

THE EFFECTIVENESS OF DIGITAL CONTENT MARKETING STRATEGY, COMMUNITY PARTICIPATION, AND TOURIST SATISFACTION ON PROMOTION IMPROVEMENT IN BAHBOLON HUTABAYU TOURISM VILLAGE

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Article Info	Abstract
Keywords: Digital Content Marketing, Community Participation, Tourist Satisfaction, Tourism Promotion, Bahbolon Hutabayu Tourism Village. Received: November 11, 2025 Approved: April 17, 2026 Published: May 29, 2026	This study aims to analyze the influence of digital content marketing, community participation, and tourist satisfaction on tourism promotion improvement Bahbolon Hutabayu Tourism Village, Bartong Village, Sipispis District, Serdang Bedagai Regency, North Sumatra, Indonesia. The background of this research is based on the fact that Bahbolon Hutabayu Tourism Village has considerable tourism potential, yet its promotional performance remains suboptimal despite increasing digital tourism trends. This study applies a quantitative approach by distributing questionnaires to 50 tourist respondents visiting the destination. Data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression with SPSS 22. The findings indicate that partially, digital content marketing and tourist satisfaction significantly influence promotion improvement, while community participation has no significant partial effect. Simultaneously, all independent variables significantly affect promotion improvement with an Adjusted R² value of 0.600. The contribution of this study lies in enriching empirical studies on tourism village promotion by integrating digital marketing, community participation, and tourist satisfaction variables within the context of a rural tourism destination in North Sumatra, which remains limited in previous tourism promotion research. Practically, the findings provide strategic recommendations for tourism village managers in designing more effective promotional strategies. Future studies are recommended to expand research by involving larger samples, additional variables such as destination image and service quality, and comparative studies across different tourism villages to strengthen generalizability

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INTRODUCTION

Tourism is now not only seen as an entertainment sector, but has become one of the driving forces of regional development. Its role is very significant because it can boost the community's economy, expand employment opportunities, and strengthen local cultural identity. One of the community-based tourism development strategies that is increasingly being developed today is the tourist village. Tourist villages not only offer natural attractions, but also a combination of culture, tradition, and direct community involvement, making them authentic and sustainable destinations.

One of the tourist villages in Indonesia, Bahbolon Hutabayu Tourist Village, has great potential to develop as one of the leading tourist attractions in North Sumatra. The natural and cultural potential of this village can be a strong asset to attract tourists. However, this potential has not been optimally exposed due to limited promotional strategies. In the context of increasingly fierce competition among destinations, proper and sustainable promotion management is key to expanding market reach and increasing the attractiveness of destinations.

In today's digital era, digital content marketing has proven to be one of the most effective strategies for promoting tourist destinations. Through social media, websites, and creative visual content, tourist villages can reach a wider audience at a relatively low cost. The advantage of this strategy lies not only in the dissemination of information, but also in its ability to shape a positive image of the destination and encourage two-way interaction with potential tourists. However, digital strategies can lose their effectiveness if they are not supported by internal factors, namely community participation.

Community participation is also an important part of tourism village management. The active involvement of residents in creating attractions, providing services, and acting as promotional ambassadors will build a sense of belonging. Without community participation, tourism village development tends to be top-down and unsustainable. Therefore, the success of destination promotion depends heavily on the extent to which the local community is involved in the overall management process.

In addition, tourist satisfaction is also a crucial variable that should not be overlooked. Satisfied tourists are more likely to return, give positive recommendations, and share their experiences on social media. Word of mouth promotion has a strong influence because it comes from direct experience and is considered more credible than formal promotion. In other words, tourist satisfaction can have a multiplier effect on destination promotion.

Considering the interrelationship between these three aspects—digital content marketing, community participation, and tourist satisfaction—it is important to conduct research to test their effectiveness in promoting Bahbolon Hutabayu Tourism Village. This research is urgent not only from an academic perspective, namely to enrich studies on digital and participatory destination promotion, but also from a practical perspective.

Thus, this research is not only useful as academic material, but also has real applied value in supporting the development of Bahbolon Hutabayu Tourism Village as a leading destination in North Sumatra and strengthening the competitiveness of community-based tourism in a sustainable manner.

Although previous studies have widely examined digital marketing, community participation, and tourist satisfaction in tourism development, limited research has specifically integrated these three variables simultaneously in the context of tourism village promotion, particularly in rural tourism destinations in North Sumatra. Therefore, this study contributes theoretically by expanding the empirical discussion regarding integrated tourism promotion models in tourism villages. Practically, this research provides recommendations for destination managers regarding the prioritization of digital-based promotional strategies and visitor experience improvement as key instruments in strengthening tourism village competitiveness.

METHODS

Research Approach

This research stems from the main problem in Bahbolon Hutabayu Tourism Village, namely the suboptimal promotion of tourism despite its great natural and cultural potential. From this problem, a research question was formulated regarding the extent to which digital content marketing, community participation, and tourist satisfaction influence the improvement of promotion.

To answer these questions, a quantitative approach was used by distributing questionnaires to tourists. The variables examined were digital content marketing (X_1), community participation (X_2), tourist satisfaction (X_3), and promotion improvement (Y). The data obtained were analyzed using multiple linear regression techniques to examine the influence of each variable partially and simultaneously.

The analysis results were then interpreted based on previous theories and research, resulting in conclusions that answer the research questions and provide recommendations that are useful for the development of Bahbolon Hutabayu Tourism Village and academic studies in the field of tourism.

Research Object

The objects in this study are tourists who visited during the research period and the local community involved in the management of Bahbolon Hutabayu Tourism Village. Tourists were chosen because they can provide a real picture of the satisfaction and effectiveness of the promotion received, while the local community is positioned as the party that plays a direct role in creating attractions, providing services, and promoting tourism villages.

Population and Sampling

According to Nanang Martono (2015) in (Suryani et al., n.d.), population is the totality of objects or subjects located in a certain area and fulfilling certain requirements related to the research problem.

Population and Sampling In this study, the population consisted of all tourists who visited Bahbolon Hutabayu Tourism Village during the research period. Because the population was large and it was not possible to study the entire population, the researcher used sampling techniques to select a portion of the population as respondents.

A sample is simply defined as a part of a population that becomes the actual source of data in a study. In other words, a sample is a part of a population that represents the entire population (Amin et al., 2023). According to (Sugiyono, 2019) in (Mardhiyah et al., 2025) Non-Probability Sampling: A technique that does not give equal opportunity for each element of the population to be selected. Examples include purposive sampling, snowball sampling, and convenience sampling, which are commonly used in qualitative research

The sampling method chosen was non-probability sampling with an accidental sampling approach, whereby respondents were taken from tourists who were coincidentally encountered at the research location and were willing to fill out the questionnaire. This technique was considered appropriate because the flow of tourist arrivals was uncertain and it was difficult to compile a complete population list.

The sample size was determined using the Slovin formula with an error rate (e) of 10%. Based on the estimated number of tourist visits during the research period, 50 respondents were obtained. This number was considered adequate to represent the tourist population and analyze the relationship between the research variables, namely digital content marketing (X₁), community participation (X₂), tourist satisfaction (X₃), and increased promotion (Y).

Data Collection Techniques

In this study, data was collected through several complementary techniques so that the results obtained were more accurate and comprehensive.

Observation: The researcher conducted direct observations during the Field Project Study period in Bahbolon Hutabayu Tourism Village to observe conditions in the field, various tourism activities, the level of community involvement, and the forms of promotion that had been carried out, both digitally and conventionally. These observations provided a real picture of the situation at the research location.

Interviews: In-depth interviews were conducted with various parties directly involved, such as tourism village managers, members of the Tourism Awareness Group (Pokdarwis), and a number of tourists. Through these interviews, the researchers sought to obtain more detailed information about the forms of community involvement, tourists' experiences during their visits, and their perceptions of the promotional strategies implemented in the tourism village.

Literature Review

The literature review in this study was conducted by examining various relevant literature related to the variables studied. Digital Content Marketing (X₁) is understood as the practice of promoting and advertising products, services, or brands through various digital channels and technologies. These channels can include search engines, social media platforms, email, websites, mobile applications, and other digital media. This is in line with research (Permatasari & Rasyid, 2025).

Furthermore, Community Participation (X₂) according to Purmada (2013) in (Ira, 2019) states that community-based tourism (CBT) is a concept of tourism management that

promotes active community participation, aims to provide prosperity while maintaining environmental quality, and protects social and cultural life.

Tourist Satisfaction (X_3) refers to the level of satisfaction felt by visitors regarding their overall travel experience. This includes various aspects, such as the services provided by the tourism industry, available facilities, the quality of attractions offered, environmental cleanliness, safety levels, and the quality of interaction between tourists and destination managers. Tourist satisfaction is a subjective post-purchase evaluation of a service and the experience gained during the travel process (Masiero, et al., 2017) in (Rumlus & Eviana, 2024).

Meanwhile, Promotion Enhancement (Y) can be understood as an effort to expand the reach of information and increase the attractiveness of the destination through various media, both digital and non-digital, to consumers, according to Kotler and Keller (2010) in (Moonik et al., 2023). Promotion is one of the means for companies to provide information, inform, and invite consumers politely, directly or indirectly, about the types of products they will market.

Operational Definition of Variables

Table 1 Operational Definition of Variable

No	Variable	Operational Definition	Indicators
1	Digital Content Marketing Strategy	Promotional communication strategies through digital media such as Instagram and websites help introduce Bahbolon Hutabayu Tourism Village to a wide audience.	1. Visual content quality 2. Post consistency 3. Visual appeal 4. Digital platform utilization 5. Audience interaction
2	Community Participation	Level of community involvement in both the management and promotion of tourism villages.	1. Involvement in planning 2. Involvement in implementation 3. Involvement in supervision 4. Contribution of ideas/innovations
3	Tourist Satisfaction	The level of conformity between tourists' expectations and their experiences at the destination.	1. Service as expected 2. Service as priced 3. Satisfaction with facilities 4. Satisfaction with service
4	Promotion Improvement	The success rate of tourist villages that are widely known and attract visitors.	1. Information dissemination 2. Attractiveness of promotional messages

No	Variable	Operational Definition	Indicators
			3. Effectiveness of promotional media (Instagram)
			4. Interest in repeat visits

Sources: Primary Data (2025)

Data Analysis Techniques

In this study, data collected through questionnaires were processed using a quantitative. Creswell explains that quantitative research is a method used to test certain theories by examining the relationships between variables (Siroj et al., 2024).

The analysis began with validity and reliability tests to ensure that each question in the questionnaire was valid and consistent. Next, a series of classical assumption tests were conducted, namely normality, multicollinearity, and heteroscedasticity tests, so that the regression model used met the analysis criteria. The main technique used was multiple linear regression to measure the effect of digital content marketing (X1), community participation (X2), and tourist satisfaction (X3) on promotion improvement (Y). The results of data processing were then further analyzed through the t-test to assess the partial effect of each variable, the F-test to test the simultaneous effect, and the coefficient of determination (R²) to determine the extent to which the independent variables could explain the dependent variables.

RESULT AND DISCUSSION

Research Results

1. Data Validity Test

a. Validity Test

If the calculated $r > \text{table } r$ or $\text{sig} < 0.05$, then the statement item is valid. If the calculated $r < \text{table } r$ or $\text{sig} > 0.05$, then the statement item is invalid.

Table 2 Validity Test Results

Variable	Indicators	calculated r	table r	Significant	α	Description
Digital Content Marketing (X1)	X1.1	0,765	0,2787	0,000	0,05	Valid
	X1.2	0,693	0,2787	0,000	0,05	Valid
	X1.3	0,816	0,2787	0,000	0,05	Valid
	X1.4	0,842	0,2787	0,000	0,05	Valid
	X1.5	0,869	0,2787	0,000	0,05	Valid
Community Participation (X2)	X2.1	0,425	0,2787	0,000	0,05	Valid
	X2.2	0,301	0,2787	0,000	0,05	Valid
	X2.3	0,373	0,2787	0,000	0,05	Valid
	X2.4	0,433	0,2787	0,000	0,05	Valid
	X2.5	0,444	0,2787	0,000	0,05	Valid
Tourist Satisfaction (X3)	X3.1	0,375	0,2787	0,000	0,05	Valid
	X3.2	0,465	0,2787	0,000	0,05	Valid
	X3.3	0,543	0,2787	0,000	0,05	Valid

Variable	Indicators	calculated r	table r	Significant	α	Description
Promotion Improvement	X3.4	0,563	0,2787	0,000	0,05	Valid
	X3.5	0,545	0,2787	0,000	0,05	Valid
	Y1	0,765	0,2787	0,000	0,05	Valid
	Y2	0,834	0,2787	0,000	0,05	Valid
	Y3	0,784	0,2787	0,000	0,05	Valid
	Y4	0,794	0,2787	0,000	0,05	Valid
	Y5	1,000	0,2787	0,000	0,05	Valid

Source: SPSS 22 data processing (2025)

The validity test results show that all statement items have a calculated r value > table r or sig < 0.05, so it can be concluded that all statement items are valid.

b. Reliability Test

If the Cronbach's alpha value is > 0.60, then the variable is reliable. If the Cronbach's alpha value is < 0.60, then the variable is unreliable.

Table 3 Reliability Test Results

Variable	Cronbach's Alpha	Standard	Description
Digital Content Marketing (X1)	0,857	0,6	Reliable
Community Participation (X2)	0,781	0,6	Reliable
Tourist Satisfaction (X3)	0,746	0,6	Reliable
Promotion Improvement (Y)	0,784	0,6	Reliable

Source: SPSS 22 data processing (2025)

The reliability test results show that all variables have a Cronbach's alpha value > 0.6, so it can be concluded that all variables are reliable.

2. Classical Assumption Test

a. Normality Test

If the sig value is > 0.05, then the data is normally distributed. If the sig value is < 0.05, then the data is not normally distributed.

Table 4 Normality Test Results

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
	n	50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.66508776
Most Extreme Differences	Absolute	.122
	Positive	.056
	Negative	-.122
Test Statistic		.122

Asymp. Sig. (2-tailed) .063^o

- Test distribution is Normal
- Calculated from data
- Lilliefors Significance Correction

Source: SPSS 22 data processing (2025)

b. Multicollinearity Test

If the tolerance value is > 0.10 or the VIF value is < 10 , then it passes the multicollinearity test. If the tolerance value is < 0.10 or the VIF value is > 10 , then it does not pass the multicollinearity test.

Table 5 Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistic	
	Model	Tolerance	VIF
1	X1	.692	1.446
	X2	.765	1.308
	X3	.681	1.469

Dependent Variable: Y

Source: SPSS 22 data processing (2025)

The multicollinearity test results show that all variables have a tolerance value > 0.10 or a VIF value < 10 , so it can be concluded that there are no symptoms of multicollinearity or that the multicollinearity test has been passed.

c. Heteroscedasticity Test

If the sig value is > 0.05 , then it passes the heteroscedasticity test. If the sig value is < 0.05 , then it does not pass the heteroscedasticity test.

Table 6 Heteroscedasticity Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.402	1.238		.841	.405
	X1	.030	.061	.087	.495	.623
	X2	.086	.228	.063	.377	.708
	X3	-.164	.281	-.104	-.583	.562

Dependent Variable: ABS_RES

Source: SPSS 22 data processing

The results of the heteroscedasticity test show that all variables have a sig value > 0.05, so it can be concluded that there are no symptoms of heteroscedasticity or that the heteroscedasticity test has been passed.

3. Multiple Linear Regression Equation

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

Table 7 Multiple Linear Regression Equation

		Coefficients ^a
Model		Unstandardized Coefficients
		B
1	(Constant)	3.715
	X1	.342
	X2	.700
	X3	1.647

Dependent Variable: Y

Source: SPSS 22 data processing (2025)

The explanation is as follows:

- The constant coefficient value is 3.715 with a positive value, which means that with the variables of Digital Content Marketing (X1), Community Participation (X2), Tourist Satisfaction (X3), the variable of Promotion Increase (Y) will increase by 37.15%.
- The beta coefficient value of the Digital Content Marketing variable (X1) is 0.342. If the other variables remain constant and variable X1 increases by 1%, then the Promotion Improvement variable (Y) will increase by 34.2%. Conversely, if the values of other variables remain constant and variable X1 decreases by 1%, the Promotion Improvement variable will decrease by 34.2%.
- The beta coefficient value of the Community Participation variable (X2) is 0.700. If other variables remain constant and variable X1 increases by 1%, then the Promotion Increase variable (Y) will increase by 70%. Conversely, if other variables remain constant and variable X2 decreases by 1%, the Promotion Increase variable will decrease by 70%.
- The beta coefficient value of the Tourist Satisfaction variable (X3) is 1.647. If other variables remain constant and variable X1 increases by 1%, then the Promotion Improvement variable (Y) will increase by 16.47%. Conversely, if other variables remain constant and variable X3 decreases by 1%, the Promotion Increase variable will decrease by 16.47%.

4. Hypothesis Test Results

a. Results of the Coefficient of Determination Test (R²)

Table 8 Results of the Coefficient of Determination Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.775 ^a	.600	.574	1.71853
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a. Predictors: (Constant), X3, X2, X1

Source: SPSS 22 data processing

The Adj R Square value is 0.600 or 60%. This coefficient of determination value indicates that the variables of Digital Content Marketing (X1), Community Participation (X2), and Tourist Satisfaction (X3) are able to explain the variable of Promotion Improvement (Y) by 60%, while the remaining 40% is explained by other variables.

b. F-Test Results

Jika nilai F hitung > F tabel atau sig < α maka Ho ditolak dan Ha diteima. Jika nilai F hitung < F tabel atau sig > α maka Ha ditolak dan Ho diteima.

Table 9 F-Test Results

ANOVA ^a					
Model	Sum of Square	dtf	Mean Square	F	Sig.
1 Regression	204.067	3	68.022	23.032	.000 ^b
Residual	135.853	46	2.953		
Total	339.920	49			

Dependent Variable: Y

Predictors: (Constant), X3, X2, X1

Source: SPSS 22 data processing (2025)

The calculated F value is 23.032 > the table F value of 2.807 and the sig. value is 0.000 < 0.05, so Ho is rejected and Ha is accepted, meaning that the variables of digital content marketing, community participation, and tourist satisfaction have an effect on increasing promotion.

c. t-Test Results

If the calculated t value > t table or sig < α , then Ho is rejected and Ha is accepted. If the calculated t value > t table or sig < α , then Ha is rejected and Ho is accepted.

Table 10 t-Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std.Error	Beta	t	Sig.
1	(Constant)	3.715	2.094		1.774	.083
	X1	.342	.104	.370	3.300	.002
	X2	.700	.385	.194	1.817	.076
	X3	1.647	.475	.392	3.466	.001

Source: SPSS 22 data processing (2025)

a. Dependent Variable: Y

- 1) The t-value for the Digital Content Marketing variable (X_1) is $3.300 >$ the t-table value of 2.010 and the sig value of $0.02 < 0.05$, so H_a is accepted and H_o is rejected, meaning that the Digital Content Marketing variable has an effect on Promotion Improvement.
- 2) The t-value of the Community Participation variable (X_2) is $1.817 >$ the table t-value of 2.010 and the sig value of $0.76 > 0.05$, so H_o is accepted and H_a is rejected, meaning that the Community Participation variable does not affect Promotion Improvement.
- 3) The t-value of the Tourist Satisfaction variable (X_3) is $3.466 >$ the t-table value of 2.010 and the sig value of $0.01 < 0.05$, so H_a is accepted and H_o is rejected, meaning that the Community Participation variable has an effect on Promotion Improvement.

Discussion of Research Results

Based on the results of data analysis conducted using SPSS 22, the results of validity, reliability, classical assumptions, and multiple regression analysis were obtained, describing the relationship between Digital Content Marketing (X_1), Community Participation (X_2), and Tourist Satisfaction (X_3) on Promotion Improvement (Y).

1. Validity and Reliability Test

The validity test results show that all statement items in variables X_1 , X_2 , X_3 , and Y have a calculated r value greater than the table r and a significance value less than 0.05. This indicates that all statement items are valid and can be used in further analysis. Meanwhile, the reliability test results show that the Cronbach's Alpha value for all variables is greater than 0.60. Thus, it can be concluded that all variables in this study are reliable, meaning that the research instrument has good internal consistency.

2. Classical Assumption Test

The results of the classical assumption test show that the research data meet the requirements for multiple linear regression analysis. The normality test shows that the data are normally distributed because the significance value is greater than 0.05. In addition, the multicollinearity test shows a Tolerance value > 0.10 and VIF < 10 , which means that there is no multicollinearity between variables. The heteroscedasticity test also shows a significance value greater than 0.05, so it can be concluded that there is no heteroscedasticity in the regression model. Thus, the regression model is suitable for analysis.

3. Multiple Linear Regression Analysis

Based on the analysis results, the following regression equation was obtained:

$$Y = 3.715 + 0.342X_1 + 0.700X_2 + 1.647X_3$$

This equation shows the positive influence of the three independent variables on promotion increase (Y). This means that if the variables of Digital Content Marketing, Community Participation, and Tourist Satisfaction increase, then Promotion Increase will also increase.

- a. Coefficient X_1 (Digital Content Marketing) = 0.342 This means that every 1% increase in Digital Content Marketing will increase Promotion Improvement by 34.2%. Thus, the

more effective the digital content used, the higher the promotional appeal of the tourist destination.

- b. Coefficient X_2 (Community Participation) = 0.70 This value indicates that every 1% increase in Community Participation will increase Promotion Improvement by 70%. However, the partial test results show that the influence of this variable is not significant, which indicates that even though the community participates, its contribution to promotion improvement is not yet optimal.
- c. Coefficient X_3 (Tourist Satisfaction) = 1.647 This means that every 1% increase in Tourist Satisfaction will increase Promotion Improvement by 164.7%. This shows that tourist satisfaction has the greatest influence on promotion improvement because satisfied tourists tend to promote indirectly through word of mouth or positive reviews.

4. Coefficient of Determination Test (R^2)

An Adjusted R Square value of 0.600 indicates that 60% of the variation in the Promotion Improvement variable (Y) can be explained by the three independent variables (X_1 , X_2 , X_3), while the remaining 40% is influenced by other variables outside the research model, such as government policy factors, infrastructure, or other promotional media.

5. f Test (Simultaneous)

The F test results show that the calculated F value of 23.032 is greater than the F table value (2.807) with a significance value of $0.000 < 0.05$. This means that simultaneously, the variables of Digital Content Marketing, Community Participation, and Tourist Satisfaction have a significant effect on Promotion Improvement. Thus, these three factors together can explain the increase in the effectiveness of tourism promotion.

6. t-Test (Partial)

- a. Digital Content Marketing (X_1) has a t-value = $3.300 > t\text{-table} = 2.010$ and $\text{sig} = 0.02 < 0.05$. This means that this variable has a significant effect on increasing promotion. Digital content marketing strategies such as the use of social media, promotional videos, and creative content have proven to be effective in increasing tourist appeal.
- b. Community Participation (X_2) has a t-value = $1.817 < t\text{-table} = 2.010$ and $\text{sig} = 0.76 > 0.05$. Thus, this variable does not have a significant effect on increasing promotion. This may be due to low community involvement in promotional activities or a lack of coordination between the community and tourism managers.
- c. Tourist Satisfaction (X_3) has a t-value of $3.466 > t\text{-table} = 2.010$ and $\text{sig} = 0.01 < 0.05$. This means that this variable has a significant effect on increasing promotion. Satisfied tourists tend to give positive recommendations that naturally expand the reach of promotion.

The findings of this study provide empirical evidence that digital-based promotion and tourist experience play more dominant roles in tourism village promotion than community participation in the current context. This indicates that tourism promotion effectiveness in rural destinations is increasingly influenced by digital exposure and visitor satisfaction rather than solely relying on local participation. This result enriches previous tourism promotion studies by highlighting the shifting paradigm of destination promotion in the digital tourism era.

CONCLUSION

Overall, it can be concluded that digital content marketing and tourist satisfaction are the dominant factors influencing the increase in tourism promotion, but community participation still needs to be improved in order to make a greater contribution in the future. Therefore, collaboration between tourism managers, the government, local communities, and the private sector needs to be strengthened so that tourism promotion can be carried out in a sustainable and effective manner.

This study confirms that modern tourism promotion strategies cannot be separated from the role of digital technology and tourist satisfaction as the main driving factors. However, to achieve sustainable promotion, active community participation needs to be continuously strengthened through empowerment and cross-sector collaboration. With this synergy, tourism promotion can be more effective, adaptive, and have a positive impact on the welfare of local communities and increase tourist visits.

This study has several limitations, particularly in terms of sample size and research scope which only focuses on one tourism village. Therefore, future research is suggested to involve broader respondent coverage, include comparative analysis across multiple tourism villages, and examine additional variables such as destination image, accessibility, service quality, and tourist loyalty to obtain a more comprehensive understanding of factors affecting tourism promotion effectiveness.

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