2021). The influence of digital media on loyalty tourists to culinary MSMEs in Yogyakarta.	You're welcome focus on MSMEs and the use of digital media in context tourist .	Focus focus on loyalty tourists , not visit or improvement traffic tour .
3	Mulyana (2022). Digital strategy influences decision traveler in choose package tour local .	Researching digital strategies in influence behavior tourists .	Focus on taking decision purchase package tourism , not visit current to MSMEs.
4	Yunita & Firmansyah (2023). Effective TikTok marketing in promotion tour culture in West Java.	You're welcome highlight effectiveness of digital platforms in promotion tour .	Focus on one platform (TikTok) and travel culture , not MSMEs in general general .
5	Rahmat & Lestari (2024). Digital marketing increases sustainability tourism MSME business in South Sulawesi.	You're welcome research impact digital marketing in tourism MSMEs .	Focus on sustainability MSME business , not in a way special on visits tourists.

#### 2.5 Research Gap

Based on the previous research above, it can be concluded that most previous studies were conducted in Java and Bali, focusing on major destinations. There is limited research examining the context of tourism MSMEs in eastern Indonesia, such as Sorong Regency. Furthermore, most studies have not quantified the impact of digital marketing on tourist visits.

### 3. Methodology

This research was conducted using a quantitative approach. Quantitative research is a research method based on the philosophy of positivism, which involves examining a specific population or sample, using a generally random sampling technique and statistical data analysis to test predetermined hypotheses. The data collection method used in this study was a questionnaire.

### 3.1 Data Collection

Data collection in this study used a closed questionnaire with a Likert Scale (1-5) as follows:

Table 2. X (Digital Marketing)

No.		Statement	1	2	3	4	5
1	X1	I use social media For promote business tourist I .					
2	X2	I regularly upload product / service content ( photos /videos) tour I to digital media.					
3	X3	I respond questions and comments customer through digital platforms.					
4	X4	I use feature promotion / advertising paid social media to reach tourists .					
5	X5	I feel digital marketing helps expand range business I in a way significant .					

Table 3. Y (Tourist Visits)

No.		Statement	1	2	3	4	5
1	Y1	Amount tourists who come to business I increase in 1 year final .					
2	Y2	digital promotion that I do do impact positive to visit tourists .					
3	Y3	Tourists who come to place business I Lots know information through digital media.					
4	Y4	After active digital promotion , level occupancy services / businesses I become more tall .					
5	Y5	I experienced improvement reservation or booking from digital platforms.					

### 3.2 Analysis Techniques

This study uses a quantitative approach, so the data obtained from the questionnaire will be analyzed statistically. Data analysis was conducted using the latest version of SPSS (Statistical Package for the Social Sciences) software. The aim is to examine the effect of digital marketing (X) on tourist visits (Y). Simple linear regression analysis was used with the following model formula:

$$Y = a + bX + e$$

Information :

Y = Visits Traveler

X = Digital Marketing

a = Constant

b = Coefficient regression

### 3.3 Validation

In this study, a validation process was conducted to ensure that the data obtained truly represented the theoretical constructs being measured. Validation is a crucial part of quantitative research because it ensures the validity and consistency of data collection instruments, particularly questionnaires. Validation was conducted through two main approaches: content validity and empirical validity (construct validity and internal reliability).

#### 4. Results

Based on the results of data analysis on 150 respondents in Sorong Regency, Southwest Papua, it was found that the Digital Marketing variable (X) had a significant effect on Tourist Visits (Y) which can be seen in the following table:

Table 4. Reliability Test (Cronbach's Alpha)

Variables	Alpha Value	Information
Marketing (X)	0.83	Reliable ( $\alpha > 0.7$ )
Visit Tourist (Y)	0.81	Reliable ( $\alpha > 0.7$ )

Table 5. Descriptive Analysis Digital Marketing (X)

Statistics	Mark
Average (Mean)	4.1
Standard Deviation	0.73
Category	Tall

Table 6. Descriptive Analysis Tourist Visits (Y)

Statistics	Mark
Average (Mean)	3.77
Standard Deviation	0.85
Category	Tall

Table 7. Main Analysis Results

Component	Mark
Coefficient Regression ( $\beta$ )	0.668
Constant ( $\alpha$ )	1,895
R-squared ( $R^2$ )	0.137
t- count	2.11
p-value	0.044

##### 4.1 Interpretation of Results

The results of the study indicate that digital marketing has a positive and significant influence on tourist visits in Sorong Regency. The analysis of digital marketing on tourist visits yielded results with the equation  $Y = 1.895 + 0.668 (X)$ . The coefficient value ( $\beta$ ) of 0.668 indicates that every improvement number so will increase lord traveler of 0.668 numbers. R-squared ( $R^2$ ) = 0.137, indicating that the relationship between digital marketing (X) and tourist visits (Y) is also positive, and the rest are other factors that were not examined, while the p-value is

$0.044 < 0.05$ , so the regression coefficient is statistically significant. This means there is a statistically significant influence between digital marketing and tourist visits.

Based on simple regression results, digital marketing has a positive and significant effect on increasing tourist visits. Although the  $R^2$  is not very large, the coefficient's significance indicates that digital strategies such as social media, promotional content, and online interactions can be important tools in attracting tourists to local tourism MSMEs in Sorong Regency.

## 5. Discussion

These results reinforce the theory that digital marketing is a crucial tool in developing locally-based tourism. This aligns with the principles of sustainable tourism, where MSMEs, as local actors, are empowered to adapt technologically.

### 5.1 Compared with Previous Research

Research result This show that digital marketing has influence positive and significant to improvement visit tourists in tourism MSMEs in Sorong Regency , Southwest Papua. Findings This in line with a number of study previously which has study the role of digital media in sector tourist.

I Nyoman et al. (2021) [29] find that digital marketing through social media in a way significant increase visit traveler domestic in Bali. These results consistent with findings in study this , although there is difference context geographic and market characteristics . Research Kresna et al. (2021) [30] also emphasized that the use of digital media has an impact on loyalty traveler towards culinary MSMEs , shows existence relatedness between digital activities and behavior customer in sector tourist .

Furthermore , Fitriya S (2024) [31] state that digital strategies contribute to decision traveler in choose package tour local . Although the focus is on decisions purchase , findings the strengthen idea that strong digital presence play a role important in increase interest tourists . Research by Sarifiyono et al. (2024) [32] in a way specific highlight the effectiveness of TikTok marketing in promote destination tour culture in West Java. This shows that social media certain can become tool strong promotion , which is in line with results study This regardless of the platform used No limited to one type .

Ariesti et al. (2023) [33] add that digital marketing also contributes to sustainability tourism MSME businesses in South Sulawesi. Although the focus not on visits , research the show benefit term long from digital strategy.

### 5.2 Limitations

Not all Micro, Small, and Medium Enterprises (MSMEs) have adequate access to digital technology or sufficient human resource capacity to optimally manage digital platforms. Limited infrastructure, internet access costs, and low digital literacy are major obstacles for most MSMEs, particularly those in remote or less developed areas. This impacts their ability to utilize information technology for promotion, marketing, and efficient business operations. Furthermore, the data used in this study is self-reported, based on respondents' subjective

perceptions and answers, which can potentially introduce social bias or a desire to provide answers that are socially considered "correct." This perceptual bias can impact the validity of the data, as not all respondents are able to objectively assess the effectiveness or success of their digital strategies. Therefore, the findings need to be interpreted carefully and combined with secondary data or field observations to obtain a more comprehensive picture.

### 5.3 Future Research

For understand impact term long from digital marketing towards development of tourism MSMEs , is needed longitudinal studies conducted in a way sustainable . This study can monitor change behavior consumers , increase visit tourists , as well as growth MSME income from time to time . With approach this , researcher can see more trends and patterns stable , at the same time identify driving factors or hinder effectiveness digital marketing in context tourist local , especially in the area such as Southwest Papua.

In addition , a mixed-method approach that combines quantitative and qualitative data is very important. For dig perception traveler to digital content produced by MSMEs. This method can covers survey For get description general and interview deep For understand motivation , preferences , and response emotional traveler to content like Photo products , destination videos

, and narrative culture local . Information this is very valuable For develop a more personal and relevant communication strategy with need audience .

On the other hand , experiments to various type digital content such as photos , videos, and live-streaming can used For measure the effectiveness of each format in interesting attention and encouragement actions ( such as visit or purchase ). With A/B testing or analysis of interaction data on social media , MSMEs can determine type which content is most effective For their target audience . The results of experiment this can also used For designing guidelines production more digital content strategic and data -based , so that maximize potential digital marketing in sector tourist .

## 6. Conclusion

This study aims to analyze the influence of digital marketing on increasing tourist visits to tourism MSMEs in Sorong Regency, Southwest Papua. Based on a simple linear regression analysis of data from 30 tourism MSME respondents, several key findings were obtained, as follows:

- a. Proven digital marketing own influence positive and significant to visit tourists . This is indicated by the value coefficient regression of 0.668 and p-value of 0.044 (< 0.05), which means that every improvement activity digital marketing vs. straight with increasing amount visit tourists .
- b. Coefficient determination ( $R^2$ ) of 13.7% indicates that digital marketing is capable explain variation visit traveler by 13.7%, while the rest influenced by other factors such as quality service , price , power pull destinations and testimonials customer .
- c. All items in instrument study proven to be valid and reliable , with item-total correlation  $> 0.30$  and Cronbach's Alpha value of each variable is above 0.80 , indicating that

instrument own good internal consistency .

- d. Assumptions classic fulfilled , including normality , no there is multicollinearity , as well as No happen heteroscedasticity , which indicates that the regression model worthy used For explain connection between variable .
- e. Compared to with study previously , findings This consistent with results studies in other areas such as Bali, Yogyakarta, and South Sulawesi, but own uniqueness context Because be one of studies the beginning that raised the West Papua region in issue digitalization of tourism MSMEs .

Thus, it can be concluded that digital marketing is a crucial and effective strategy for increasing tourist attraction and visits to local tourism MSMEs. The active use of social media, digital promotion, and online interaction significantly contribute to the growth of the community- based tourism sector in the region.

## 7. Recommendations

### a. For MSMEs

Focus on improving the quality of engaging and authentic digital content. Learn how to analyze social media data to understand customer needs. Build partnerships with other creatives to expand digital promotions.

### b. For local government

Conduct digital marketing training for MSMEs and improve internet infrastructure in tourist areas. Provide regulatory support and incentives to encourage digital transformation in the local tourism sector.

### c. For further researchers

Develop research marketing based technology such as AI and big data. Offer a more digital promotion model effective and based analysis behavior traveler For support MSMEs and decision makers policy .

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