

**IMPLEMENTATION OF DIGITAL MARKETING COMMUNICATION  
MODEL STICKY TAPE BAKUNG LOR KOTA TUA JAMBLANG  
TOURISM VILLAGE CIREBON WITH MARKETING MIX 8P's**

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**ABSTRACT**

The fast-moving global market, connected digitally, is changing the marketing landscape for local products, especially Bakung Lor Sticky Rice Tape in the Kota Tua Jamblang Tourism Village, Cirebon. The digital marketing communication model integrates the Marketing Mix 8P's approach to increase the visibility and attractiveness of these traditional products in a world of digitalization. The aim of this research is to implement a communication model with the 8P's Marketing Mix Approach which includes Product, Price, Place, Promotion, People, Process, Proof and Service which can be adapted to optimize the digital marketing strategy of Bakung Lor Sticky Rice Tape. The method used is to explore the tourist village of Kota Tua Jamblang with its wealth of superior products, Bakung Lor sticky rice tape, by utilizing digital technology to design an effective marketing campaign. Through the integration of social media, websites, and other digital marketing tools, this model increases the visibility of Bakung Lor Sticky Tape, invites public participation in the marketing process, and improves the online consumer experience. The results of implementing the Marketing Mix 8P's digital marketing communication model accommodate local product characteristics and specific target markets. Through this approach Bakung Lor Sticky Tape products can reach a wider audience, maintain the authenticity of local culture, and compete effectively in the dynamic digital market. The marketing communications model, which combines the power of digital marketing and the Marketing Mix 8P's approach, has succeeded in providing local entrepreneurs and village governments with the opportunity to strengthen the promotion of traditional products in the digital marketing ecosystem.

**Keywords:** *Bakung Lor Sticky Rice Tape, Jamblang Tourist Village, Digital Marketing Communications, Marketing Mix 8P's*

## **A. INTRODUCTION**

In the all-connected era of Society 5.0, digitalization through media platforms, as well as media transformation and product marketing, has become essential, especially for local products rich in cultural heritage such as Bakung Lor Sticky Rice Tape from Kota Tua Jamblang Tourism Village, Cirebon. The Jamblang Old Town Tourist Village, with its deep historical roots and unique cultural identity, presents both challenges and opportunities in marketing its traditional products in cyberspace. By integrating the 8P's Marketing Mix approach, local products like Bakung Lor Sticky Rice Tape can harness the power of digital marketing to enhance their presence and appeal in the digital world (Umar, 2022)

The Jamblang Old Town Tourist Village in Cirebon offers a unique atmosphere that distinguishes it from other tourist villages. Its exotic and historically rich environment, featuring old buildings and a scenic landscape that reflects a blend of religious tolerance—evident from the proximity of the Kasepuhan mosque and a decades-old temple—forms the backbone of its identity. This uniqueness has supported businesses that have been passed down through generations. In this context, digital media plays a crucial role in marketing communications, helping to bridge the gap between tradition and modernity (Ayuni et al., 2019).

The campaign led by the central government aims to elevate villages like Jamblang Old Town to become independent and competitive tourist destinations. Currently, local home businesses are increasingly focusing on deepening their digitalization efforts to ensure that products like Bakung Lor Sticky Rice Tape can thrive through strategically planned marketing. The application of the 8P's Marketing Mix approach, which includes aspects such as Product, Price, Place, Promotion, People, Process, Proof, and Service, is anticipated to provide a comprehensive framework for utilizing digital media as an effective tool to achieve sustainable marketing goals (Firmansyah et al., 2021).

It is important to note that digital marketing serves not only as a means to boost sales but also as a platform to celebrate and preserve the rich local culture and traditions. Effective digital communication requires concrete steps to implement a marketing communication model that directly involves the community, builds strong consumer relationships, and ensures the sustainability of market share in the digital era (Prihantoro et al., 2022).

By combining digital marketing innovation with the 8P's Marketing Mix approach, this model aims to provide practical guidance for tourist village communities, local businesses, and governments in fully exploiting the potential of their cultural wealth (Rohimah & Hakim, 2021). More than just a marketing strategy, the implementation of this model is expected to lay the foundation for sustainable economic development and the preservation of local cultural heritage amidst the continuous flow of globalization (Basuki & Ashrianto, 2020).

However, unlike other tourist villages that have rapidly developed through structured digitalization, the Jamblang Old Town Tourist Village has yet to organize and manage its digitalization efforts effectively. This presents both a

challenge and an opportunity for the community as they strive to catch up with the broader trends of digital transformation in tourism (Basuki & Ashrianto, 2020)



Source: <https://www.detik.com/jabar/wisata>, 2024

**Figure 1.**  
**Jamblang Village Hall, Jamblang District, Cirebon Regency**

The novelty in this study found a combination of the Sticky Tape Bakung Lor marketing communication model with the 8P's Marketing Mix seen in the Innovation of integrating the Sticky Tape digital marketing communication model (a model that focuses on linking audience attention and engagement digitally) with the 8P's Marketing Mix strategy (Product, Price, Place, Promotion, People, Process, Physical Evidence, and Partnership). There have not been many studies that specifically apply this combination to rural tourism destinations such as Bakung Lor Tourism Village. In addition, the Adaptation of the 8P's Marketing Mix for digital marketing, adjustments to the elements in 8P's to accommodate digital marketing needs, such as:

1. Products: Digital content about the attractions of tourist villages.
2. Price: Offering affordable tour packages through digital platforms.
3. Place: Promote locations through social media, Google Maps, and other tourism platforms.
4. Promotion: Using social media, SEO, and digital advertising.

## **B. LITERATURE REVIEW**

### **Traditional Model**

The traditional model of cooking and packaging still emphasizes ancestral heritage, starting from a fireplace with stove and firewood, brass vessels for cooking sticky rice tape and a natural aerating process that maintains the quality of taste that arouses consumers' appetite to buy. The process of cooking daffodil lor sticky rice tape can be seen in the process of making and producing daffodil lor sticky rice tape (Yin et al., 2022).



Source: Documentation processed by the author 2023

**Figure 2.**  
**The process of making bakung lor sticky rice tape**

The documentation in the picture shows that the process of the home industry of Bakung Lor sticky rice tape still traditionally uses a fire stove and brass vessel equipment which is passed down from each generation. The world of digitalization is accelerating rapidly in marketing so that it can be affordable in various regions of the archipelago while maintaining the heritage pattern of the home industry so that the unique taste is maintained so that consumers are not disappointed.

The packaging is still using banana leaves as wrapping, where culinary delights are a sustainable tourist attraction (Purnomo, 2022). A marketing strategy with the 8P's marketing mix approach is needed especially for the tourist village of the Old City of Jombang in facing the current digitalized world of the industrial revolution (Kholifah et al., 2023).

### **Packaging and Marketing**



Source: Documentation processed by the author 2024

**Figure 3.**  
**Cooling and fermentation process for sticky rice tape**

Packaging and marketing are said to require time and work which is usually done by Bang Lor sticky rice tape entrepreneurs. These home industry craftsmen continue to develop, but there is a lack of resources and digital technology in marketing promotion strategies which they continue to pursue through various digital communications (Santoso et al., 2021).

Implementation is carried out by looking at and developing digital communication models that are much loved by consumers in digital media, adding a new market share for the marketing of Bakung Lor sticky rice tape (Suksmawati et al., 2022). Digital communication has penetrated various e-commerce sectors in the digital world, some customers use various media platforms to surf the digital world to easily find needs and special foods from each region. E Commerce helps communication in the digital world in marketing strategies for home industry products (Sutrisno et al., 2023).

The superior product of Jamblang sub-district which is supporting the family's economy and is popular with fans is sticky rice tape Bakung Lor. The marketing pattern is managed to get a strong brand from digital consumers in various parts of the archipelago (Supiyandi et al., 2022). Starting to produce products that are superior and support the village, part of the independence of the Cirebon government to improve the standard of living of the city of Cirebon..

Marketing communications are needed by various home industries in the hope of being able to provide information about new products, remind them that products are already on the market, and with the aim of influencing potential consumers to make purchases (Putri & Eriyanto, 2020). Trip marketing strategy in carrying out marketing communications in various tourist villages (Rahmat et al., 2023). The role of media in digital marketing in making imagination or visualization becomes increasingly important in marketing communications (Putranto & Vallejo, 2022).

### **C. RESEARCH METHOD**

This study employs a qualitative research approach, focusing on the application of the 8P's Marketing Mix to evaluate the digital marketing communication strategies implemented in the Jamblang Old Town Tourism Village, Cirebon. The research combines various data collection and analysis techniques to comprehensively explore the subject matter.

Data were collected through in-depth interviews with business owners, village tourism managers, and consumers. These interviews aimed to gain insights into the implementation of the 8P's Marketing Mix strategy, as well as to understand the strengths, weaknesses, opportunities, and threats associated with this approach. Semi-structured interviews were conducted, allowing flexibility to explore various aspects of the marketing strategy while maintaining a focus on the key components of the 8P's model (Creswell & Creswell, 2014).

In addition to interviews, field exploration was conducted to gain a deeper understanding of the social conditions, production processes, and marketing practices in the Jamblang Old Town Tourism Village. Direct observation provided valuable context and a detailed view of how the marketing strategies are applied

in real-life settings, particularly in the production and promotion of Bakung Lor sticky rice tape (Herdiana, 2019).

For data analysis, the study utilized content analysis to identify and categorize the main themes that emerged from the interviews and field observations. These themes were then integrated into a SWOT analysis to evaluate the overall effectiveness of the marketing strategy. The SWOT analysis provided insights into how the components of the 8P's Marketing Mix interact and influence the marketing outcomes, highlighting areas of strength, potential growth opportunities, as well as any challenges or threats that need to be addressed (Widiastuti, 2019).

This qualitative approach ensures a robust and thorough understanding of the marketing dynamics within the village, allowing for a nuanced evaluation of the 8P's Marketing Mix strategy without relying on quantitative data analysis.

#### **D. RESULT AND DISCUSSIONS**

The implementation of digital marketing strategies is a complex task that requires marketers to engage with consumers on multiple levels—mind, heart, and spirit—especially in the context of internet-based electronic marketing. The primary objective of digital marketing is to reach target customers more efficiently and effectively through existing digital media platforms. This approach is crucial in ensuring that products, particularly those with strong cultural roots like Bakung Lor Sticky Rice Tape, can reach a broader audience quickly, accurately, and comprehensively (Yanti et al., 2023).

The marketing communication model applied by the Kota Tua Jamblang Tourist Village, utilizing the 8P's Marketing Mix approach, has significantly enhanced visitor interest. This is particularly evident in the increased demand for the culinary specialty of sticky rice tape, Bakung Lor. The successful application of this model has not only improved visibility and appeal but has also positively impacted the sustainability of the village's traditional products. However, this success also brings a challenge: the need to continuously improve product quality, packaging standards, and marketing processes to maintain competitiveness in a rapidly evolving digital market.

**Table 1.**  
**SWOT analysis with the 8P's marketing mix approach**

	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<b>Products</b>	The charm and identity of the Jamblang Old Town Tourist Village lie in its ancient buildings and the decades-old tradition of producing Bakung Lor sticky rice tape. These elements play a crucial role in attracting the first wave of tourists and establishing the product's authenticity.			The need to update information and effectively utilize digital media as part of the village's unique digital communication model remains a challenge. Providing consistent and accurate information about the village's culinary offerings on digital platforms is essential for sustaining its competitive edge.

	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<b>Price</b>	The cost structure, including the price per wrapper and the unit price of Bakung Lor sticky rice tape, could become a limiting factor in its marketability, especially if not aligned with consumer expectations.			The introduction of entrance fees to the Jamblang Old Town Tourist Village, combined with the pricing of the sticky rice tape, may deter potential visitors, making it crucial to balance affordability with profitability.
<b>Place</b>	The strategic location of Jamblang Old Town, in close proximity to Cirebon city, and its accessible surrounding environment are significant advantages. These factors facilitate the easy selection of tour packages and transportation options, including trains, tour buses, and private vehicles.		Expanding tour package options and enhancing transportation accessibility can further boost the village's attractiveness as a tourist destination.	
<b>Promotion</b>		The current digital communication models are not yet fully optimized, and the regular updating of digital communication media is lacking. This weakness hampers the effectiveness of marketing campaigns and reduces the potential reach of promotional activities.		The ongoing need to adapt to digital technology in marketing communications is a constant challenge. Additionally, there is a critical need for specialized human resources training to manage digital marketing channels effectively.
<b>Process</b>	The village's welcoming tradition, where visitors are greeted with a dinner featuring Bakung Lor sticky rice tape, creates a strong first impression. The unique presentation of traditional upet tea alongside the sticky rice tape enhances the cultural experience.			
<b>People</b>	The friendliness of the tour guides, combined with their ability to communicate in foreign and regional languages, enriches the visitor experience and strengthens the village's appeal.			

	Strengths	Weaknesses	Opportunities	Threats
<b>Physical Evidence</b>	Adequate facilities, including well-maintained culinary spots, specialty souvenir shops, and supporting infrastructure like parking and clean toilets, contribute significantly to the overall visitor experience.			
<b>Public Relations</b>	An effective complaint management model for tourists visiting the village, along with positive ratings and reviews from visitors, plays a crucial role in maintaining the village's reputation and encouraging repeat visits.			

Sources: data processed by author, 2024

Based on the results of the SWOT analysis and the integration of the mix in the 8P's marketing mix, the recommendation for sticky rice tape products wrapped in teak leaves as a cultural heritage that other tape makers do not have, information from various media is a threat to the authenticity of the product, a factor that must be continuously maintained so that it is not copied by other villages.



Source: Documentation processed by the author 2024

**Figure 4.**

The results of the approach with the 8P's marketing mix

The 8P's Marketing Mix model's implementation in Jamblang Old Town highlights the critical role of digital marketing communications in enhancing the visibility of local products, reminding consumers of available offerings, and influencing purchasing decisions. The ability to create vivid and compelling



visualizations through digital media has become increasingly important in the context of tourism marketing (Anggoro et al., 2021).

Overall, the results demonstrate that while the 8P's Marketing Mix approach has significantly contributed to the success of Bakung Lor sticky rice tape and the Jamblang Old Town Tourism Village, ongoing efforts are necessary to refine digital marketing strategies, address identified weaknesses, and capitalize on emerging opportunities.

## **E. CONCLUSION**

In the highly connected digital era, the marketing of local products like Bakung Lor Sticky Rice Tape from Jamblang Old Town Tourism Village in Cirebon faces both significant challenges and opportunities. By implementing a digital marketing communication model that integrates the 8P's Marketing Mix approach, this tourism village has successfully leveraged its cultural heritage to enhance the visibility and appeal of its products in the digital realm. This success has not only increased visitor interest in local products but has also contributed to the sustainability of traditional products amid the rapid flow of globalization.

The 8P's Marketing Mix approach, which includes elements such as Product, Price, Place, Promotion, People, Process, Physical Evidence, and Public Relations, has proven effective in bridging the gap between tradition and modernity. The village's ability to maintain its unique cultural identity while embracing digital marketing strategies has been a key factor in its success. However, this achievement also brings challenges, such as the need for continuous improvement in product quality, packaging standards, and marketing processes to remain competitive in a rapidly evolving digital market.

Overall, the application of digital marketing strategies through the 8P's Marketing Mix has significantly enhanced the Jamblang Old Town Tourism Village's ability to reach a broader audience, preserve its cultural heritage, and sustain its economic growth. The ongoing refinement of these strategies will be essential to overcoming future challenges and seizing new opportunities in the digital age.

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