

Digital Marketing Integration Strategy to Support Online Campaigns in Pearung Tourism Village, Humbang Hasundutan Regency, North Sumatra

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ABSTRACT

Analysis of the Influence of Digital Marketing Strategies and Online Campaigns on Tourist Visit Rates in Pearung Geosite Sipinsur Village, Humbang Hasundutan Regency, North Sumatra. This study aims to analyze the influence of digital marketing strategies and online campaigns on tourist visit rates in Pearung Geosite Sipinsur Village, Humbang Hasundutan Regency, North Sumatra. Research Method : This study uses a quantitative method with a survey technique. Data was collected through questionnaires distributed to 100 respondents who had visited Pearung Geosite Sipinsur Village. The data was analyzed using simple linear regression. Research Results: The results showed that Digital marketing strategies implemented by Pearung Geosite Sipinsur Village are less good. Online campaigns carried out are considered good enough. There is a strong relationship between digital marketing strategies and online campaigns on tourist visit rates. Digital marketing strategies have an influence of 80.4% on tourist visit rates in Pearung Geosite Sipinsur Village. Conclusion : The implementation of effective digital marketing strategies and good online campaigns can increase tourist visit rates in Pearung Geosite Sipinsur Village.

INTRODUCTION

The development of the tourism sector in an area will have its own impact on the development of that area. Technological progress is one of the things that has the most direct impact on the rate of economic growth in a region. It can be seen that digital use is also an important tool for developing tourism. By utilizing digital platforms, tourism actors can reach a wider target market, build interactions with tourists, increase cost efficiency, and measure promotional success. Therefore, technology-based tourism development is one solution to improve community welfare, introduce regional natural and cultural resources, and make it easier for tourists to know and recognize the potential and existence of a region or destination and its attractions.

Humbang Hasundutan Regency is one of the regions in North Sumatra Province which has a strategic position in national tourism because it is in the Medan-Toba National Tourism Destination (DPN) area and its surroundings and is included in the Toba National Tourism Strategic Area (KSPN) and its surroundings. Humbang Hasundutan Regency also has a number of tourist resources and tourist attractions that have the potential to be developed. The Humbang Hasundutan Regency Government has initiated the development of the tourism sector as one of the supports for regional development and economic growth in line with the determination of KSPN Lake Toba and its surroundings as one of the 10 national priority tourism destinations for 2015-2019. As part of the KSPN Lake Toba and its surroundings, tourism in Humbang Hasundutan Regency must be able to contribute to the realization of this tourism destination as a leading national tourism destination.

Table 1. List of Tourist Visit Levels in Humbang Hasundutan Regency

Total Tourist Visit Rate (people) Humbang Hasundutan Regency								
Archipelago Tourists			Foreign Tourists			Amount		
2019	2020	2021	2019	2020	2021	2019	2020	2021
130,687	100,803	88,348	450	72	-	131.137	100,875	88,348

Source: Humbang Hasundutan Regency Tourism, Youth and Sports Office, 2023

LITERATURE REVIEW

Tourism Village Concept

Village tourism is a form of tourism development that focuses on the contribution of the community around the village and preserving the environment of rural areas. Tourism villages have tourism products that have cultural value and have strong traditional characteristics (Fandeli, Baiquni, Dewi, 2013). Likewise, according to Inskip (2013) defines rural tourism as where a group of tourists live in a traditional atmosphere, staying in the village to learn about life in the village. According to the Ministry of Culture and Tourism Regulations, a tourist village is a form of unity between accommodation, attractions, tourism supporting facilities and infrastructure

presented in a community life structure that is integrated with the prevailing traditions.

A tourist village is an area or rural area that has a special attraction that can become a tourist destination. In tourist villages, residents still adhere to original traditions and culture. And several supporting activities such as farming systems, gardening and traditional food also contribute to the coloring of the existence of the tourist village itself. Apart from these factors, environmental factors that are still pristine and well maintained are important factors that must be present in a tourist village (Zakaria, 2014).

The following are some examples of activities carried out in developing tourist villages currently:

1. Training and Mentoring
2. Infrastructure development
3. Promotion and Marketing
4. Activity Culture and Arts
5. Management of the environment

Digital Marketing

One element of marketing is the marketing mix which is a variable in marketing in order to meet sales targets. The elements in the marketing mix are known as 7p, namely: product, price, place, promotion, physical evidence, process and people. Marketing according to Kotler (2018) is a process in which companies involve customers, build good relationships with customers, and create value for customers, so that they can get good value/feedback from customers in order to increase profits and customer equity.

Marketing Strategy According to experts, they have explained the definition of marketing strategy, including:

- a) Kotler and Armstrong According to Kotler and Armstrong (2008), the definition of marketing strategy is marketing logic where business units hope to create value and gain profits from their relationships with consumers.
- b) Kurtz According to Kurtz (2008), the definition of marketing strategy is the company's overall program in determining market targets and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion, and price.
- c) Philip Kotler According to Philip Kotler, the definition of marketing strategy is a marketing mindset that will be used to achieve marketing goals, where there is a detailed strategy regarding the target market, positioning, marketing mix, and budget for marketing.
- d) Tjiptono According to Tjiptono, the definition of marketing strategy is a fundamental tool designed to achieve company goals by developing sustainable competitive advantages across the markets entered.

E- Marketing

E- Marketing (Electronic Marketing) according to Tjiptono (2016) is a strategic process, developing, distributing, promoting and setting prices for goods and services to the target market via the internet or digital tools such as

smartphones. At this time e-marketing has become one of the most popular entry options. considered effective and efficient, especially for digital products, such as software, videos, music and the like. Digital marketing trends are an opportunity for MSMEs to adopt Industrial Age 5.0 (Ellyta, 2022).

Some benefits of e-marketing: Wide reach: E-marketing allows you to reach a global audience easily. More cost-effective: E-marketing can be more cost-effective than traditional marketing methods. More measurable: You can track and measure your e-marketing results more easily than traditional marketing methods. More personal: E-marketing allows you to target your messages more personally to your audience. Some types of e-marketing: Search Engine Optimization (SEO): Increases the visibility of your website in search results. Pay-Per-Click (PPC) Advertising: Purchasing ads that appear in search results or on other websites. Email Marketing: Sending targeted emails to your customers. Social Media Marketing: Using social media platforms such as Facebook, Twitter, and Instagram to promote your business. Content Marketing: Creating and distribute content that is interesting and useful to your audience.

Understanding Types of E-Marketing According to Experts

1. Search Engine Optimization (SEO)

According to Chaffey & Smith (2013): SEO is the process of increasing the visibility and ranking of a website in organic (non-paid) search results for keywords that are relevant to the target market.

According to Kotler & Armstrong (2018): SEO is the process of increasing website visibility in search results by using techniques such as content optimization, keyword research, and link building.

2. Pay-Per-Click (PPC) Advertising

According to Chaffey & Smith (2013): PPC is an online advertising model in which advertisers pay every time someone clicks on their ad.

According to Kotler & Armstrong (2018): PPC is a form of online advertising where advertisers are only charged when their ads are clicked, and not based on impressions.

3. Email Marketing

According to Schiffman & Kanuk (2014): Email marketing is a form of direct marketing that uses email to promote products or services to customers.

According to Peppers & Rogers (1999): Email marketing is an effective tool for building relationships with customers and increasing sales.

4. Social Media Marketing

According to Chaffey & Smith (2013): Social media marketing is the use of social media platforms such as Facebook, Twitter, and Instagram to promote products or services to target markets.

According to Kaplan & Haenlein (2010): Social media marketing is the process of building relationships with customers and increasing brand awareness through social media.

5. Content Marketing

According to Pulizzi (2014): Content marketing is a marketing strategy that focuses on creating and distributing content that is useful and attractive to the target market.

Website

According to Abdullah, a website can be interpreted as a collection of pages containing digital data information in the form of text, images, animation, sound and video or a combination of all of them provided via an internet connection so that it can be accessed and viewed by everyone throughout the world. Website pages are created using a standard language, namely HTML. This HTML script will be translated by a web browser so that it can be displayed in the form of information that can be read by everyone (2018:1).

According to Sarwono, a website is a medium that contains pages containing information that can be accessed via the internet and can be enjoyed globally (all over the world). A website is basically a line of code containing a collection of commands, which are then translated via a browser (2015:2).

A website is a collection of web pages that are connected to each other and can be accessed via the internet. Websites can contain information, images, videos and other elements. The following are several definitions of websites according to experts:

- a. Rahmat (2012): A website is a collection of web pages that are connected to each other and can be accessed via the internet.
- b. Jogyanto (2008): A website is a collection of web pages that are connected to each other and contain information, images, videos and other elements.
- c. Berners-Lee (1991): A website is a collection of documents that are connected to each other and can be accessed via a computer network.
- d. Dhillon & Chaffey (2008): A website is a collection of web pages that are connected to each other and can be accessed via the internet. Websites usually have a specific purpose and focus, and can be used for various purposes such as business, education, entertainment, and so on.
- e. Nielsen (2000): Websites are online media that can be accessed via the internet and contain information in text, image, video and other multimedia formats. Websites can be used for various purposes such as information publication, communication and electronic transactions.

Social Media

The definition of Social Media according to Tjiptono (2016) is internet-based technology that facilitates conversation. The difference with traditional web applications is that the platforms are content creation, content uploading, networking, conversing, media sharing and bookmarking, broadly speaking social media is divided into five categories.

Influencers

Understanding Influencers According to Experts Influencers are individuals who have many followers on social media and can influence their followers to take action. The following are some definitions of influencers according to experts: Kelton & Stewart (2017): Influencers are individuals who have credibility, reach, and connections who can influence their followers to take an action. McPherson & Smith (2018): Influencers are

individuals who have the ability to influence their followers in terms of opinions, behavior and purchasing decisions.

Benefits Influencer Marketing

Influencer marketing is a marketing strategy that uses influences to promote products or services. Influencer marketing has several benefits, including: Increasing brand awareness: Influencers can help increase brand awareness by promoting products or services to their followers. Increasing credibility: Influencers can help increase the credibility of products or services by providing positive testimonials or reviews.

Digital Marketing Strategy (E-Marketing)

Online media will become the main communication platform in marketing, and due to the convenience and ability to compare with existing products and service facilities at the Sipinsur Geosite. High levels of distribution, lower costs and high effectiveness are the main considerations for choosing digital marketing as a marketing medium (Barus, 2016). Based on this, the Pearung Geosite Sipinsur village needs to implement a digital marketing system, because with a digital marketing system, in the early stages the Sipinsur Geosite destination can determine or identify who will visit and segment visitors in terms of age, location, gender and visiting habits. Then the Pearung village can create relevant content and add detailed product information, for example attractions, activities, entry ticket prices and extraordinary natural conditions, how much transportation costs from certain locations such as airports, terminals, city/district centers and so on.

Framework of Thinking

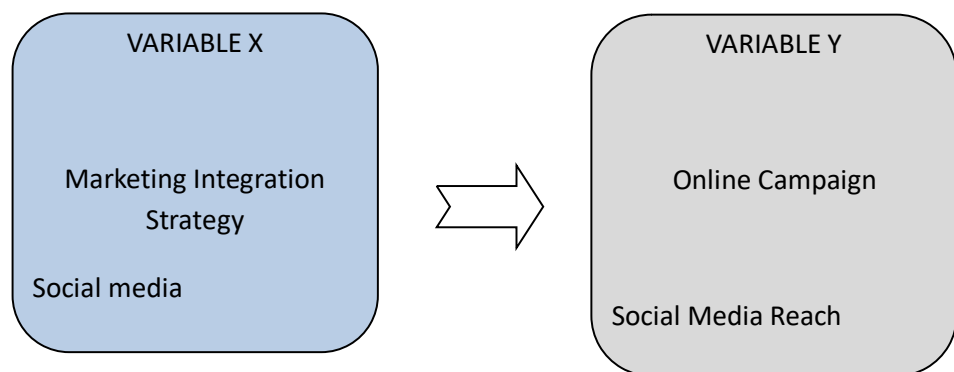


Figure 1. Framework of Thinking

METHODOLOGY

Research Approach

This research method uses a quantitative research paradigm, which is one of the methods used in research that uses numbers and methods that can measure data that can be derived for analysis using SPSS, SEM, and so on. The data source for quantitative methods is primary data. Primary data is data obtained directly by the researcher himself. Several techniques used to obtain primary data include questionnaires, interviews, observations, and case studies.

Research Methods

The research method used in this research is descriptive and verification research methods. The definition of descriptive research according to V. Wiratna Sujarweni (2014:11) states that:

Based on the definition above, it can be said that the descriptive analysis method is a research method used to create a picture of an existing situation or event, where the data used is data that is in accordance with the research objectives and the data used will be processed, then from this process will be drawn a conclusion.

Time and Study Place

This research was carried out in the area of Pearung Tourism Village, Humbang Hasundutan Regency, North Sumatra Province in January - March 2024.

Data Sources and Samples

According to Husein Umar (2013:42) is primary data that has been further processed and presented by the primary data collector or by another party, for example in the form of tables or diagrams. Meanwhile, the definition of secondary data sources according to V. Wiratna Sujarweni (2014: 74) states that secondary data sources are data obtained from notes, books and magazines in the form of company published financial reports, government reports, articles, books as theories, magazines and etc. Based on the statements of the experts above, it can be concluded that secondary data is data that has been processed by another party to support primary data, where the data can be written results, graphics, photos or other results. Secondary data obtained by the author, among others, comes from books, tables, diagrams that explain the research topic.

Method of Collecting Data

The data collection techniques used by the author in this research are:

Documentation The data obtained is secondary data obtained by documentation. Documentation, namely data collection by recording data related to the problem to be studied from documents

Literature Study (Library Research) Library research is carried out as an effort to obtain theoretical data as a comparison with the research data obtained. This data can be obtained from literature, lecture notes and other writings related to this research.

Internet Research (Online Research). In this case, the author as a researcher also uses internet media to search for information in the form of theory and data to support the research to be carried out.

Population

The definition of population according to Nanang Martono (2015:370) is that population is all objects or subjects that are in an area and meet certain requirements related to the researcher's problem. The population in this study includes visitors/tourists.

Sample

Sampling techniques can basically be grouped into two, namely Probabilistic Sampling and Nonprobability Sampling. The sampling technique

used in this research is Nonprobability Sampling. According to Sugiyono (2017:84) Nonprobability Sampling is a sampling technique that does not provide equal opportunities and opportunities for each element or member of the population to be selected as a sample. In this study, 54 respondents were sampled who were tourists who visited and had previously accessed information on the Pearung Geosite Sipinsur village from various digital media.

Data Analysis Techniques

In this research the author used descriptive data analysis techniques. The word descriptive comes from the English verb, namely to describe, which means "to describe". So descriptive techniques are data analysis techniques that aim to describe something. Descriptive is a data analysis technique that is relatively widely used, such as to measure market potential, consumer perceptions, describe consumer behavior patterns, determine distribution locations or determine consumer satisfaction with a product.

RESEARCH RESULT

Respondent Characteristics

The samples from this research were visitors who visited the Sipinsur Geosite and had accessed information via digital media. The sample taken was 50 respondents, the data obtained regarding the respondents could be classified as follows

a) Respondents According to Gender

Table 2. Characteristics of Respondents Based on Gender

Gender	Amount	Percentage (%)
Man	24	48
Woman	26	52
Total	50	100%

Source: Primary data processed (2024)

From the table it can be seen that there were 24 male respondents or 48% and 26 female respondents or 52%. This illustrates that when distributing the questionnaire the number of respondents who were able to complete the questionnaire were more female.

b) Respondents According to Age

Table 3. Characteristics of Respondents Based on Age

Age (Years)	Amount	Percentage
15-25 Years	14	28%
25-35 Years	22	44%
35-45 years old	10	20%
>45	4	8%
Total	50	100%

Source: Researcher's preparation, 2024

From the table above, it can be seen that the largest number of respondents were between the ages of 25-35 years, 22 people or 44%, followed by respondents aged 15-25 years, 14 people or 28%.

Tabel 4. Respondents by Occupation Characteristics of Respondents by Occupation

Level education	Amount	Percentage
Student	8	13.33%
Student	12	23.33%
Employees/ Employees	30	53.33%
Total	50	100%

Source: Researcher's preparation, 2024

Descriptive Analysis Results

Validity Test

Validity is a measure that shows the level of validity or authenticity of an instrument. An instrument is declared valid if it has a correlation coefficient greater than r table ($r_{count} > r_{table}$) and conversely, a statement item is declared invalid/invalid if the correlation coefficient is less than the r table value. In this research, the number of samples used to test validity was 50 respondents. Based on the r product moment table, the r table value is 0.279. The instrument is declared valid if the significance value is less than 0.05 (<0.05) and the correlation value is greater than 0.279 (>0.279). The results of the validity test can be seen in the following table:

Table 5. Validity Test Results

Variable	Items	Rcount	Table	Validity
Digital Marketing Strategy	X1.1	0.635	0.279	Valid
	X1.2	0.803		Valid
	X1.3	0.502		Valid
Online Campaign	X2.1	0.382	0.279	Valid
	X2.2	0.400		Valid
	X2.3	0.669		Valid
	X2.4	0.358		Valid
	X2.5	0.506		Valid

Based on the table above, it is found that all digital marketing strategy and online campaign variable instruments have Rcount values greater than Rtable ($R_{count} > 0.279$) so that the entire instrument is declared valid and can be used in data collection.

Reliability Test

Reliability refers to an understanding that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good

enough. A reliable instrument means that the instrument is quite capable of revealing reliable data (Arikunto, 2014: 222). A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time. An instrument is said to be reliable if it has a reliability coefficient of 0.60 or more. The results of the reliability test can be seen in the table below:

Table 6. Reability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.788	6

Based on the table above, it is found that all research items have a Cronbach alpha value greater than the reliability coefficient (> 0.60) so that the entire instrument is declared reliable and can be used as a data collection instrument.

Descriptive Statistical Data Analysis

Descriptive analysis is used to describe the object under study by looking at the respondent's level of agreement with all questionnaire items distributed to make conclusions that apply to the general public (Sugiyono, 2017). The questionnaire distributed in this research was 50 respondents with the sample criteria used being tourists or visitors who had visited the Pearung tourist village.

Descriptive analysis of Digital Marketing Strategy

Digital marketing is a modern marketing approach that uses online platforms and information technology to introduce, expand and optimize sales of company products or services. With digital marketing, companies can reach a wider audience, strengthen brand awareness, and identify new market opportunities that were previously difficult to access due to geographic limitations and traditional communications. To understand the dimensions and indicators involved in digital marketing, we need to look at it from various perspectives.

a. Social media

Social media is a digital platform that allows users to interact, share content and connect with others online. It includes various websites and applications that facilitate communication between individuals, groups, and organizations. Social media is also often used as a tool to get the latest news and information, build social networks, promote businesses or brands, and participate in discussions and communities based on certain interests or topics. One medium for conducting digital marketing is through social media such as Facebook, Instagram and TikTok. Based on the research results, researchers were able to find several accounts, groups and fanpages that presented tourism in the Pearung Tourism Village, including the Pearung Sipinsur Tourism Village group on Facebook. This group has 87 members but

the last post was on November 22 2023. The following is a view of the Facebook and Instagram accounts of Pearung Sipinsur Tourism Village

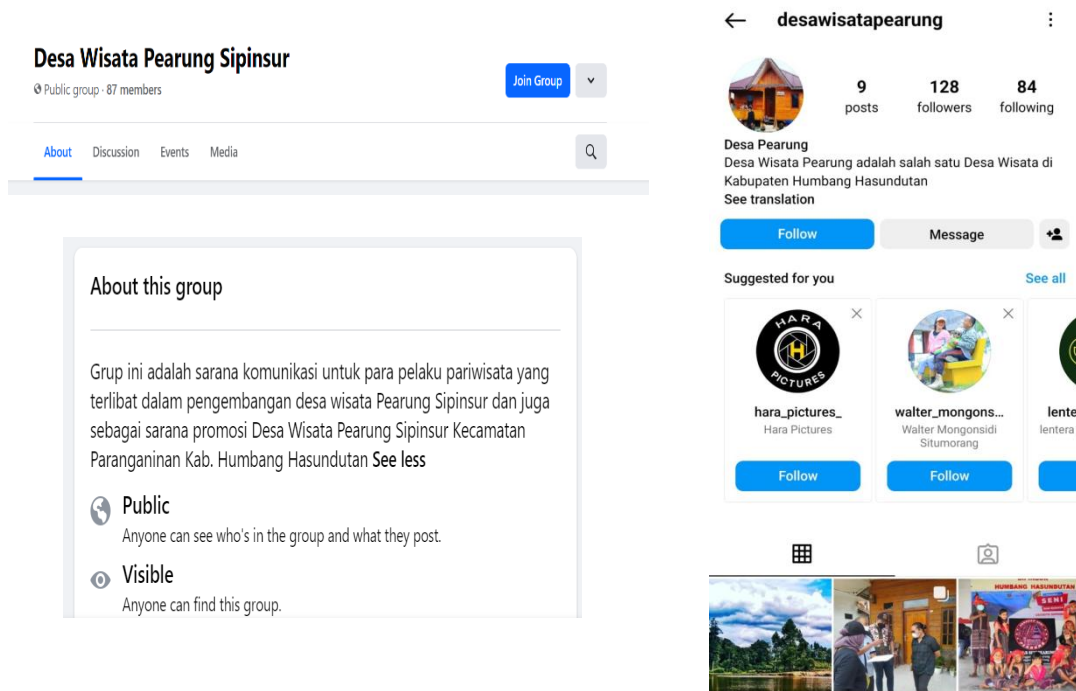


Figure 2. Social Media Sipinsur

To find out the results of respondents' responses regarding promotions via social media that make people or visitors choose to vacation at this place, you can see the descriptive test table below:

Table 7. Respondents' descriptive test table regarding promotion via social media

Indicator	Mean	Criteria
Social media	2,4	Not good

Source: Processed Data, 2024

Analysis of the data that has been presented shows that tourists are dissatisfied with the information provided through Pearung Tourism Village social media. They argued that the content presented was not complete or in-depth enough to provide a comprehensive picture of tourist attractions in the area. This highlights the importance of improving the quality and diversity of information presented via social media platforms, so as to better meet the needs and expectations of tourists.

b. Website

Websites have a very important role in digital marketing of Pearung Hambahas Tourism Village. As an information center and online representation of tourism destinations, this website not only functions as a platform to promote various tourist attractions, but also as the main source of information

for potential tourists. With an attractive design and informative content, the Pearung Tourism Village website in the district. Humbahas can build a strong image and attract the interest of potential visitors. Through this website, the latest information about events, attractions, accommodation and activities in tourist villages can be easily accessed by prospective tourists, making it easier for them to plan and experience memorable tourism experiences.

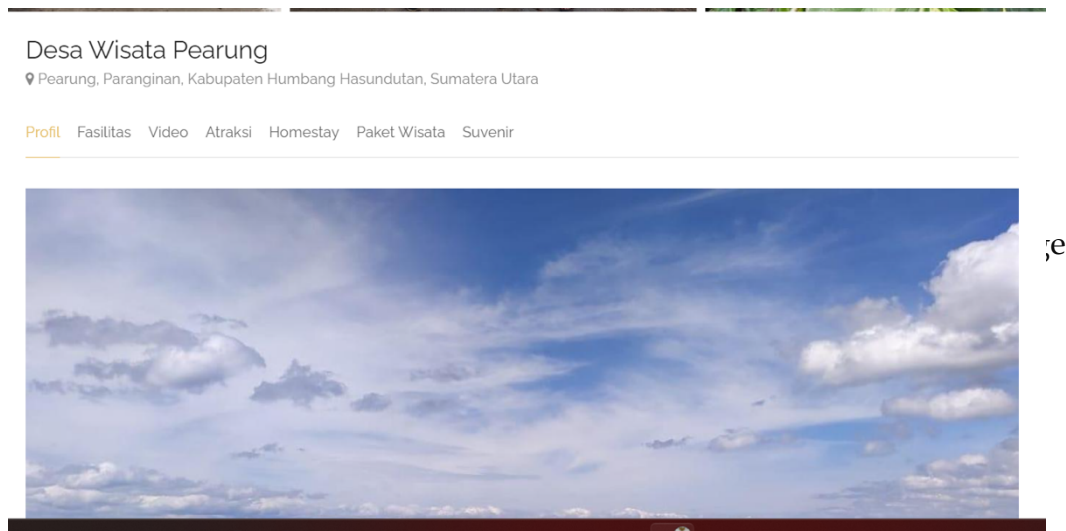


Figure 3. Pearung Tourism Village Website

Promotions via websites that make people or visitors choose to vacation at this place, you can see the descriptive test table below:

Table 8. Respondents' descriptive test table regarding promotion via website

Indicator	Mean	Criteria
Website	2.72	Pretty good

Source: Processed Data, 2024

Referring to the table presented above, shows thatThe website or site regarding Pearung Tourism Village is considered quite good in providing the information needed by tourists before they decide to visit this tourist attraction. By providing informative and in-depth content about attractions, accommodation, activities and facilities at Pearung Tourism Village, this site allows tourists to gain a comprehensive understanding of what they can expect during their visit. From location maps and directions to previous visitor reviews and interesting photo galleries, this site offers valuable resources for travelers to plan their trip well and maximize their experience at Pearung Tourism Village.

c. Influencers

Collaboration with influencers in promoting Pearung Tourism Village is an effective strategy to increase the visibility and attractiveness of this destination among social media users. By using the power and reach of influencers who have a large and engaged follower base, promotion of Pearung Tourism Village

can reach a wider audience and build strong interest in visiting the destination. Based on research by researchers, no use of influencers has been found to promote the Pearung tourist village.

To find out the results of respondents' responses regarding promotions using influencers that make people or visitors choose to vacation in this place, you can see the descriptive test table below:

Table 9. Respondents' descriptive test table regarding promotions using influencers

Indicator	Mean	Criteria
Influencers	3.22	Pretty good

Source: Processed Data, 2024

Referring to the table presented above, it shows that from the five variable indicators it can be seen that the mean value of each indicator that received the highest response is the Influencer indicator with a mean value of 3.22 which can be interpreted as meaning that the use of influencers is felt to attract interest. tourists to come to visit the Pearung tourist village. By leveraging the influence and credibility of influencers who have a wide reach on social media, the Pearung Tourism Village promotional campaign can reach a wider audience, attract their attention, and build a strong interest in exploring this destination. Through authentic and inspiring content shared by influencers, opportunities to increase brand awareness, motivate travel, and encourage participation in tourism activities in Pearung Tourism Village can be significantly increased.

Normality Test

The normality test aims to test whether in a regression model, the independent variable and dependent variable, or both have a normal distribution or not. The graphic method normality test uses a normal probability plot, while the statistical method normality test uses the one sample Kolmogorov Smirnov Test at an alpha of 5%. If the significance value of the Kolmogorov-Smirnov test is greater than 0.05, it means the data is normal.

Table 10. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		83
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.23953772
Most Extreme Differences	Absolute	,070
	Positive	,037
	Negative	-.070
Statistical Tests		,070
Asymp. Sig. (2-tailed)		,200c,d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Researcher's preparation, 2024

Based on the data table above, it can be seen that the value *Asymp Sig. (2-tailed)* is $0.200 > 0.05$. From the findings above, when compared with the normality test requirements, namely if $\text{sig-p} > \text{sig-}\alpha$ (0.05) or normal value < 0.05 , it can be concluded that the entire research population comes from normally distributed data and each variable has a relationship. which is significant.

Linearity Test

The linearity test is intended to determine whether there is a linear relationship between the dependent variable and each independent variable to be tested. The results of data processing using SPSS show the results in the following table.

Table 11. Linearity Test Results for Digital Marketing Strategies and Online Campaigns

			Sum of Squares	df	Mean Square	F	Sig.
Performance* Leadership	Between Groups	(Combined)	1014,875	21	48,327	17,942	,000
		Linearity	897,297	1	897,297	333,130	,000
		Deviation from Linearity	117,578	20	5,879	2,183	,010
	Within Groups		164,306	61	2,694		
	Total		1179,181	82			

Source: SPSS 2024 Data Processing Results

Based on the linearity test results table above, it is known that the linearity significance value of all independent variables has a value smaller than 0.05 ($\text{Linearity} < 0.05$). Based on this, it can be assumed that digital marketing strategy variables have a linear relationship with online campaign variables.

Correlation Test

The correlation test is a statistical method used to determine how strong the relationship is between two variables. This method measures the direction and strength of the relationship between these variables. One correlation coefficient that is often used is the Pearson correlation coefficient, which measures the linear relationship between two variables. The results of data processing using SPSS show the results in the following table.

Table 12. Correlation Correlations

		StrategyPD	Online Campaign
StrategyPD	Pearson Correlation	1	,822**
	Sig. (2-tailed)		,001
	N	50	50
Online Campaign	Pearson Correlation	,822**	1
	Sig. (2-tailed)	,001	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the output above, a correlation coefficient value of $0.822 > 0.361$ is obtained. This means that the digital marketing strategy and online campaign variables have a very strong significant relationship.

Coefficient of Determination (R²)

To see how much the leadership and organizational commitment variables contribute to motivation, you can look at the coefficient of determination (R²) value in the following table:

Table 13. Coefficient of Determination

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897a	,804	,799	2,584
a. Predictors: (Constant), Digital Marketing Strategy				
b. Dependent Variable: Online Campaign				

Source: SPSS 2024 Data Processing Results

Based on table 4.7, the magnitude of the value can be seen coefficient of determination value (adjusted R square) of 8.04 or 80.4%. This shows that digital marketing strategies can explain online campaigns by 80.4%. the remaining 19.6% (100% - 80.4%) is explained by other variables outside this research model.

Simple Linear Regression Test Results

The purpose of simple linear regression analysis is to measure the intensity of the relationship between two variables and make an approximate prediction of the value of Y over X.

Table 14. Simple Linear Regression Test Results Coefficientsa

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	3,073	11,743		,262	,799
	PD Strategy	1,061	,155	,908	6,859	,000

a. Dependent Variable: Online Campaign

From the output results above it is known that the constant value is 3.073 and the regression coefficient value is 1.061, so the regression equation can be written: $Y = 3.073 + 1.061 = 0$ then the Y value is 3.073. The regression coefficient of 1.061 states that for every additional unit of variable X, the value of Y increases by 1.061.

Partial t-Test

Partial Test (t Test) The t test is used to determine whether the independent variables partially have a real effect on the dependent variable or not. The degree of significance used is 0.05. If the significant value is smaller than the degree of confidence then the alternative hypothesis is accepted, which states that an independent variable partially influences the dependent variable. The output of SPSS test results is as follows:

Table 15. Partial t-test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,073	11,743		,262	,799
	StrategyP D	1,061	,155	,908	6,859	,000

a. Dependent Variable: Online Campaign

From the output results of the t value above, carry out the following hypothesis testing materials:

Ha = The influence of Digital Marketing Strategy on Online Campaigns.

Ho = No Influence of St Marketing Strategy on Online Campaigns.

Conditions: Ha: accepted if t count > t table: Ho: rejected if t count < t table. Based on the t test above, it turns out that the calculated t > t table value is 6.859 > 2.009, so Ho is rejected and Ha is accepted. Thus, there is a significant influence between digital marketing strategies and online campaigns.

DISCUSSION

Online marketing or e-marketing is an integral part of e-commerce, with a focus on market players. Online marketing is the strategic process of creating, distributing, promoting and providing good prices and services to target markets via the internet or digital media. Online marketing communications and its new forms provide broader coverage, which can better disseminate advertising to a wider audience. Online

marketing strategies do not require the installation of large advertising media in strategic locations, and of course these media are expensive. By displaying interesting content and answering consumer curiosity, a product/service image can be built with high creativity. Through online marketing, brand development can be better than traditional marketing models.

From the results of the analysis and discussion described in the previous chapter So conclusions can be drawn as follows:

1. Description of the answers to the digital marketing strategy (e-marketing), the majority of respondents stated that the online marketing strategy carried out by the Pearung Geosite Sipinsur village was categorized as poor through social media (2.4). This can be seen from the interval scale being (1.81-2.60), and for the website category it shows the interval scale is at (2.72) which is quite good while the influencer category shows the interval scale (3.22) which is quite good also because it is at (2.61-3.40).
2. The results of the description of the answers from the online campaign were categorized as quite good. This can be seen from the respondents' answers. The total average score is 0.822, which is included in the interval with a very strong interpretation
3. The correlation coefficient between digital marketing strategies and online campaigns in the Pearung Geosite Sipinsur village is 0.822, this means that the online marketing strategy and the online campaign in the Pearung Geosite Sipinsur village show a strong relationship. Based on the calculation results, the coefficient of determination for digital marketing strategies has an effect of 8.04. This shows that the contribution/influence of online marketing strategies on visits to Pearung Geosite Sipinsur village is 80.4 (%), while the remainder (100%-80.4% = 19.6%) is influenced by other factors. The hypothesis in this research is that there is an influence of digital marketing strategies on the level of visits through online campaigns in the Pearung Geosite Sipinsur village. The regression coefficient of 3.073 states that for every additional unit of online marketing strategy, the level of visits to the village of Pearung Geosite Sipinsur 3.073 is 1.061 or in other words the equation is as follows: $Y = 3.073 + 1.061X$.

CONCLUSIONS AND RECOMMENDATIONS

Based on the conclusions obtained from the results of this research, the author suggests several things, namely: The government should monitor the development of clear digital facilities and infrastructure regarding tourist villages that exist, do not yet exist and even those that already exist but have not been utilized optimally, along with all tourism information attached to the ODTW. The government is also expected to not only focus on developing developing ODTW, but also look at potential ODTW. This digital marketing strategy through online campaigns is able to provide very important insight into promotional steps for the Sipinsur Geosite ODTW so that other tourist villages can also think about promotional steps through online campaigns

because it can increase the level of tourist visits and it is hoped that the use of promotional budgets can be reduced through digital marketing in this regard. and right on target. The results of this research can be used by the regional government or the Humbang Hasundutan Regency Tourism and Youth and Sports Department to compile a database of tourism development plans including tourist visit packages that can be optimized through the online campaign in question.

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