Implementation of Digital Campaign in Ranca Upas for Sustainable Tourism

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ABSTRACT

The concept of a sustainable tourism campaign has the content of environmental awareness activities that are made in such a way as to attract tourists as well as content to promote the sustainability of a tourist destination. With today's lifestyle that cannot be separated from technology, the campaign concept involves a lot of digital media to contribute to the wider community. One of the tourism sites that has the potential to develop sustainable tourism is Ranca Upas. The purpose of this study is to find out the application of digital campaigns and their benefits for sustainable tourism in Ranca Upas. This study utilizes qualitative analysis by using the construction of basic dimensions from previous researchers regarding digital campaigns and sustainable tourism. The results of the study show that the implementation of digital campaigns in Ranca Upas has not been maximized, but tourists' awareness of the benefits and existence of digital campaigns in Ranca Upas and its sustainable tourism program has a very good view. The implication of the research is expected to increase the effectiveness of the digital campaign structure in Ranca Upas which is expected to have an impact on tourists' awareness of the organized digital campaign and the importance of sustainable tourism.

Keywords: Digital Campaign, Marketing, Sustainable Tourism, Media Social

INTRODUCTION

For the sake of both the present and future generations, sustainability must be integrated into our everyday routines and lifestyles. Sustainability typically refers to the capacity to uphold a particular quality of living without endangering the environment or biodiversity. In addition to the social, economic, and environmental advantages, this is advantageous for human health and well-being (Tahiri et al., 2022). In the tourism industry, sustainability fully considers the present and future implications on the economy, society, and environment while also taking into account the demands of travelers, businesses, the environment, and local communities. During this time, the COVID-19 pandemic is an opportunity to shift the tourism paradigm towards sustainability and the interests of local communities (Higgins-Desbiolles, 2020). The world should implement more sustainable systems, certain new trends in tourism should entail a change in "go green" behavior and an increase in income levels among potential tourists that will match the "responsible" behavior that tourists will adopt (Marek, 2021). This is also supported by data from The German National Tourist Board (GNTB) which states that 83 percent of respondents from 30 countries that sustainable travel is crucial to according to the poll, and 61 percent of respondents claimed that the epidemic has motivated them to travel more responsibly in the future (Paul, 2023).

The concept of sustainable tourism campaigns has the content of environmental awareness activities that are made in such a way as to attract tourists as well as content to promote the sustainability of a tourist destination (Rinayanti et al., 2022). Support for sustainable tourism has been encouraged by the World Tourism Organization and the United Nations (UNWTO), which has started a new campaign to increase awareness of the significance and benefit that sustainable tourism can bring to development (UNWTO, 2023a). While the campaign from the Ministry of Tourism and

Creative Economy entitled "We Start Now" evolved into an adapting and mitigating movement with broad national appeal. It also refers to RIPPARNAS 2010-2025, where the growth of tourism should be based on the idea that tourism should safeguard and maintain the environment in its whole since Indonesia's present tourism development is focused on promoting high-quality and environmentally aware tourism or sustainable tourism (Hendriyani, 2023). Campaigns become very important for sustainable tourism in making it easier for the community and building awareness of tourists to carry out movements that support sustainable tourism in a destination. With today's lifestyle that cannot be separated from technology, the campaign concept involves a lot of digital media to contribute to the wider community, in this case tourists. Increased smartphone availability and the expansion of the digital population in Indonesia have led to growing utilization of digital media. Indonesia had 191.4 million active social networking site users as of February 2022, placing it third in the Asia Pacific region after China and India (Wolff, 2023).

One of the tourism sites that has the potential to develop sustainable tourism is Ranca Upas. Ranca Upas has a variety of tourist attractions as well as interesting programs that are directly related to nature for the sustainability of sustainable tourism. Perum Perhutani Forest Management Unit (KPH) South Bandung is one of the management units in Perum Perhutani Regional Division of West Java & Banten as well as an agency that manages ecotourism in South Bandung, one of which is Ranca Upas. However, with the problems that occurred in Ranca Upas such as the considerable damage in the Ranca Upas tourism environment due to the organization of motorcycle events which resulted in the local economy also decreased, because the Ranca Upas area was temporarily closed. This is a serious problem for a sustainable tourism area which in essence is to maintain the integrity of nature and enrich nature with all kinds of tourist attractions and activities. With some of these natural and environmental damage problems, even though activities have been carried out to replant damaged forests or trees, there must still be consistency and structured education to build environmental awareness for all parties. With a well-implemented digital campaign in Ranca Upas, it is expected to increase support for the manager to create a scope of sustainable tourism with a structured, measurable and effective digital campaign process as well as open informative and educational insights to visitors of the Ranca Upas site that can increase awareness of sustainable tourism in Ranca Upas.

SYNTHESIS DEVELOPMENT
Digital Campaign

A campaign is a deliberate attempt to inform or influence behavior of a large public over a period of time using a series of organized communication activities featuring a set of messages that may be displayed in multiple channels or media generally to achieve a goal-directed benefit (Atkin & Rice, 2009). A campaign is one of public communication, Public communication, which has two elements of external communication and is engaged by institutional actors, has a very broad range of applications (Esse, 2022). Choosing a digital platform is crucial to start a digital campaign for agencies, organizations or governments. Digital platforms are social media tools in which they will collaborate to spread the word about the planned campaign and solicit audience feedback. Despite the fact that today's internet may be able to spread digital campaigns to every person on the planet, marketers still need to think about choosing the best digital platform to reach the intended audience (Liu & Mačerinskienė, 2016). Social media can be one of the most successful techniques for marketing and advertising because it can be widespread quickly on the internet usage in today's world. Social media has established itself as a potent tool for immediate communication that may be used worldwide (Vergeer, 2013). When using social media, creative thinking abilities should be concentrated on the message to be transmitted rather than only the technology used

(Freeman et al., 2015), additionally digital campaigns are presented very imaginatively, they too can provide the desired outcomes revealed the importance of digital campaign creativity to create public awareness of the messages conveyed at the time the campaign was given (Hidayah et al., 2021).

The use of social media in digital media relates to a new campaign strategy known as professional campaigns at the turn of the century. In implementing a digital campaign, there are several processes that must be followed to ensure the success of the campaign in using social media can be seen in Figure 1.
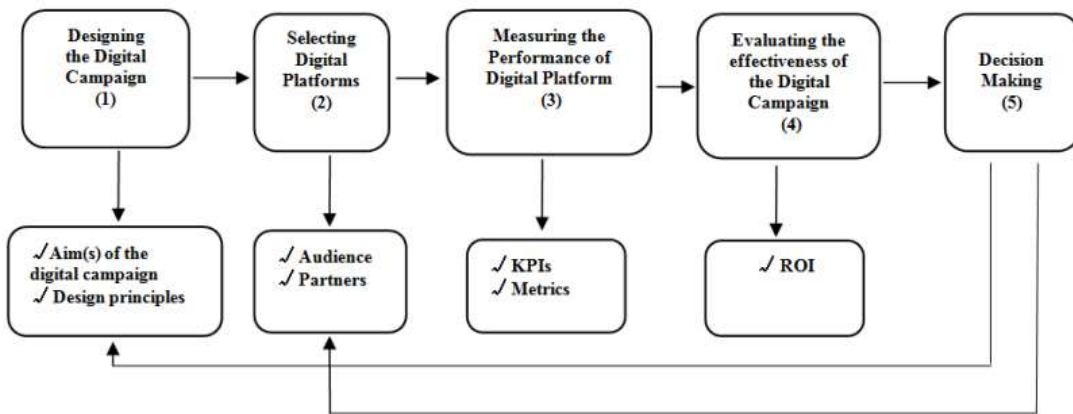

Figure 1. Digital Campaign Process for Sustainable Tourism (Liu & Mačerinskienė, 2016)

1. Designing the Digital Campaign

The outcomes won't be measurable without objectives. Objectives must be established from the very beginning of a digital campaign in order to measure and evaluate its performance. Digital marketing efforts should be able to support local communities, expand economic income, and promote environmentally friendly travel. A digital campaign produces measurable and varied results. Direct indicators like sales, economic growth, or the volume of travelers can be used to measure it. While indirect measures like awareness, social values and norms, sustainability empathy, or visitor attitudes might be used to replace those that are not quantifiable.

2. Selecting Digital Platform

It's crucial for marketers to choose a digital platform before launching a digital campaign. The term "digital platform" refers to the various social media platforms that will work together to promote the planned digital campaign and solicit visitor input.

3. Measuring Platform Performance

When evaluating a digital platform's success, look at how well it interacts with the audience and how they react to the campaign being promoted.

4. Evaluating the Effectiveness of the Digital Campaign

A digital campaign's performance and impact on results are measured when determining its efficacy. Effectiveness is defined as the capacity of a digital campaign to demonstrate the anticipated outcomes and achieve the set objectives within a predetermined period of time. The goals of a digital campaign can be to increase visibility, highlight sustainable tourism in a location, boost brand recognition, foster social standards and principles that support sustainability, foster traveler enthusiasm or willingness to share past tourist experiences, or simply boost profits and revenue.

5. Decisions Making

What cannot be monitored or evaluated cannot be managed by decision makers. Marketing professionals may balance their objectives and results, consider issues, and move forward

successfully by using measurement and evaluation. Whether the digital campaign procedure is effective or unsuccessful due to poor design, the material will mark the start of the first stage. However, failure to identify or work with an online partner will determine the digital platform chosen in the following phase.

(Gawade, 2019) adds about digital marketing tactics in general:

1. Search Engine Optimization (SEO): In order to increase the quantity of non-paid (free) traffic your website receives, a website must be optimized in order to "rank" higher on search engine results pages. Websites, blogs, and infographics are examples of channels that benefit from SEO.

2. Social Media Marketing: This strategy of promoting your company's name and content on social networking sites broadens brand recognition, boosts traffic, and produces leads for your company. Social media marketing is available on Facebook, Twitter, LinkedIn, Instagram, Snap Chat, Pinterest, and Google+, among other platforms.

3. Content Marketing: This refers to the development and marketing of content assets with the goal of increasing traffic, lead generation, customer acquisition, and awareness of digital campaigns. Your content marketing plan can use a variety of channels, such as blog postings, whitepapers and e-books, infographics, online brochures, and view books.

4. Affiliate Marketing: You get paid to promote other people's goods and services on your website in this type of performance-based marketing. Hosting video adverts via the YouTube Partner Program and posting affiliate links from social media profiles are examples of affiliate marketing channels.

5. Native Advertising: Native advertising is the term for advertisements that are primarily focused on content and are presented on platforms alongside other platforms; the material is often provided without payment.

6. Marketing Automation: Software that automates routine marketing tasks is referred to as marketing automation. A lot of marketing teams can automate routine processes that they would otherwise have to perform by hand, like newsletters by email, social networking post organizing, lists of contacts updates, procedural for nurturing leads, and campaign monitoring and reports.

In addition to the tactics of digital marketing, (Gawade, 2019) also describes the effectiveness of digital campaigns that can be a measure of the success of a digital campaign must have an attractive headline that distinguishes one ad from another. This distinguishes the advertisement from the noise and establishes customer exclusivity: consumers' names and contact information should be preserved in a database for future reference. Selected consumers can receive special offers and promotions tailored to their historical purchasing patterns. Low Technical Demands Making the ad campaign have minimal technological needs is helpful for maximizing the benefits of digital marketing.. Tantalizing prizes/offers will always help make a digital campaign successful. Give some prizes at the end of the campaign. In assessing the success of digital campaigns, measurements are needed to show the impact of traveler awareness or social media visitors to digital campaigns such as experimental research from Weng et al (2021) using a five-stage hierarchy: Attention → Interest → Evaluation (perceived usefulness → perceived credibility) → Desire → Action.

From some of the previous theories, it can be concluded that creating a campaign, especially content, certainly needs to remember the importance of a plan or design that must be prepared so that the resulting content is not in vain. The readiness of an agency to create purposive information with a creative mindset, create internal and external communication, choose a digital or social media platform that is

directed and measurable so as to create public awareness of the digital campaign created.

Sustainable Tourism

In order to be organized to establish a balance between humans and nature for the wellness of the current and future generations, sustainability is increasingly essential to our everyday activities and lives. Each culture is a unique situation that may be learned about and investigated in a variety of ways, including planned visits, experiences, campaigns, and more. According to (UNWTO, 2023b), a form of tourism known as sustainable tourism satisfies the demands of both visitors and the local community while safeguarding the environment and improving prospects for the future. Specifically, sustainable tourism is defined as

tourism that addresses the requirements of travelers, industry, the environment, and local communities while fully accounting for present and future economic, social, and environmental effects. (Tahiri et al., 2022). In reaction to mass tourism, which has the potential to threaten ecosystem resilience and cause environmental harm, the idea of sustainable tourism was developed. This idea is an activity that can preserve the natural and cultural environment of the destination, as well as the ecological, social, economic, and cultural integrity of the location that is being visited (Olszewski-Strzyżowski, 2022). According to Koodsela et al (2019), the dimensions of sustainable tourism include three dimensions as shown in Table 1.

Table 1. Dimensions of Sustainable Tourism

No.	Dimensions	Purpose
1.	Economy	● Finding new source of income ● Increase economic activity ● Suggesting investment for infrastructure ● Helping the local economy ● Increase employment opportunities ● Increase the market for local producers
2.	Environment	● Managing the natural environment ● Enchance and enrich nature and culture ● Reducing overconsumption and waste ● Promoting scientific research
3.	Social Culture	● Ensuring satisfaction and rewards ● Ensure stakeholder participation in decision making ● Promoting generational equality ● Improving the quality of life of local communities ● Improve understanding between tourists and local local communities

From several theories about sustainable tourism, it can be concluded that the application of sustainable tourism must fulfill a positive impact on the surrounding environment, local communities, can maintain local culture, and also improve the economy. From this it can also be ascertained that the development of sustainable tourism must be supported by limiting the number of visitors and focusing more on the quality of the products to be offered as

well as improving the quality of the tourist experience in each visit.

Conceptual Framework

In this digital campaign implementation, research will be conducted on the structure of digital campaign implementation in Ranca Upas through the theoretical basis of previous research. The implementation of the digital campaign is applied with the theory from Liu & Mačerinskienė (2016) regarding the process of digital campaigns for sustainable tourism,

combined with the theory from Gawade (2019) which emphasizes more on measuring digital platforms and the effectiveness of digital campaigns. This is applied because it is consistent with one of the objectives of this research, which is to see how the effectiveness of the digital campaign process in its application in Ranca Upas and its interaction with visitors for sustainable tourism. While sustainable tourism is adopted from the theory of Koodsela et al (2019), where the content and objectives of the digital campaign should be in accordance with the benefits of sustainable tourism, namely factors to improve the local economy, preserve the environment, and maintain local social culture. Furthermore, better integration of social media platforms will activate visitors' attention to view and learn about the content of the uploaded digital campaign and focus their social media marketing approach, as seen from visitors' perception on Ranca Upas' social media. According on type and duration, evaluation requirements and metrics for digital marketing campaigns are divided into "Quantitative" and "Qualitative" campaign evaluations. While qualitative metrics can include destination image, tourist awareness and health and customer relations, in this research a qualitative benchmark is conducted to see how much tourist awareness is measured using the AIEDA theory of Weng (2021) which was developed from the AIDA theory (Strong, 1925).

METHOD

The purpose of this study is to examine how the implementation of digital campaign in Ranca Upas and its benefits for sustainable tourism program. This study uses qualitative analysis by using the basic dimensional constructs from previous researchers regarding digital campaigns, sustainable tourism and tourist awareness of digital campaigns. In qualitative research, Techniques for gathering data are used under scientific circumstances, with primary data and observation data, in-depth interviews and documentation (Sugiyono, 2017). Interviews conducted in this study to Perhutani and Ranca Upas Management as

informants of digital campaign management and its application to sustainable tourism in Ranca Upas, as well as interviews with a sample of 30 social media visitors, especially on digital campaign posts in Ranca Upas. The observation method was conducted by observing digital campaign activities for sustainable tourism from several sources from digital media. The observation conducted in this research is a type of systematic observation using theories from digital campaigns and sustainable tourism. Documentation study in this research means that documentation was conducted to obtain data related to digital campaigns for sustainable tourism in Ranca Upas from several digital platforms, photos and videos from the realization of campaign programs that have been implemented. Data collection is in the form of voice recordings, forms, field notes, videos and photos from interviews with resource persons. This research uses snowball sampling technique because the number of sources initially determined is only one to two people and then eventually adds trusted informants according to the needs and intentions of completing incomplete data. Sampling can be obtained from tourist feedback on digital platforms carried out to conduct sustainable tourism campaigns. The data analysis process by Miles & Huberman (1992) was carried out with the following steps:

1. Data reduction

    Data reduction is a data analysis that organizes data into categories that allow for the verification of final conclusions. Following each data collection, the information gathered in the field is immediately documented in great detail and orderly. The report needs to be condensed, namely by picking the key points that are consistent with the research's objective so that it is simple to draw conclusions. Data reduction is done to help researchers code particular elements and to make it simpler for them to find the data they need when they need it.

2. Data Presentation (data display)

Data presentation comes next after the data has been reduced. Data presentation is the orderly collection of data or information that allows for inference and subsequent action. Narrative language is used to organize existing data, but it can also take the form of matrices, graphs, and charts. Presentation of data is done on the grounds that researchers can master the data and not drown in piles. In addition, so that researchers can easily understand what has happened and can plan what to do next.

3. Verification

Verification is the culmination of data analysis. Conclusions in qualitative research require verification throughout the research. Verification aims to generate reliable results. Therefore, it is preferable to review a conclusion by double-checking the research notes and looking for trends, themes, models, links, and similarities before drawing a conclusion.

RESULT AND DISCUSSION
Sustainable Tourism in Ranca Upas

One of the best places to go for a natural refreshment in the cool outdoors is Ranca Upas. This location, which is in Bandung Regency's Ciwidey tourist district, is well-known for its campground, deer breeding program, and Instagrammable photo locations. With the existence of Ranca Upas in the protected forest, it has a variety of flora such as Huru, Hamirug, Jamuju, Kihujan, Kitambang, Kurai, Pasang and Puspa trees. While the fauna consists of various types of birds, as well as several other tame animals. Facilities offered include trekking through the forest, ATV motorcycles, horse riding activities, paint ball (war games), and exciting archery. In addition, tourists can also soak in natural hot water in an onsen pool, shop and pick strawberries, and take part in a healing forest (camp) program (PERHUTANI, 2022). In this case, of course, Ranca Upas has natural resources and facilities that can support sustainable tourism.

According to the President Director of Perhutani, Lucy Mardijana, environmental rehabilitation is carried out to raise awareness in society about the importance of protecting the environment can overcome damaged lands. Rehabilitation is carried out by planting seedlings. The planting of seedlings is carried out by various parties, ranging from nature lovers, local residents, to other institutions. Managers of natural tourist destinations can conduct tourism activities in a more environmentally responsible manner, by paying attention to their impact on the environment around the forest area. With good management, environmental quality can be maintained and remain sustainable (PERHUTANI, 2023). Traders from the surrounding community are also allowed to trade in the area around Ranca Upas, but must still pay attention to the continuity with nature. With this, the management of Ranca Upas wants to continue to maintain sustainable tourism in Ranca Upas. By maintaining the ecosystem and improving the local economy.

Digital Campaign at Ranca Upas

Based on the interview with Mr. Budi, the manager of Ranca Upas, Ranca Upas has conducted a digital campaign but it has not been measured well. There is an introduction to the animals and the flow of the tour process, what can and cannot be done. There are pamphlets and leaflets distributed on social media. The process of creating a digital campaign at Ranca Upas has several rules that are used in tourism management, because Ranca Upas is a tourist area in a forest area, then derived to the tourist site and implemented. To select digital platforms in conducting campaigns, for now only on social media, by not selecting the social media, so that the selection of social media platforms has not been implemented optimally.

The target of the digital campaign has not been structured, but in terms of management, it has a certain target, because the location of Ranca Upas has SNI (Indonesian National Standard) nature tourism based on SME PPA 2015, so it must maintain the sustainability of its business system, the sustainability of biodiversity, more done with activities in the field, but for the campaign target does not yet

exist. Currently the goal of this digital campaign is designed to educate tourists and to support sustainable tourism actions with the introduction of plants and animals in Ranca Upas, so that it is hoped that there will be a change in attitude from tourists to do what is recommended and not to do what is not allowed. For now, the measurement of the digital campaign for the results of the actions of tourists and stakeholders has not been measured in such a way, but in terms of management, the manager of Ranca Upas makes alternatives to prepare certain areas for tourist activities, so that tourists can dispose of garbage easily as well as to continue to educate visitors.

The performance of the digital platform at Ranca Upas can be seen from the number of contacts from several campaign posts. It can be seen from viewers, likes through Instagram and Tiktok platforms. The attraction of social media visitors obtained from digital campaigns is still less than other promotions regarding the introduction of new tourist objects. One of the digital campaign programs at Ranca Upas is the healing forest, foster trees, and for certain commemorative days. Posting is done once a month depending on the needs. The manager responds to the results of the digital campaign, through comments from visitors to the platform, after which it is reviewed and provides feedback to visitors to the social media platform. There are several plans prepared for this year and the following year to be used as content as well as promotion. But it has not been done in a structured manner. The result of the manager's decision regarding the digital campaign carried out at Ranca Upas is that the digital campaign must continue to be carried out because it is part of the education of visitors and will be planned as well as tourism promotion at Ranca Upas. The digital campaign started in the last 2 years. Because it has only focused on social media in the last 2 years. In terms of stakeholders, the management of Ranca Upas still prioritizes working with travel agents and event organizers in the area around Ranca Upas, in order to maintain the culture and economy of the surrounding community, but does not close cooperation with stakeholders outside the Ranca Upas area. Digital campaign implementation in Ranca Upas can be seen in table 2:

Table 2. Implementation of Digital Campaign at Ranca Upas

No.	Aspects	Implementation
1.	Designing the Digital Campaign	a) Digital campaign objectives for education and promotion b) No outcomes from the digital campaign yet
2.	Selecting Digital Platform	a) Instagram b) Tiktok
3.	Measuring the performance of digital Platform	a) Platform performance is measured by viewers and like, as well as social media visitor comments (Not threough KPI's SEO and Marketing Automatization)
4.	Evaluating the Effectiveness of Digital Campaigns	a) No measurement and evaluation of platform performance and digital campaign objectives.
5.	Decisions making	a) Digital campaign will continue to be conducted regularly

Source: (Liu & Mačerinskienė, 2016), (Gawade, 2019), Researcher (2023)

From Table 1, it can be learned that the manager of Ranca Upas has not managed the digital campaign optimally. From the stages of creating a digital campaign, the manager has not implemented all stages measurably, whereas according to (Liu & Mačerinskienė, 2016) target segmentation, clear objectives, attractive design, strong social networks, launch, data analysis, and analytics are all crucial components of digital campaigns that effectively create and spread messages, propositions, and representation to draw in the audiences that are targeted.

The first step, the purpose of the digital campaign at Ranca Upas has been directed by implementing a digital campaign for the purpose

of education and promotion of sustainable tourism. The programs that have been created and broadcasted on social media as a digital campaign at Ranca Upas are the healing forest program, which is a program that offers tourist activities to be able to escape from everyday life while enjoying the nature presented. In Japanese, shinrin and yoku both denote baths. Thus, the literal meaning of shinrin-yoku is to immerse oneself in the forest's atmosphere or to comprehend the forest using all five senses. Neither sports nor hiking or jogging are shinrin-yoku. The idea is to be in nature and engage with it through one's taste, smell, touch, hearing, and other senses. The idea of shinrin-yoku is comparable to a bridge. By opening up the five senses of the tourist, this activity bridges the gap between the tourist and nature. The Healing Forest program at Ranca Upas begins with a trek into the forest, where participants are asked to open up their silence for the duration, allowing them to get acquainted with nature in a more serene manner. The journey then continues with yoga and simple art classes, concludes with a brainstorming session, and ends with a foot bath in an onsen. Travelers can come with just the Healing Forest package, but there's nothing wrong with staying overnight to enjoy the camping experience. The second is the foster tree program, which provides an experience of adopting a tree by making a cashless payment and will receive a certificate of adoption of the NFT tree.

The target audience is very important along with the objectives of the digital campaign itself. Instead of attempting to reach the general public, campaign designers should be able to identify specific segments of the overall population. Campaign design begins with a conceptual assessment of the situation to determine opportunities and obstacles and to identify which outcome behaviors will be performed by specific people (Atkin & Rice, 2009). In this case, the segmentation of the digital campaign in Ranca Upas is tourists who will visit Ranca Upas. The target audience that can be reached directly (or, as will be discussed later, indirectly) and the target behavior that can be altered by the campaign message are identified by looking at the model from a communication viewpoint. A smart campaign will use a complete plan to include many components, proper theoretical frameworks suited to the desired goals, relevant audiences, and social systems in order to influence the most promising pathways (Atkin & Rice, 2009). Informational communications that aim to raise awareness or offer instruction are crucial in many campaign contexts. Simple material that instructs readers on what to do, who should do it, when to do it, and where to do it are all common forms of awareness messages. Even flimsy communications can compel listeners to seek out greater, in-depth information from the enumerated information sources, including websites, books, and thought leaders. More complicated instruction messages specify how knowledge or skills must be acquired as a result of the campaign's information, including enhancing individual effectiveness in fortifying peer opposition and learning media literacy abilities. However, persuasive messages make up the bulk of campaign content. The majority of campaigns include persuasion arguments that highlight the reasons why (Atkin & Rice, 2009).

The second step of the digital platform chosen by the manager is tiktok and instagram. At this stage, it is still not directed to maximize the use of the platform. Platform selection can still be adjusted to the segmentation of digital platform users in Indonesia. Indonesia is ranked second with the highest number of TikTok users in the world, reaching 112.97 million users, while YouTube is one of the social media platforms that is popular among internet users in the world. Its popularity ranks second in social media with the most users in the world, after Facebook (Annur, 2023), this can be a special concern for managers in responding to digital platforms that will be used.

The third step is platform performance measurement, the current performance measurement at Ranca Upas is still only through viewers and likes. While in a more detailed measurement, KPI's and Metrics are needed from social media users. From social media

Instagram, according to Liu & Mačerinskienė (2016) Three key performance indicators (KPIs) are required to assess how well digital initiatives are reaching the public: the number of unique visitors, the number of visits, and the number of page views. The number of visits and the proportion of new and returning visitors will be the two KPIs (Key Performance Indicators) used to gauge public desire. Five metrics will be used to gauge user interest: average visit time, visits per user, average page views per visit, most popular pages, and bounce rate. Click-through rate and conversion rate will be the two KPIs used to gauge people's behavior. This is supported by (Gawade, 2019)who mentioned that in order to precisely measure a company's performance across each platform, digital marketers should concentrate on specific key performance indicators (KPIs) for each platform. Optimization for search engines (SEO): Increasing organic (or free) traffic to the website is crucial because this is the process of optimizing a website for ranking better on search engine results pages. The most effective digital marketers have a clear understanding of how each campaign helps them achieve their main objectives. This is very important because digital transformation can improve communication, but in order to do so, practice calls for accuracy, professionalism, and web environment adaption are necessary, so it takes practitioners in the field of technology and information to be able to identify these things (Esse, 2022). It should be noted that the digital turn involves certain requirements, such as capacity building of communication staff structures, updating of IT equipment, and mastery of digital communication tools and means. These requirements pertain to adaptation to the web environment and mastery of digital communication tools and means. Since many of these employees have only received training in journalism and not organizational or public communication, one of the minimal needs is the professionalization of communication.

The fourth step is to evaluate the effectiveness and objectives of the digital campaign, but the manager of Ranca Upas has not maximally evaluated this, so an evaluation is needed in the implementation of digital campaigns at Ranca Upas. Evaluation describes the stage where consumers understand and assess the two-step advertising message: 1) whether the information is helpful and useful; and 2) whether the information is genuine and credible (Weng et al., 2021). Campaigns can aggressively represent for free public service time or space, use skilled public relations techniques to generate entertainment and journalistic coverage, and rely on low-cost communication channels like websites and social media in order to maximize effectiveness. These strategies can also be used to gain media access.

The fifth step is the decision of the manager to create digital campaigns periodically. The first phase of the subsequent round will commence whether the digital marketing procedure was successful or unsuccessful in terms of design and content. The second stage of selecting digital platforms, however, will be based on the inability to locate or work with digital partners (Liu & Mačerinskienė, 2016), this can be decided by the manager of Ranca Upas.

Tourist Awareness in the Ranca Upas Digital Campaign

The distinctive characteristics of tourist goods-intangibility and indivisibility that consumer goods do not have are highlighted by the AIEDA model used in this study. Tourists cannot test the goods before they arrive, and they can only partake in the tourism experience once they are at the place (Weng et al., 2021). In this instance, the distinctive aspects of the Ranca Upas digital campaign are significant in affecting people's cognitive, affective, and behavioral responses to sustainable tourism digital marketing, particularly on their assessment of helpful and reliable statements in digital campaigns.

Table 3. Experimental Conditions

Experimental Factors	Digital Campaign's Aim Type

	Economical	Environmental	Social/Culture
Healing Forest	Video, Online Pamphlets	Video, Online Pamphlets	Video, Online Pamphlets
Foster Tree	Video, Online Pamphlets	Video, Online Pamphlets	Video, Online Pamphlets
Environmental Rehabilitation	-	Video, Online Pamphlets	Video, Online Pamphlets

Source: Researcher (2023)

Table 4. Tourist Awareness Checklist

Variables	Indicators	Number of Visitor	Agree
Attention	This campaign is very attractive	30	28
	This campaign catches my attention		28
Interest	I hope to learn about environment and culture of this place	30	30
	I would like to see more about this place		30
	I would like to join the program		30
Evaluation (Perceived Usefulness)	This campaign is helpful in making travel decisions	30	30
	This campaign contains useful information	30	30
Evaluation (Perceived Credibility)	I believe information presented in this advertisement is trustworthy	30	30
	believe information presented in this advertisement is real		30
Desire	I plan to travel to this place	30	30
	If everything goes as I think, I would like to visit this place in the future		

Source: Researcher (2023)

From table 4, it can be seen that for this qualitative experiment regarding tourist awareness, it was conducted to 30 visitors from Instagram social media (@ranca_upas) who were willing to conduct short interviews online, because the TikTok Ranca Upas platform has not been managed well enough, so there is no complete post about the digital campaign at Ranca Upas. From the results of tourist awareness of digital campaigns in Ranca Upas at the point of attention, namely "This campaign is very attractive" & "This campaign catches my attention" there are 28 people agreeing to this, the other two people disagreeing argue that the lack of invitation to tourists from the content presented, as well as the lack of complete information on the time and price set for one campaign. The second point is interest, "I hope to learn about the environment and culture of

this place" get point "I would like to see more about this place & I would like to join the program" get point 30 where they argue that they are interested in the program contained in the digital campaign at Ranca Upas and want to participate directly in the program implemented, according to them, the interest is because the digital campaign offered has good value for the environment and nature, also for self-education. Point 3 regarding Evaluation (Perceived Usefulness), "This campaign is helpful in making travel decisions & This campaign contains useful information" 30 visitors agree that the digital campaign information is useful for them in terms of educational notices listed on the digital campaign, this digital campaign is useful in deciding to travel to the place, because they argue that besides being able to join the

program, they can also do other things offered by Ranca Upas. Point 4 is Evaluation (Perceived Credibility) "I believe information presented in this advertisement is trustworthy" and "I believe information presented in this advertisement is real" agreed by all visitors, they argue that the information provided is credible and reliable because they get the information directly through Instagram Official Ranca Upas which also cooperates with Perhutani, therefore they believe that the information obtained by them can be trusted. Point 5 about desire which is "I plan to travel to this place" and "If everything goes as I think, I would like to visit this place in the future" is also agreed by 30 visitors, they argue that with the program from the digital campaign posted, they want to visit Ranca Upas and will visit the place in the future, they hope there will be other interesting digital campaign programs organized by the manager of Ranca Upas or Perhutani that can support sustainability with the surrounding nature.

CONCLUSION

From the research results it can be concluded that the implementation of sustainable tourism regarding foster trees, healing forests and tree planting has been done well and is related to sustainable tourism, but basically in terms of design, a digital campaign is needed in the form of persuasive information that can invite the wider community to jointly protect the environment in Ranca Upas and support sustainable tourism activities. The shortcomings in this digital campaign process are in the measurement of platform performance that has not been done optimally, researchers suggest that in order to be a maximum scope of digital campaigns, managers implement a KPI (Keys Performance Indicators) system, Search Engine Optimization (SEO) and Marketing Automatization, so that platforms and social media visitors can be measured properly so that the Return of Investment of a digital campaign can also be seen. In addition to having distinct characteristics and sustainability aspects, sustainable tourism

emphasizes educational principles, social standards, and attitudes toward a greener future and younger generations. Social media visitors in general have the awareness to participate in the digital campaign program implemented by Ranca Upas. Sustainable tourism destinations as products have a deeper focus on spiritual comfort. While the digital platform is an interactive visible channel of communication with consumers and hopes for consumer sharing, engagement, and commitment. Therefore, the strategy's alignment with methods, products, and structures and the visitors' perspective is advantageous. This still has to be improved by the manager of Ranca Upas to focus more on the digital campaign conducted regardless of product sales as a promotion. For further research, it can be discussed about the application of KPI, SEO and Marketing Automatization of Digital Campaign in Ranca Upas as well as the destination image in Ranca Upas from the structured digital campaign.

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