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## Video Branding as AISAS Mode's Digital Marketing Strategy for Hijau Daun Mangrove Ecotourism in Bawean Island

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### Abstract

Bawean Island is one of the islands included in the territorial area of East Java Province which has abundant natural tourism potential, one of which is Hijau Daun mangrove ecotourism which has an area of 60.9 hectares with 21 endemic (native) mangrove species. However, the tourism management community has not been able to massively and maximize digital technology to develop tourism potential by conducting extensive marketing by providing a complete and real picture so as to be able to attract tourists so that it will support the sustainable economy and welfare of the people of Bawean Island. This research aims to optimize digital-based tourism marketing through video and form a communication media group as a long arm for the sustainability of digital marketing. The important role of marketing using digital strategies can reach a very wide audience via the internet, and digital media can provide in-depth analysis of promotional performance and quickly respond and adapt other strategies based on data. The AISAS (attention, interest, search, action, and share) method of this model is used as an appropriate and efficient alternative to support video branding media for marketing the tourism sector, by knowing the process of consumers in making choices from the various choices offered, this model becomes a strategy effective approach to consumers. The key process of the AISAS model begins with Attention, that is, the consumer sees the ad for the first time, followed by Interest. Then consumers seek (search) deeper information, then travel (Action), then information or experiences are shared (Share) with others. The method used is descriptive qualitative with data collection techniques using documentation, interviews and questionnaires. The research subjects were the community and managers of Hijau Daun mangrove ecotourism. This research is expected to be able to provide good practices for Hijau Daun mangrove ecotourism and can be applied to other potential Tourism Villages.

**Keywords:** Local Government, Digital Marketing, Video Branding, Hijau Daun Mangrove Ecotourism

### Introduction

The island of Bawean, which is one of Indonesia's islands, is situated in the region of East Java Province's Gresik Regency. The Indonesian Archipelago's heartbeat, Bawean, is a tiny island that sits directly on the equator in the midst of the archipelago. Bawean Island appears to be a virgin girl always driven to better herself in order to overcome her sluggishness in the middle of the pace of progress brought about by the growth of regional autonomy. The potential of natural resources has therefore started to be rampantly activated. For instance, in agriculture, 6,043 ha of rice fields with an average yield of 3.5 tons per hectare are planted with rice. Cassava, sweet potatoes, soybean corn, peanuts, and other palawijaya are also available. Palm sugar, vegetables, bananas, durian, breadfruit, and red fruit are more produce items (Nashihah, dkk. 2023).

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Cob fish, grouper, kite fish, and benggol fish, which can be converted into pindang fish, are among the fish that are used as game in the fishing industry. Products made from pindang fish on the island of Bawean once enjoyed strong competition. So that this pindang fish product can enter the markets of important Javan cities like Surabaya, Jakarta, Bandung, and even enter Singapore's export market through the Tanjung Pinang port. Bawean pindang fish is made in the traditional manner, however there is no question about the quality. Fish from Bawean can live for up to two months. The fame that this Bawean pindang once enjoyed is now simply a depressing tale. Since the 1980s, Bawean Island's fish farming industry has struggled, and as a result, some business owners have shut their doors from ongoing losses (Nashihah *et al*, 2023).

Bawean Island is one of the islands located 130 kilometers to the north of Java Island with an area of approximately 200 square kilometers and a population of around 107,000 (Nashihah, 2021). Islands that are still included in the administrative area of East Java Province with abundant natural resource wealth, including; beaches, waterfalls, lakes, mountains, forests, nature reserves, and wildlife reserves as well as various tourist and cultural arts objects. Various kinds of natural potential exist, until now one of which has developed well on Bawean Island is Hijau Daun Ecotourism, namely a Mangrove Forest located in Daun Laut hamlet, Daun Village, Sangkapura sub-district.

At the beginning of the existence of this mangrove forest was a paddy field of the Daun Laut hamlet community which directly met the beach, there was only a small part of the mangrove area on the land and it was often cut down by the community to be used as firewood. Until 1998, around 43 hectares of paddy fields of the Daun Laut community experienced abrasion which hurt the community, they were unable to use the land for planting. In addition, Kusmana (2010) also explained that damage to mangrove ecosystems causes physical and biological damage to the coast, resulting in a decrease in the carrying capacity that threatens the sustainability of the coastal area system and the sustainability of coastal communities economically, socially, and environmentally.

Over time, public awareness began to grow about the importance of caring for mangrove forests to prevent further abrasion. They are moved to restore mangroves around the abrasive coast and also continue to provide education to the public about the importance of managing and caring for mangroves on the coast. As explained by (Granek *et al*, 2008) efforts to restore mangrove forests as the fulfillment of ecological, economic, and socio-cultural functions that can become a support for "life support systems" for the surrounding area. So in 2013 the Community Monitoring Group (Pokmaswas) " Hijau Daun " was formed by the head of Daun village, with Mr. Subhan as chairman.

From Pokmaswa's awareness, the Hijau Daun Mangrove Forest continues to grow and increase in area to reach 60.9 hectares with 21 endemic mangrove species from the island of Bawean. This development has made the Hijau Daun mangrove forest the only ecotourism on Bawean Island which provides mangrove conservation tourism experiences to the community and also various lines of educational institutions. Apart from protecting against abrasion, Hijau Daun mangroves also have a big impact on the surrounding community in terms of increasing the economic standard of the residents of Daun village. Apart from tourist visits, mangrove fruit, and leaves can also be processed into food, such as coffee, syrup, and chips. Local fishermen can also experience the benefits of the Hijau Daun mangroves which can also improve ecological ecosystems, they can cultivate shrimp, crabs, and various types of fish around the Hijau Daun mangroves.

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The huge potential generated by the Hijau Daun mangrove makes it a model village for other villages on the island of Bawean. Hijau Daun Mangrove is also a potential ecotourism object for Bawean Island to attract tourists from outside Bawean Island because ecotourism objects are a form of sustainable tourism as a strategy in combining preservation, education, tourism, economy, and utilizing local wisdom (Ghassani, 2020).

However, in realizing sustainable tourism that exists and is creative in the Hijau Daun mangrove ecotourism, it has not been optimally implemented. Because until now promotional activities have only been carried out using conventional methods in the form of word-of-mouth promotion. From the results of field observations and interviews with several people outside the island of Bawean, a response was generated stating that they did not know and know about the existence of Hijau Daun mangrove ecotourism due to the lack of massive promotion through digital media by the development of the current digital era.

The paratourism sector does not run alone in the economy of a region, it requires transportation infrastructure, telecommunications, electricity and clean water, in addition to the support of the trade sector as well as clothing, food and beverages, both domestically and abroad. Ecotourism development can be a model for the development of Small and Medium Enterprises (SMEs) and sustainable development. The characteristics of tourism services are multi-sectoral, containing strong interactions in the system consisting of economic, social and environmental sectors (Nugroho, 2015).

In the social aspect, tourism plays a role in the absorption of labor, the asperiation of art, the nation's traditions and culture, and the improvement of the nation's identity. In the environmental aspect, tourism, especially ecotourism, can raise tourism products and services such as the richness and uniqueness of nature and the sea, and effective tools for the preservation of the natural environment and traditional cultural arts (Nugroho, 2015). Especially for the role of developing natural tourism objects can provide benefits in the form of material results of tourism activities, also provide the following benefits: providing employment, increasing community income, increasing economic resources, improving the environment, increasing science and technology, increasing public awareness of natural resource conservation (Khoiriyah *et al*, 2020).

In connection with tourism development and the impact caused, that through tourism the government will try to increase the country's income or foreign exchange, with the flood of foreign tourists to regional tourist objects will also flow foreign exchange spent by these tourists (Windiarti, 1994). So in this study, a strategy is offered to achieve sustainable ecotourism objects by carrying out massive marketing or promotion based on digital branding with video destination branding by applying the AISAS marketing model (attention, interest, search, action, and share). This AISAS marketing model can be implemented quickly through the use of social media management as the main tool for promotion, using algorithms from social media which will greatly help accelerate promotional activities, given the increasing number of digital media users at this time.

Social Media is online media that supports social interaction, social media helps expand human social interaction by building branding and closeness to consumers. To be able to build the sustainability of this promotion strategy by forming a communication media group that contains village creative youth to innovate creatively in managing their promotional media, so that a promotion strategy is obtained through social media as a digital marketing booth (Kannan, 2017).

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## Methods

This study uses a qualitative descriptive method with a case study approach. Qualitative descriptive to explain the implementation of the workshop on strengthening sustainable creative tourism on Bawean Island and describe the response of the community or stakeholders to the AISAS Mode video branding as a Hijau Daun mangrove digital marketing strategy. This research was carried out for 6 months, from February to July 2023 with the research subjects being the Hijau Daun mangrove Tourism Awareness Group and village representatives in the Sangkapura District with a total of 34 people. Data collection techniques were carried out through observation, interviews, questionnaires, and documentation. The data analysis techniques used are; (1) Data reduction, namely condensing data obtained through observation, interviews, and documentation to highlight research points, (2) Descriptive data, namely summarizing data in the form of brief descriptions or graphs, and (3) Drawing conclusions/verification, which involves drawing conclusions and verification based on data reduction and data description (Sugiyono, 2014).

## Result and Discussion

Utilization of digital marketing using a video *destination branding* strategy is an appropriate and efficient alternative to be used as a marketing medium in the tourism sector. Building a *brand promotion* associated with the AISAS *marketing* strategy (*attention, interest, search, action, and share*) can help accelerate promotional activities and make an effective approach to tourists. The AISAS Model *marketing* strategy is a *consumption behavior* model initiated by Dentsu in 2004, which emerged after the rapid development of the digital world and the internet.

"In this model, the key process is Attention, in which the consumer first notices the product or advertisement, followed by Interest. After this, the consumer searches for information, and then makes a purchase (Action), after which information is Shared with others [www.dentsu.com](http://www.dentsu.com), accessed on 23 July 2023, at 08.13 WIB).

This model is used to find out how the consumer process determines his choice of decisions from the various choices offered. This model can also be used to approach consumers effectively by eroding the passive phase that exists in the *desire-memory-action* process to become *search-action-share*. This AISAS model can influence tourist decisions and create an active process that is carried out by tourists before and after the *action* phase by searching for information first or *searching* and sharing their experiences or *sharing* (Soraya *et al*, 2022). Likewise, with Oktimawati's explanation (Oktimawati, 2018), the AISAS Model has a partial positive and significant effect on *the attention, action, and share variables*. That is why the researcher offers to make an AISAS model branding video for the Hijau Daun mangrove ecotourism on Bawean Island. The process description of the AISAS model in the concept of video branding as a marketing strategy for Hijau Daun Mangrove Ecotourism is as follows:

### 1. Attention

Many things need to be considered and of course, there must be a different way of promotion, bearing in mind that the tourist segment for Hijau Daun Mangrove Ecotourism is a market segment for people who have a special interest in ecotourism and environmental preservation. So, at the *attention* stage, making video content must be interesting and of high quality so that it can get the attention of tourists. Then the branding video is distributed to various social media as the initial window for tourists to get more information. In this phase, the introduction that can be done is to introduce tourism objects to tourists. Initial things that can be

introduced include; promotion of tourist profiles, advantages of tourist attractions, choice of tour packages, as well as ease of accommodation and facilities. Using the AISAS video branding model and then spreading it through digital media will be able to accelerate marketing with a wide reach, which is relatively cheap and easy, as well as efficient.

Making a video for promotion will further increase the attention of tourists because tourists will find it easier to capture information through what they see on Instagram, TikTok, and YouTube, where most of the content is in the form of videos. Forming attention through video is the first step for tourists to continue to seek information in other media, continuing to provide information in an informative and creative manner through videos will provide knowledge to tourists and will further strengthen tourists' desire to travel and visit. This is the concept that will be created and realized in making the Hijau Daun mangrove ecotourism branding video.

Figure 1

The landscape of Hijau Daun Mangrove Ecotourism



Source [www.kosmediacreative.online](http://www.kosmediacreative.online), 2023

## 2. Interest

The *interest* stage is an important stage for building tourist trust and interest in tourist objects from video content that has been circulating. The video content is a communication tool to increase tourist interest in knowing and getting to know more about the Hijau Daun Mangrove Ecotourism attraction. Where the final result is expected to be able to generate great motivation and interest for tourists. Impressions of a tourist attraction promotional video will provide information and knowledge to tourists who can build a high *interest*, that *interest* is the process of building tourist confidence to visit immediately.

Using the AISAS video media model as a tool for promotion is a strategy that can trigger tourist interest in tourist attractions. A promotional video that is packaged into introductory content and a glimpse of a tourist attraction is an attractive reason for tourists because it displays a good tourist experience. Interesting, creative, and informative marketing packaging will certainly be very helpful to foster tourist interest in visiting, Packaging with a video will greatly support marketing and increase interest which will make tourists think that this cannot be missed. So, in the Hijau Daun mangrove ecotourism branding video concept, later it will insert points of interest, by showing how to display the facilities that characterize the tourist attraction.

Figure 2  
Mangrove Monitoring Tower Facilities



(Source [www.kosmediacreative.online](http://www.kosmediacreative.online), 2023)

Figure 3  
Jhukung boat facility (typical Bawean) to get around the mangrove river



(Source [www.kosmediacreative.online](http://www.kosmediacreative.online), 2023)

### 3. Search

When tourists see the Hijau Daun mangrove ecotourism promotional video, tourists will continue to search for further and deeper information about very interesting things related to tourist objects so that tourists will decide to visit based on the information obtained. In this case, the introduction and marketing through digital media with creative content will help tourists get to know those who know about tourist objects. The use of video promotion branding media will have a big impact on tourists because they can feel what is in the tourist attraction before they leave and feel it for themselves, this is what will help arouse the courage and desire of tourists to be able to experience it for themselves immediately.

Tourists will always look for information through digital media, such as Instagram, TikTok, YouTube, or the local government's official website to meet their information needs and adjust their travel agenda. In general, tourists will look for information or carry out search activities on

interesting objects, sights, services, facilities, and access to transportation-related to the tour. Thus, the management of tourism object marketing in the form of creative, innovative, and informative videos can answer all tourist questions to make it easier for tourists. So that tourists will not hesitate to decide to take the tour.

Figure 4.

### Hijau Daun Mangrove Instagram Social Media

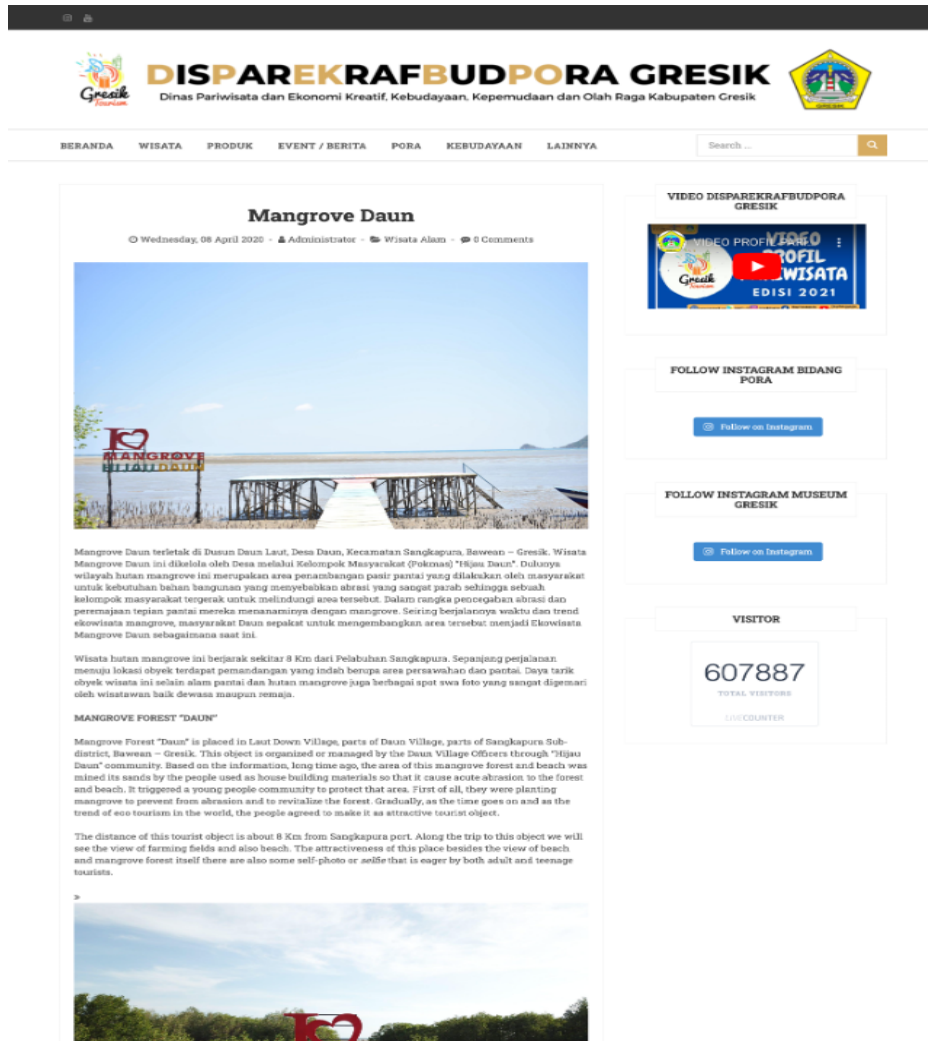


(Source: Personal documentation, 2023)

This image is captured from official social media which is managed directly by the Hijau Daun Mangrove Pokmaswas. Instagram social media management has been carried out since 2019 until now. Prospective tourists can find information about Hijau Daun mangroves from this Instagram account, but in management it is still not attractive to be used as promotional media because the management system and management are still not organized.

Figure 5

Source of information on the official website of the Gresik Tourism Office



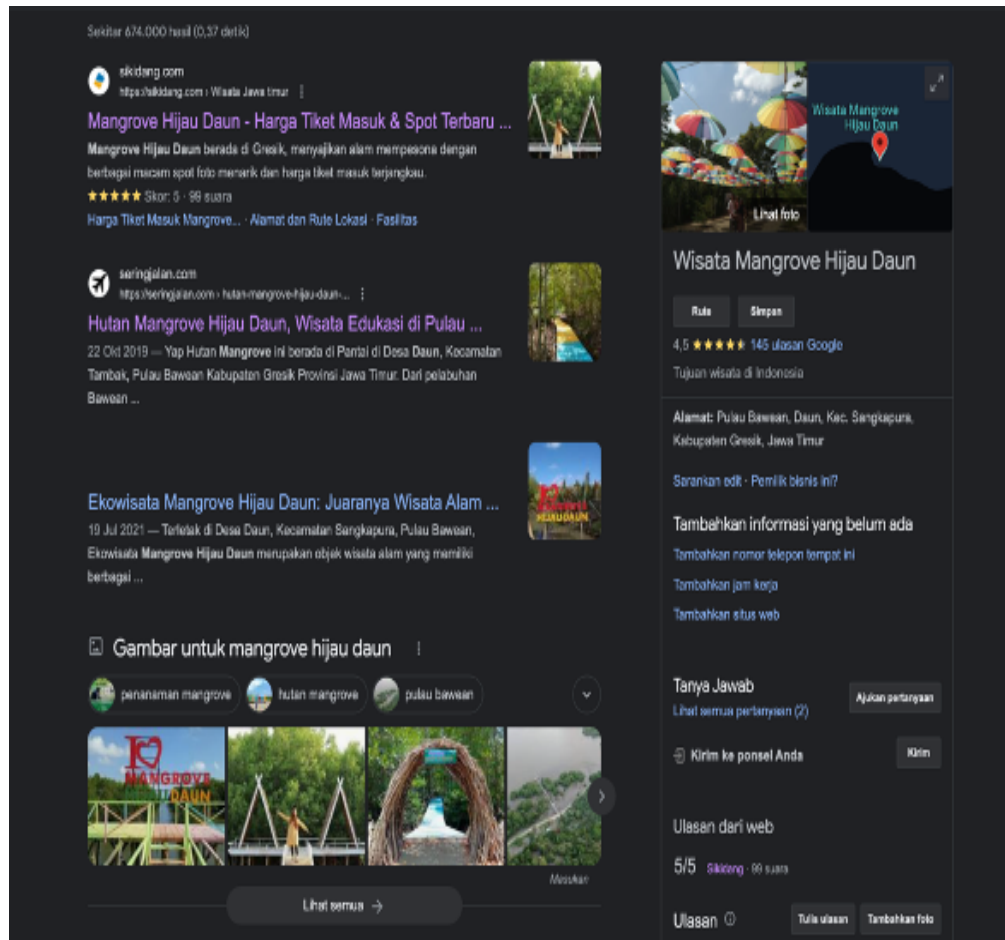
Source: Personal documentation, 2023

The following picture is captured from the official website of the Gresik Regency Tourism Office, on this official website potential tourists will explore and find information about Hijau Daun mangroves. However, on this website there is still very little information that can be found about green leaf mangroves, and there is only brief information and only two articles published on this website.



Figure 6

Hijau Daun Mangrove Ecotourism Search via Google



Source: Personal documentation, 2023

In this capture image taken from a Google search, in Google searches there have been quite a lot of responses from users. In the search data, there are quite a lot of articles explaining Hijau Daun mangrove. However, for articles from the official local government website they are not yet visible, this is a problem because all the detailed information should be provided by the local government with top searches to minimize misinformation.

#### 4. Action

Marketing media through digital media on various creative and innovative platforms using *promotional branding* video content will lead to *action* from tourists who visit and experience first-hand what they have seen from the promotional video content. In this action, tourists will buy tickets and travel. It is in this phase that tourists will prove all the information that has been obtained before by experiencing the real service and quality of the tourist object so in this section there will also be interactions between tourists and tourism actors.

The decision of tourists to visit tourist attractions is based on information from digital media and video *branding promotion* for Hijau Daun Mangrove Ecotourism through consideration of the interest that arises from feelings when viewing video content. Tourists will take actions and interactions when at tourist sites, where this is the effect of the AISAS video branding model which is used as a marketing strategy that has been created and disseminated in digital media. In

Hijau Daun Mangrove Ecotourism, tourists can take action and interact with various types of mangrove trees, and the facilities provided, see various animals that also live in the ecosystem of the Hijau Daun mangrove area.

### 5. Share

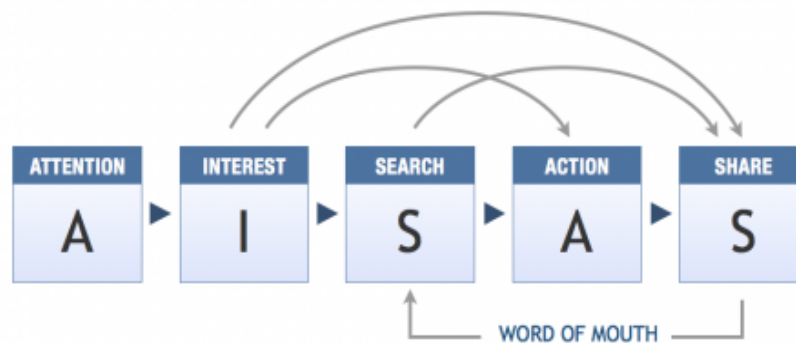
Having the opportunity to *share* on social media will make tourists interested in doing similar things by telling and sharing their experiences with people using a photo, video, or a story on their social media. Sharing experiences can turn out to be a tool for further interaction with other people and inform them about what they have seen, felt, and experienced so that similar interests will arise for others.

"Consumers will share and influence other consumers initiatively after they come into contact with the product or the service information and buy it. In this process, consumers go through five steps: attention, interest, search, action, and share."

A tourist will likely share his experience and how to get to know this tourist attraction by sharing a *promotional branding* video that has been promoted before. So that This marketing connection and achievement will make a tourism destination, especially in the Hijau Daun Mangrove Ecotourism successful. The impact of implementing AISAS Mode in marketing communications for Hijau Daun Mangrove Ecotourism is very large, especially in *the search, action, and share* phase where tourists play an active role and are proud to do this.

Figure 7

Online Consumer Behavior



Source: www.dentsu.com, 2023

The image is taken from the dentsu website, which explains the flow of online consumer behavior in the AISAS model. In this picture, the interaction from Interest can be directly on the Action or just share it. Then on Search, consumers can immediately just share without having to take action. This indicates that the use of internet media for promotion with video media is very effective, because it has the potential to be disseminated by Share, also without realizing that word of mouth promotional behavior also occurs.

### Formation of Communication Media Group and its Functions

The workshop on strengthening sustainable creative tourism on Bawean Island was divided into 2 sessions. The first session was filled by Andreas Syah Pahlevi who explained about strengthening sustainable creative tourism, where the point of this discussion was to encourage Community Monitoring Groups (Pokmaswas) and the people in Sangkapura District to be able

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to advance tourism potential with creative and sustainable ideas. Because the tourism sector is one of the economic potentials that needs to be developed to improve people's welfare and regional development.

The concept of tourism includes empowerment efforts, tourism businesses, tourist objects and attractions as well as various activities and types of tourism businesses in improving relations with the community to improve the welfare of the people around the tourist objects. Tourism as part of economic development has the objective of expanding and equalizing business opportunities, employment, and social welfare. The welfare in question is a state of security, peace, and prosperity. So the meaning of welfare is a person who in his life is free from poverty, stupidity, fear, and worry so that his life is safe and peaceful both physically and mentally (Fahrudin, 2014). Tourism is the key to success in terms of increasing regional revenues, tourism plays a role in increasing a country's economy, both as a source of foreign exchange earnings and job creation. The tourism sector will assist the process of regional development and development as a source of regional income.

The development and construction of the tourism sector must pay attention to the ability to encourage and enhance economic, social, and cultural life, values in society, aspects of cultural sustainability and environmental quality as well as the sustainability of the tourism business itself. Therefore, in the second session of the workshop, Durratun Nashihah delivered material on strengthening creative tourism stakeholders. Because the tourism sector is a sector that focuses on services and services, the aspect of Human Resources (HR) or stakeholders is the key to creating tourism that is creative and satisfies the service users.

In this case, stakeholders are expected to be able to carry out their roles properly and by the times and technology so that managed tourism can continue to exist so that people's welfare which is the main vision can be obtained. Given the rapid development of technology, one of the things that has the potential to be done is to promote tourism through social media which must be carried out by Community Monitoring Groups (Pokmaswas) or the community that manages tourism. After the implementation of this workshop, a communication media group was formed which has the main task of producing content in the form of photos and videos for tourism promotion so that it is known by the wider community.

The formation of a communication media group originating from the Community Monitoring Group (Pokmaswas) managing tourism is very important, because according to Ekanayake and Aubrey, promoting tourism potential is a powerful strategy in boosting the regional economy (Widiana, dkk. 2016). Through digital media managed by communication media groups, it makes it easier for people to interact intensely even though they are far away, increase reach and visibility, create relevant content according to public enthusiasm, collaborate with potential customers or tourists, and be able to measure and analyze visits with better. By forming an effective communication media group, it will help the marketing and sustainability of the tourism sector as a whole.

Figure 8  
Communication Media Group Functions



Source: Processed by Author, 2023

In this picture is an explanation chart about the process in forming a media group to continue tourism branding and promotion activities. This chart explains step by step for controlling in monitoring the formation of media groups, it is hoped that this media group can continue and innovate in carrying out promotions through various social media and also oversee the system of information sources related to tourism.

## Conclusion

The existence of the Aisas Mode video branding as a digital marketing strategy and the formation of social media groups from the community who are members of Pokmaswas are efforts to realize Hijau Daun mangrove ecotourism that is sustainable and able to have a positive impact on society in the form of increasing welfare. Communities must be able to adapt to technology to accelerate promotional activities and introduce the potential of Hijau Daun mangroves to a wider audience. This research can be a model for other ecotourism and more perfect in its implementation.

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