



# Word of Mouth and Digital Marketing to Tourist Visits in Nusa Lembongan Island



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## Keywords

*application;  
digital;  
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## Abstract

This study examines word of mouth and digital marketing to tourist visits on Nusa Lembongan Island, Klungkung Regency. The purpose of this research is to find out the benefits of Word of mouth and digital marketing for tourist visits to Nusa Lembongan Island, Klungkung Regency and also to describe the implementation of Word of mouth and digital marketing to increase tourist visits to Nusa Lembongan Island, Klungkung Regency. The results of the discussion show that the application of digital marketing using digital media provides many benefits to Nusa Lembongan Island, Klungkung, including: (1) It is more cost-effective for promotion, digital marketing is the most preferred, namely in terms of budget, it is indeed more economical. Because promotional tools use digital media, there is no need to re-print brochures. There is no need to also make banners and billboards that are placed along the road, of course, it will cost more. You don't have to make advertisements in print or television media, where the advertising costs are very expensive. Just take advantage of digital media which is currently increasingly diverse to be used as promotional media. Such as using websites, Twitter, Facebook, Instagram, Email, TikTok and many other social media.

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## 1 Introduction

Indonesia is the largest archipelagic country in the world consisting of 17,508 islands with a coastline of 81,000 km and a sea area of around 3.1 million km<sup>2</sup> (Dahuri et al, 1996). The great potential of coastal resources as capital in an effort to improve the standard of living and welfare of the community, including coastal communities. This capital can be utilized through tourism development in coastal areas, as tourism objectives in Indonesia are directed at increasing national income in order to increase people's welfare and prosperity, expand and equalize business opportunities and employment opportunities, and encourage regional development (Law No. 9 of 1990). Higher progress and prosperity have made tourism a basic part of human needs or lifestyle, and able to provide rapid economic growth in terms of employment opportunities, income, standard of living and in activating other production sectors in tourist destinations. For Nusa Lembongan Island, the presence of foreign tourists on Nusa Lembongan Island also contributes to regional income and increases people's income (1). Nusa Lembongan Island is a small island located adjacent to Nusa Ceningan and 2 km northwest of Nusa Penida, located in the Strait Badung is southeast of Bali Island. The island, which is 4.6 km long and 1-1.5 km wide, is located approximately 11 km southeast of Bali. Administratively, this island belongs to the Klungkung Regency, Bali Province. Most of the people's livelihoods are as tourism actors (2). The definition of tourism according to A.J Burkat in Damanik (2006), tourism is the movement of people temporarily and in the short term to destinations outside the places where they usually live and work and also their activities while living in a destination (Saura, 2021; Krishen et al., 2021).

The development of tourism is currently increasingly advanced and rapid because tourism is one of the supporting industries for the country's economy by creating many jobs and contributing to increasing foreign exchange and improving the economy of the community around tourism. Word of Mouth Communication (WOM) or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information (Kotler & Keller 2012). WOM has greater power than advertising and other forms of promotion. According to Onbee Marketing Research (a subsidiary of Octovate Consulting Group) in collaboration with SWA magazine, conducted research on 2,000 consumers in five major cities in Indonesia, and concluded that 89% of consumers in Indonesia trusted recommendations from friends and family when they wanted to buy a product (Suhartomo, 2010).

Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords, or social networks but not only talking about internet marketing (Sanjaya & Tarigan, 2009). Information dissemination and tourism promotion with a digital marketing system will encourage someone to visit tourist objects or make purchases. Tourism products are also one of the factors driving decisions. Word of Mouth Communication (WOM) or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information (Kotler & Keller 2012). WOM has greater power than advertising and other forms of promotion. According to Onbee Marketing Research (a subsidiary of Octovate Consulting Group) in collaboration with SWA magazine, conducted research on 2,000 consumers in five major cities in Indonesia, and concluded that 89% of consumers in Indonesia trusted recommendations from friends and family when they wanted to buy a product (Suhartomo, 2010:3). Based on the phenomenon above, the main problems in this study:

1. What are the benefits of Word of mouth and digital marketing for tourist visits on Nusa Lembongan Island, Klungkung Regency ?
2. How can the implementation of Word of mouth and digital marketing increase tourist visits to Nusa Lembongan Island, Klungkung Regency ?

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*Literature Review*

Chaffey & Ellis-Chadwick (2016) stated "digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives." This means that digital marketing is the application of the internet and is related to digital technology which includes traditional communication to achieve marketing goals. Meanwhile, Chaffey & Chadwick (2016); Purwana (2017) state that basically digital marketing is a marketing activity that uses digital media by using the internet which utilizes media in the form of web, social media, e-mail, databases, mobile/wireless which are implemented Nusa Lembongan Island and digital tv to increase target consumers and to find out the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing goals. Digital marketing according to Heidrick & Struggless (2009: 1) is the development of digital marketing through the web, mobile phones and gaming devices, offering new access to advertising that is not heralded and very influential. So digital marketing is a marketing activity for Nusa Lembongan Island including branding using various web-based media such as blogs, websites, e-mails, adwords, or other social networks (De Pelsmacker et al., 2018; Yadav et al., 2015).

Kotler & Keller (2007) stated that word of mouth communication (WOM) or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups about the Lembongan hotel for a product or service that aims to provide personal information. Word of mouth communication is a communication channel that is often used by Lembongan Hotels which produce both goods and services because word of mouth communication is considered very effective in facilitating the marketing process of Nusa Lembongan Island and is able to provide benefits to the company. Besides that, Ali Hasan (2010), word of mouth is the consumer's act of providing information about the Lembongan Hotel to other (interpersonal) non-commercial consumers, both brands, products and services. Rangkuti (2009), states WOM as a marketing effort that triggers customers to talk about, promote Nusa Lembongan Island, recommend, and sell a product, service, or brand to other customers. So word of mouth refers to the exchange of comments, thoughts or ideas between two or more consumers, neither of which is a source of marketing. WOM is defined as a form of communication regarding goods and services between independent people, not part of the Lembongan Hotel providing these products, which occurs through a medium that is also believed to be independent (Scharl et al., 2005; Stewart, 2009).

Some of the results of studies that have been carried out that are relevant and can be used as a reference in this research can be stated as follows. Based on the search of studies on Klungkung as follows: Research from Erawati & Yasa (2012) with the title "Analysis of patterns of economic growth and potential sectors in Klungkung Regency". Decentralization requires regional governments to further optimize their potentials to be developed as potential sectors. Klungkung Regency as one of the areas that is still an agrarian pattern has quite a large opportunity to develop its regional potential in order to support the economic development of Klungkung Regency. This study aims to determine the pattern of economic growth in terms of income per capita and growth rate, identify potential economic sectors and identify job opportunities/opportunities that are capable of being created by potential economic sectors in Klungkung Regency. This study uses secondary data in the form of data on Gross Regional Domestic Product (GRDP) on the basis of constant prices, both growth, contribution and per capita, and data on the number of people belonging to the labor force. The data collection method used, namely the documentation method, was then analyzed using the Klassen Typology analysis tool, Location Quotients (LQ), Growth Ratio Model (MRP), Overlay, and Workmanship Ratio (RPP).

The results of this study indicate that the pattern of economic growth in Klungkung Regency for the period 2008-2010 is in the zone of affluent areas that are declining. The economic sectors that have the potential to be developed are the construction and services sectors. From these sectors emerged several potential sub-sectors, namely the private services sub-sector. Opportunities/job opportunities created by the construction sector are on average only 3.01 percent and the service sector is on average 5.96 percent, still very minimal when compared to the population of Klungkung Regency. Also research from Kesuma & Utama (2015) with the title "Analysis of leading sectors and shifts in the share of economic sectors in Klungkung Regency". Economic growth is an indicator of the country's economic development so that the country must pay attention to the level of economic growth. The economic growth rate of Klungkung Regency was below the economic growth rate of Bali Province during 2008 to 2012. The determination and shift in the share of the main sectors in Klungkung can be seen from the contribution of each economic sector to GDP. There are two

objectives of this research, namely to determine the leading economic sector and the shift in the share of the economic sector in Klungkung. This can be seen from the GDP contribution of each sector from 2008 to 2012. This research uses secondary data from BPS Klungkung and BPS Bali. There are two analyzes used in this study, namely Location Quotient (LQ) analysis and Shift Share analysis. The results of the Location Quotient (LQ) analysis show that there are four leading sectors in Klungkung, namely the agricultural sector, the mining and quarrying sector, the construction sector, and the service sector (Dimiyati et al., 2014; Deni Apriana & Milla, 2017; Engel et al., 2015).

According to the Shift Share analysis, the total (Gij) service sector has the largest positive value followed by the industrial sector. While the agricultural sector has a negative value. So it can be said that Klungkung shifted the economic structure from the agricultural sector to the service sector. Finally, research from I Wayan Mudana (2017) with the title "Commodification of Kamasan wayang painting as a creative industry product supporting tourism". can be distributed to the market to meet consumer needs. Kamasan wayang painting is an interesting phenomenon of commodification and creative industry to be studied critically with a culture studies approach to find out tourism desires. As an analytical tool, the theory of commodification is used. The method used to study commodification research is a critical method that is emancipatory in nature, involving painters and business people (the tourism industry). The results of this study; (1) the production of wayang Kamasan painting has occurred where the meaning is obscured from symbolic meaning to economic meaning, keos (brecolage), and becomes mass production, (2) the distribution of wayang Kamasan painting in the market is very dynamic, in addition to meeting the needs of the local market but also global market in the form of creative products. (3) the consumption of wayang Kamasan painting is not only by the local community as an offering, but also by tourism as a souvenir. From the three previous studies above, this research is different, while this research focuses on its study of "Word of mouth and digital marketing for tourist visits on Nusa Lembongan Island, Klungkung Regency" (Widyana & Batangriyan, 2020; Gityandraputra, 2018).

## 2 Methodology

### *Data Types and Sources*

The data used in this study are:

1. Primary data, namely data and information obtained directly from the source/respondent. This data was obtained by conducting interviews with several officials from the Klungkung Regency Tourism Office, tourism actors and people working in the tourism sector in Nusa Lembongan. Using a proportional sampling technique with a sample of 1 Head of Service, 6 tourism actors and 11 tourism workers.
2. Secondary data, namely supporting data and information obtained from the Klungkung Regency Tourism Office.

### *Research model specifications*

*Chaffey and Chadwick's Digital Marketing Theory (2016)*

Chaffey & Ellis-Chadwick (2016), stated that digital marketing is marketing that is implemented using digital technology or what is called e-marketing. Also from El-Gohary (2010), states that digital marketing is a modern business practice that involves marketing products and services using the internet. Meanwhile Hidayat and Tobing (2012) stated that it is easy to reach millions of customers to Nusa Lembongan Island and provides high attractiveness if someone applies digital marketing to their business. In addition, Meyliana (2011) in her journal entitled "E-Marketing Strategy Analysis and Its Implementation in Rental Companies" states that electronic marketing is a business system using internet social networking that is up to date without being limited by time and place. Through some of the explanations above, it is said that digital marketing is a marketing method for Nusa Lembongan Island that can connect sellers with consumers at close

and long distances by utilizing gadgets, computers, and the internet as tools for marketing (Mayer, 2003; Halling, 1994).

#### *Walt Whitman Rostow's Theory of Economic Growth in Protuslanx (2010)*

This economic growth theory is classified as a modernization theory. Initially, it contained the simple idea that the economic transformation of each country can be traced from the historical aspect of its economic growth in only three stages: the preconditions for take-off (which takes centuries), the take-off stage (20-30 years), and the stage of economic independence, which is happening continuously. Walt Whitman Rostow then developed the idea of the perspective of identifying the economic dimension into five categories in his book *The Stages of Economic Growth: A Non-Communist Manifesto*, published in 1960. He launched his theory as an anti-communist manifesto as written in the form of a subtitle. Rostow made his theory an alternative to Karl Marx's theory of modern history. The focus is on increasing the per capita income of the people of Nusa Lembongan Island (Gunawan, 2016; Hanly, 2018; Khotimah et al., 2017).

#### *Research sites*

The location of this research is on Nusa Lembongan Island, Klungkung Regency, Bali by observing and mapping community activities in a measurable way. The observation time as the object of analysis is the condition of 12 (twelve) months from January to December running in 2021. The consideration for using 2021 was taken to facilitate recording of information on respondents, namely the Head of the Tourism Office, tourism business managers and people working in the tourism sector.

#### *Research instrument*

The instrument used in this research is descriptive research through literature surveys and field surveys as well as in-depth interviews. The interviews were conducted with open questions and closed questions.

#### *Data Analysis Method*

The analytical method used in this study includes several methods according to the research objectives as follows:

#### *Theory of Digital Marketing Chaffey and Chadwick Johnston, and Mayer (2016)*

Digital marketing is an effective method created to achieve the goals of a company to meet the needs of consumers who want to visit Nusa Lembongan Island by using a digital technology system (Purwana et al., 2017) while Chaffey & Ellis-Chadwick (2016), digital marketing is the marketing of Nusa Lembongan Island which is implemented by using digital technology or what is called e-marketing. Also the opinion of El-Gohary (2016) states that digital marketing is a modern business practice that involves marketing Nusa Lembongan Island products and services using the internet. In addition, Hidayat & Tobing (2012) stated that it is easy to reach millions of customers on Nusa Lembongan Island and provides high attractiveness if someone applies digital marketing to their business.

#### *Walt Whitman Rostow's Theory of Economic Growth in Protuslanx (2010)*

This economic growth theory is classified as a modernization theory. Initially, it contained the simple idea that the economic transformation of each country can be traced from the historical aspect of its economic growth in only three stages: the preconditions for take-off (which takes centuries), the take-off stage (20-30 years), and the stage of economic independence, which is happening continuously. Walt Whitman Rostow then developed the idea of the perspective of identifying the economic dimension into five categories in his book *The Stages of Economic Growth: A Non-Communist Manifesto*, published in 1960. He launched his theory as an anti-communist manifesto as written in the form of a subtitle. Rostow made his theory an alternative to



Karl Marx's theory of modern history. The focus is on increasing the per capita income of the people of Nusa Lembongan Island.

#### *Observation Techniques, Interviews, Documentation Studies*

Observations were carried out by making direct observations in the field so that they could see and observe more closely the condition of Nusa Lembongan Island, Klungkung, Bali. In-depth interviews (Indept Interview) with several informants who have been determined 18 people. Documentation study, namely data collection techniques by taking several documents or past records at the Lembongan Village Office or relevant agencies.

### 3 Results and Discussions

#### *Theory of Digital Marketing Chaffey and Chadwick Johnston, and Mayer (2016)*

Digital marketing is an effective method created to achieve the goals of a company to meet consumer needs on Nusa Lembongan Island by using a digital technology system [Purwana et al. \(2017\)](#) while [Chaffey et al. \(2016\)](#) digital marketing is island marketing. Nusa Lembongan which is implemented by using digital technology or what is called e-marketing. Also the opinion of [El-Gohary \(2016\)](#), states that digital marketing is a modern business practice that involves marketing products and services using the internet. In addition, [Hidayat & Tobing \(2012\)](#) stated that it is easy to reach millions of customers on Nusa Lembongan Island and provides high attractiveness if someone applies digital marketing to their business ([Quan & Wang, 2004](#); [Uriely, 2005](#)).

From some of the explanations above, it can be said that digital marketing is a marketing method for Nusa Lembongan Island that can connect sellers with consumers at close and long distances by utilizing gadgets, computers, and the internet as tools for marketing. Next will be explained about social media, including: Social Media. through research conducted on social media by [Lewis \(2010\)](#) explains that social media is a technological advance that creates communication and producing activities by its users. Besides that, [Jacka & Scott \(2011\)](#), stated that social media is a tool that can provide the ability for individuals to show interesting content by utilizing broadcast technology. Also the opinion of [Carr & Hayes \(2015\)](#) social media is internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed with a wide audience. While the notion of social media according to [Howard & Parks \(2012\)](#), media consists of three parts, namely information infrastructure and tools used to produce and distribute media content, media content can be in the form of personal messages, news, and digital cultural products. There are types of social media studied by [Kaplan & Haenlein \(2010\)](#), including the following: (a.) Collaborative Projects (Collaborative Projects) collaborative activities carried out by users to produce creative and interesting content, for example Wikipidea. (b) Blogs are the initial place for web users to share a personal story or an assessment of an object/product and create a discussion page to discuss an issue. (c) Content Communities (Content Community) a member whose contents include several content creators with the aim of sharing the work that is mastered in the form of videos, photos and more. (d) Social Networking sites make it easier for each user to connect with additional access to obtain data or information on a person's profile and company profile and also make it easier for users to share messages for free, such as the Facebook application.

Benefits of social media to digital marketing. Social media promotion is a promotional activity for Nusa Lembongan Island by social media users to get attention through the site. In today's era, many people will look for information and compare the items to be purchased. [Peter & Deimann \(2013\)](#) stated that every advertisement published will reach potential buyers according to what buyers are often looking for and like by investing money and time. Social media can give popularity to one's personality and can also build personal branding ([Puntoadi, 2011](#)). From some of the opinions above, it can be said that the use of social media in marketing Nusa Lembongan Island in this very advanced era of technology is very influential in attracting and reaching consumers on a large scale. Utilization of Facebook and Instagram in Marketing. The benefits of Facebook are not only used to communicate, the popularity of Facebook is used by some people to add to relationships and Facebook is used as a very strategic place to promote Nusa Lembongan Island by small entrepreneurs ([Riana, 2016](#)).

Instagram is a social media application that has a feature for uploading photos/videos as well as live videos that can be used as personal enjoyment and used as the development of Nusa Lembongan Island in the business world by entrepreneurs, namely endorsements (Diamond, 2015). Meanwhile, Blenda & Lestari (2018) state that the advantages possessed by Facebook and Instagram are that these two applications provide a fanspage platform as a promotional medium to make it easier to reach buyers. These fanspages are usually in the form of endorsements using artists who have many fans and are already well-known in the entertainment world. With these two applications, not a few MSME entrepreneurs have had a positive impact in terms of income and also brand trust by the wider community.

Digital Marketing Media Channels. Chaffey and Chadwick revealed that there are three main types of digital marketing media channels on Nusa Lembongan Island that need to be considered, namely: (1). Paid media is media that is purchased, where there is investment used in its implementation, achieving or conversion through search, display advertising networks or affiliate marketing. While offline such as print media, TV commercials and direct mail. (2) Earned media is media that is earned has been the name given to publicity generated through public relations on Nusa Lembongan Island and invested in targeting in influencing to raise awareness about the brand. Earned Media also includes word-of-mouth that can be stimulated through viral and social media marketing, and conversations on social networks, blogs, and other communities. (3) Owned media is media owned by online media companies including the Lembongan Island company's own website, blog, e-mail list, mobile application or their social media presence on Facebook, LinkedIn or Twitter. While offline media such as brochures on Nusa Lembongan Island or retail stores.

Based on the discussion above, it can be concluded that the application of digital marketing using digital media provides many benefits to Nusa Lembongan Island, Klungkung, including: (1) It is more cost-effective for promotion, digital marketing is the most preferred, namely in terms of budget, it is indeed more economical. Because the promotional facilities for Nusa Lembongan Island use digital media, there is no need to re-print brochures. There is no need to also make banners and billboards that are placed along the road, of course, it will cost more. You don't have to make advertisements in print or television media, where the advertising costs are very expensive. Simply take advantage of digital media which are currently increasingly diverse to be used as promotional media for Nusa Lembongan Island. Such as using websites, Twitter, Facebook, Instagram, Email, TikTok and many other social media. The process of creating an account on various social media platforms is much more practical, easy and free of charge. In management also managed alone or use the services of others. Nusa Lembongan Island Klungkung can arrange for itself how much it costs because basically everything is provided free of charge.

However, in order for the company profile of Nusa Lembongan Island to look more professional, there is a need for separate development, so additional costs are needed. In terms of market reach, digital marketing can indeed be felt by business owners. This is because market reach is completely unaffected by geographic location. Free to carry out promotions from Sabang to Merauke with costs that can be said to be the same. Because it uses digital media, so anyone can access information quickly and easily. The breadth of market reach can be used to determine the target customer. So it's not just about promoting Nusa Lembongan Island in general for everyone where the target market is not clear at all, you can still determine the target customer as a promotion target for Nusa Lembongan Island both from age, gender, profession, and many others. With the promotion target for Nusa Lembongan Island, it helps create appropriate content. Because the way to target the millennial market is clearly very different from the professional market, so don't equate it. The content presented must provide an attraction for Nusa Lembongan Island itself so that you are even more curious to find out more.

#### *Walt Whitman Rostow's Theory of Economic Growth in Protuslanx (2010)*

This economic growth theory is classified as a modernization theory. Initially, it contained the simple idea that the economic transformation of each country can be traced from the historical aspect of its economic growth in only three stages: the preconditions for take-off (which takes centuries), the take-off stage (20-30 years), and the stage of economic independence. which is happening continuously. Walt Whitman Rostow then developed the idea of the perspective of identifying the economic dimension into five categories in his book *The Stages of Economic Growth: A Non-Communist Manifesto*, published in 1960. He launched his theory as

an anti-communist manifesto as written in the form of a subtitle. Rostow made his theory an alternative to Karl Marx's theory of modern history. The focus is on increasing per capita income.

It was Rostow who made the distinction between the traditional sector and the modern capitalist sector. These phrases are known as the term 'less developed', to refer to the condition of a country that still relies on the traditional sector, and the term 'more developed' to refer to the condition of a country which has reached the stage of industrialization by relying on the modern capitalist sector. In terms of preconditions for improving the economy of the people of Nusa Lembongan Island, the emphasis is on the whole process in which the people of Nusa Lembongan Island develop from one stage to another. These different stages are intended to identify critical or strategic variables that are considered to raise sufficient and necessary conditions for the change of Nusa Lembongan Island and the transition to a new, quality stage. This theory is fundamentally unilinear and universal, and is considered permanent. According to Rostow, the process of economic development can be divided into five stages. These five stages are characteristic of changes in economic, social and political conditions that occur.

The process of economic development according to W.W Rostow can be divided into 5 stages, namely: (1) Traditional Stages. The economic system that dominates the traditional people of Nusa Lembongan Island is agriculture, with traditional farming methods. The productivity of human work is lower when compared to the next growth stage. The people of Nusa Lembongan Island are characterized by a hierarchical structure resulting in low social and vertical mobility. In the people of Nusa Lembongan Island, traditional science has not been mastered so much, because the people of Nusa Lembongan Island at that time still believed in beliefs about forces beyond human power or supernatural things. Humans who believe in this are subject to nature and cannot control nature, as a result, production is very limited, the traditional people of Nusa Lembongan Island tend to be static (progress is very slow). Production is used for self-consumption, not for investment. Generation after generation there is no development, in this case between parents and their children, having the same job and equal position.

Production is still primitive, and the productivity level of the people of Nusa Lembongan Island is low. (b) The social structure is hierarchical, namely the position of the people of Nusa Lembongan Island is no different from their ancestors. (c) Political and governmental activities in the regions are in the hands of the landlords. (2) Transitional Stage, during this stage, the level of investment becomes higher and it starts a dynamic development of Nusa Lembongan Island. This development model is the result of the industrial revolution. The consequence of this change, which also includes the development of agriculture, is that the work pressure on the primary sectors is excessive. A prerequisite for the pre-conditions for take-off was the industrial revolution that took place in the last century. This pre-requisite take-off stage has 2 features. The first is the prerequisite take-off stage experienced by European, Asian, Middle Eastern and African countries, where this stage is achieved by overhauling traditional societies that have long existed.

The second feature is the take-off prerequisite stage achieved by Born free countries (according to Rostow) such as the United States, Canada, Australia, where these countries reach the take-off stage without having to overhaul the traditional Nusa Lembongan Island social system. This is due to the nature of the people of Nusa Lembongan Island consisting of immigrants who already have the characteristics needed by a community on Nusa Lembongan Island for the prerequisite stage of take-off. (3) Take-off Stage, during the take-off stage, economic growth always occurs. At the beginning of this stage there is a drastic change in society such as a political revolution, the creation of rapid progress in innovation, or the opening of new markets. As a result of these changes in the people of Nusa Lembongan Island, innovations and increased investment will regularly be created. This higher investment will accelerate the rate of growth of national income and exceed the rate of population growth. Thus the level of per capita income is getting bigger. (4) The stages leading to economic maturity, this stage is defined by Rostow as a period when society has effectively used modern technology in almost all production activities. At this stage, new leading sectors will emerge to replace old leading sectors that have experienced setbacks. The style of this new leading sector is determined by technological developments, natural resources, the nature of the take-off phase that occurs, and also by government policies. (5) Stages of mass production and consumption, the stage of consumption by the people of Nusa Lembongan Island is the final stage of Rostow's theory of economic development. At this stage the attention of the people of Nusa Lembongan Island has emphasized more on issues related to consumption and people's welfare, no longer on production issues. There are 3 types of community or state goals, namely (a) Enlarging power and influence abroad and this tendency can end in colonization of other nations. (b) Creating



a welfare state by seeking to create a more equitable distribution of income through a progressive tax system. (c) Increase the consumption of the people of Nusa Lembongan Island beyond basic needs which also include durable goods and luxury goods.

A country is said to be successful in carrying out development if the economic growth of the people of Nusa Lembongan Island is high enough. Thus, what is being measured is the productivity of the people of Nusa Lembongan Island or the country's productivity each year. Or in technical economic language this productivity is measured by the Gross National Product (GNP). Gross National Product (Gross National Product) or GNP includes the value of products in the form of goods and services produced by residents of a country (national) for one year; includes the production of goods and services produced by citizens abroad, but does not include the products of foreign companies operating in the territory of that country. With this benchmark, you can compare one country to another. A country with a GNP of US\$1000 is considered more successful in development than another country with a GNP of US\$750. Indonesia is currently a country with a total GNP of US \$ 331,530 in 2022. Although this figure is up by around 9.2 percent when compared to 2021, which is US\$328,473, this figure is still below younger countries, such as Malaysia. With this, we can assess the extent to which during these 60 years development has brought prosperity to the people of Nusa Lembongan Island and Indonesian society in general. The concept of national income was first coined by Sir William Petty from England who tried to estimate the national income of his country (England) in 1665. In his calculations, he used the assumption that national income is the sum of the cost of living (consumption) for a year. However, this opinion is not agreed upon by modern economists because according to the view of modern economics, consumption is not the only element in calculating national income. According to them, the main tool as a measure of economic activity is the Gross National Product (GNP), namely the total amount of goods and services produced each year by the country concerned is measured according to market prices in a country. GNP of a country is not the only indicator of development success in improving people's welfare. Because it could be that the wealth is owned unequally by the population. For example, a small number of people in the country have abundant wealth, while most live in poverty. This bias gives rise to irony. Sometimes, we can see a country that has a high per capita income but everywhere we see people living in poverty, don't have a place to live, can't eat, and so on.

This is what later happened in Indonesia. On December 13, 2007, Forbes magazine published a list of the 40 richest people in Indonesia. Where if all of their wealth is combined, the figure is US \$ 38.02 billion or around 372.4 trillion rupiah. Fantastic! At the same time it becomes an enormous paradox in this country. Meanwhile, the majority of 1.10 Village and City Community Development, people below the poverty line, cannot enjoy access to education, do not optimally enjoy health services. The main problem in developing countries is economic disparity or inequality in income distribution or poverty level or the number of people living below the poverty line. New Order development policies and planning focused on development in Java (especially in Jakarta) with the hope that a "trickle down effect" would occur with a high growth orientation. The problem of inequality, if one is not careful and is not handled properly, has the potential to grow even more due to deregulation. Efforts to deregulate as an adaptation to globalization open up more flexible competition. The strong and able to compete will be better able to take advantage of it than the weaker ones. Productive assets can be increasingly concentrated in a limited number of groups.

For this reason, if deregulation is needed to uphold the market economy and stimulate economic activity, then intervention is needed to overcome inequality, namely protecting and giving opportunities to the weak to grow. This is the theme of siding with the weak. The balance between these deregulation and regulation policies will determine the nation's ability to grow sustainably with minimal shocks. Welfare: Income per capita income distribution increases and is evenly distributed, decreases increases and is unequal unchanged and unequal The government succeeds / The government fails. One way to measure the welfare of a country's population is to use the PQLI (Physical Quality of Life Index) benchmark. This benchmark was introduced by Moris which measures three indicators, namely the average life expectancy after one year of age, the average number of infant deaths, and the average percentage of illiteracy and literacy. a. The Human Development Index (Human Development Index) The United Nations Development Program (UNDP) has developed other development indicators, in addition to some of the existing ones. The basic idea underlying the creation of this index is the importance of paying attention to the quality of human resources. According to UNDP, development should be aimed at developing human resources.

Based on the description above, it can be concluded that business development on Nusa Lembongan Island, Klungkung, is closely related to increasing human capabilities, which can be summarized in increasing knowledge, attitudes, and skills, in addition to the health status of all family members and their environment. A country with high productivity and evenly distributed population income may be in the process of becoming poorer. This is, for example, because development that produces high productivity does not care about its environmental impact. If nature is depleted, the lives of workers on Nusa Lembongan Island will automatically be threatened. This is what then hit Indonesia. It can be seen that some time ago and until now disasters have continued to strike as an indicator that nature in this country has suffered severe damage, ranging from illegal logging to sea pollution beyond tolerable levels.

#### *Research Findings*

First, digital marketing is a marketing method that can connect sellers with consumers at close and far distances by utilizing gadgets, computers and the internet as tools for marketing. The reach of the digital marketing market can really be felt by business owners in Nusa Lemongan Klungkung. This is because market reach is completely unaffected by geographic location. Because it uses digital media, so anyone can access information quickly and easily. Social media is internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed, with a wide audience. Second, there are still many economic disparities or income distribution inequality or poverty levels or the number of people living below the poverty line on Nusa Lembongan Island. Creating a welfare state by seeking to create a more equitable distribution of income through the tax system has not been able to reduce the poverty rate optimally in Nusa Lembongan Island.

## **4 Conclusion**

First, digital marketing is an effective method created to achieve the goals of a company on Nusa Lembongan Island to meet consumer needs by using digital technology systems. The use of social media in marketing the island of Nusa Lembongan Klungkung in this very advanced era of technology is very influential in attracting and reaching consumers on a large scale. Utilization of Instagram is a social media application that has a feature for uploading photos/videos and also live videos that can be used as personal enjoyment and used as development in the business world by entrepreneurs, namely endorsements. The use of Facebook is not only used to communicate, Facebook is famously used by some people to add to relationships and Facebook is used as a very strategic place for small entrepreneurs to carry out promotions, the advantages possessed by Facebook and Instagram are that both of these applications provide fanspage platforms as promotional media for easy to reach buyers. This fanspage is usually in the form of an endorsement. In terms of market reach, digital marketing can really be felt by business owners on Nusa Lembongan Island. This is because market reach is completely unaffected by geographic location. Free to carry out promotions from Sabang to Merauke with costs that can be said to be the same. Because it uses digital media, so that anyone can access information quickly and easily. It uses artists who have many fans and are already well-known in the entertainment world.

Second, the Gross National Product or GNP includes the value of products in the form of goods and services produced by residents of a country (national) for one year; includes the production of goods and services produced by citizens abroad, but does not include the products of foreign companies operating in the territory of that country. With this benchmark, you can compare one country to another. A country with a GNP of US\$1000 is considered more successful in development than another country with a GNP of US\$750. Indonesia is currently a country with a total GNP of US \$ 331,530 in 2022. Although this figure is up by around 9.2 percent when compared to 2021, which is US\$328,473, this figure is still below younger countries, such as Malaysia.

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