

## Marketing Communication Strategy to Increase Tourist Visits to Tumpak Sewu Waterfall In Lumajang

Sherina Syarofa, Teguh Priyo Sadono, Bambang Sigit Pramono

Universitas 17 Agustus 1945 Surabaya, Indonesia

Email: sherinasyarofa25@gmail.com, teguhsadono@untag-sby.ac.id, sigit99@untag-sby.ac.id

### ABSTRACT

#### KEYWORDS

marketing  
communication strategy;  
integrated marketing  
communication; tourism

*The purpose of this research is to examine the Integrated Marketing Communication (IMC) strategy in increasing tourist visits to Tumpak Sewu Waterfall, Lumajang. Utilizing a descriptive qualitative model, data was gathered through in-depth interviews with local stakeholders, including the Tourism Agency, tour managers, and tourists. The results of the study show that all the main elements of IMC have been implemented, including advertising, personal selling, sales promotion, public relations, direct marketing, interactive marketing, and word of mouth. This strategy has proven effective in increasing the visibility and interest of both domestic and international tourists. Furthermore, the active participation of local communities, such as Pokdarwis and tour guides, also contributes to strengthening the tourist experience and enhancing the overall destination appeal. However, the research also identified several problems in the actualization of the IMC strategy, such as illegal collection practices, weak coordination in the management of Grojogan Sewu as a new destination, and the suboptimal utilization of the digital application "Lumajang Tourism." In addition, the lack of periodic evaluation and consistency in promotional messaging also presents obstacles. As a solution, the researcher recommends strengthening the Community-Based Tourism (CBT) approach so that local communities are not only implementers, but also the main drivers in tourism promotion. By integrating the principles of IMC and CBT, tourism development can proceed in an inclusive and sustainable manner, with significant implications for enhancing the welfare of local communities.*

### INTRODUCTION

To understand the intended recipients, identify the most efficient means of transmission, and drive growth, a communication strategy is needed, involving a series of continuous, systematic, and tactical actions. According to this concept, the vision of the communication strategy must be the main driver of its implementation (Noviana, 2020; Octaviany et al., 2020; Pawesti, 2019; Pratiwi et al., 2018; Viera Valencia & Garcia Giraldo, 2019). To understand the target audience, identify effective channels, and develop and promote ideas and opinions through these channels to encourage and maintain certain behaviors, a series of systematic, sustainable, and tactically cohesive actions are carried out: this is what Tatham (2008) refers to as a communication strategy. According to this definition, a communication strategy is a tool to increase connections and influence the intended audience (Pratiwi, 2018). This means that attracting and retaining visitors is essential for the profitability of the tourism industry.

Various marketing communication activities are used to implement this successful communication strategy (Briandana & Dwityas, 2020; Juska, 2021; Kayode, 2014; Nugraha & Hegiarto, 2024; Soedarsono et al., 2020; Xaviera Wardhani, 2022). The vision of these actions is to disseminate information, influence, and remind potential visitors about the tourism products offered.

Many industries, including Indonesia's tourism sector, have been greatly affected by the era of globalization. Globalization has changed the way people interact and access information, making the tourism industry increasingly competitive due to advances in information and communication technology and the availability of global information (Ahmadjayadi, 2004; Fahyuni, 2017; Kristiyono, 2015; Mukaromah, 2020; Setiawan, 2018; Wiryany et al., 2022). Along with the rapid development of technology, tourism has undergone major changes in the way it is promoted, distributed, and delivered to customers. This makes tourists choose destinations not only based on distance or price but also based on the experience offered by the destination. Indonesia has a variety of beautiful and diverse tourist destinations. Many foreign tourists are willing to travel long distances just to enjoy the beauty of Indonesia. Based on Law No. 10 of 2009 related to Tourism, tourism includes a variety of activities supported by facilities and services for the community, entrepreneurs, state institutions, and local governments (Nasution, 2021). Therefore, an integrated marketing communication strategy is key to attracting the attention of tourists and increasing the competitiveness of tourist destinations in Indonesia.

One of the natural attractions in Indonesia is Tumpak Sewu Waterfall. Located in Sidomulyo Village, Pronojiwo District, Lumajang Regency, the waterfall has an interesting history and remarkable natural beauty. The name "Tumpak Sewu" originates from ancient Javanese and describes a flow of water that looks like a pile of a thousand small waterfalls flowing from a cliff (Arifa, 2023). The modern history of Tumpak Sewu began when Abdul Karim, a local manager, realized the tourism potential in the area. In 2015, after a long process of management and facility construction, this waterfall was officially opened to the public. Previously, this location was little known and was only used by locals to search for grass. Abdul Karim and local residents tried to make Tumpak Sewu a tourist destination by building access and facilities. With personal funds and community donations, they managed to create a safe access route for visitors. On March 13, 2015, Tumpak Sewu was inaugurated as a tourist attraction (Febriyani, 2017).

Tumpak Sewu Waterfall is 120 meters high and 80 meters wide, known for its water flow that resembles a giant curtain. This beauty is not only unique to tourists but also holds various legends and folklore, adding to its attractiveness. Visitors can enjoy activities such as trekking, camping, swimming in natural pools, and photography. Tumpak Sewu is also rich in legends, one of which is its relationship with the Majapahit Kingdom as a sacred place for kings to perform rituals. The legend of Dewi Sri adds a magical feel to this place (Zumar, 2024).

Nevertheless, although this destination has great natural attractions, many factors affect the number of visitors. One of them is the marketing communication method used to introduce and promote the destination. As one of the increasingly well-known natural tourist destinations, marketing communication strategies are a key element to increase tourist visits. The use of social media, digital advertising, and collaboration with influencers is an effective way to introduce the beauty of Tumpak Sewu to a wide audience. Therefore, this study intends to

examine how marketing communication strategies can be used to increase tourist visits to Tumpak Sewu Waterfall.

Field phenomena show that tourist visits to Tumpak Sewu Waterfall have fluctuated from 2018 to 2024. The rise and fall in the number of visitors reflect dynamics influenced by various reasons, one of which is the effectiveness of the marketing communication strategy implemented. Based on the author's findings, the increase in the number of tourist visits is greatly influenced by the synergy between various related parties, such as the Lumajang Regency Tourism Office, the Head of Sidomulyo Village, the Chairman of BUMDes, as well as local tourism actors such as the Tourism Awareness Group (Pokdarwis) and local traders. In addition, the direct experience of tourists, which is then shared through social media and word of mouth, also plays an important role in shaping perceptions and attracting the interest of other potential visitors. This emphasizes that the success of tourism promotion is highly dependent on collaboration between stakeholders and a targeted communication strategy.

In this study, the integrated marketing communication (IMC) strategy will be studied further and in-depth by looking at how tourist visits to Tumpak Sewu Waterfall increase. This study not only emphasizes the role of social media as a promotional tool, but also examines how the use of a combination of various marketing communication components can be utilized for the managerial and marketing of natural attractions, including advertising, public relations, sales promotion, direct marketing, and digital media. Not widely studied before, this research also focuses on supporting elements and obstacles to the implementation of marketing strategies. If all goes according to plan, this study will share a model of a better integrated marketing communication approach for other natural attractions in Indonesia. Marketing communication tactics are fundamental to this effort. Effective marketing requires identifying specific market needs and visions, creating compelling value propositions to meet those needs, and then measuring market acceptance of those propositions. One approach that can be used is the IMC principle. In addition, this study will provide suggestions for tourism managers and identify characteristics that help and hinder the implementation of marketing communication models.

Previous studies have explored various aspects of tourism marketing, including the role of digital media and community involvement in promoting tourism (Febriyani, 2017; Zumar, 2024). However, research focusing on the application of IMC strategies to increase tourist visits, especially at natural attractions like Tumpak Sewu Waterfall, is limited. Existing studies typically focus on either digital marketing tools or individual marketing tactics but fail to address how these components integrate to form a comprehensive marketing communication strategy. The urgent need for a study that bridges this gap is evident, particularly as tourist destinations in Indonesia struggle with consistent visitor numbers despite strong potential. This study is designed to explore how an integrated IMC approach can be effectively employed at Tumpak Sewu Waterfall to increase tourist visits and improve local economic benefits.

This study is novel because it applies the IMC framework in the context of a natural tourist destination like Tumpak Sewu Waterfall, examining not only digital tools such as social media, but also the roles of community-based tourism, direct marketing, and word-of-mouth promotion. Furthermore, it emphasizes the importance of integrating all communication channels and stakeholders, an area not yet fully explored in previous research. By studying the

synergy between local community efforts and IMC strategies, this research brings a fresh perspective to the application of marketing communication in the tourism sector.

The objectives of this study are to investigate how Integrated Marketing Communication (IMC) strategies are applied to increase tourist visits to Tumpak Sewu Waterfall, analyze the effectiveness of both digital and traditional marketing tools in promoting the waterfall, explore the role of local communities in supporting the IMC strategy and increasing tourism engagement, and provide recommendations for improving IMC strategies for other natural tourist destinations in Indonesia.

The findings of this research will benefit various stakeholders. For tourism managers, the study will offer insights into how to optimize marketing communication efforts to attract more visitors, with an emphasis on sustainable practices. Local communities will benefit from evidence highlighting the importance of their active involvement in tourism promotions, leading to potential economic empowerment. Local governments will be supported in developing policies that promote more effective and integrated tourism strategies. Additionally, academics and practitioners will gain a comprehensive case study of IMC implementation in a natural tourism setting, contributing to the field of tourism marketing.

## METHOD RESEARCH

This study employs a qualitative research model to deeply explore the Integrated Marketing Communication (IMC) strategies used to increase tourism at Tumpak Sewu Waterfall. Qualitative research, as defined by Moleong (2021), focuses on understanding phenomena through the analysis and interpretation of texts and interviews, allowing researchers to capture participants' behaviors, perceptions, motives, and actions. By using this approach, the study aims to investigate the process of designing and implementing communication strategies, as well as the factors that support or hinder their effectiveness. Key stakeholders, such as the Tourism Awareness Group (*Pokdarwis*) and tourists, provide valuable perspectives that enrich the contextual relevance of the findings.

To ensure a comprehensive analysis, the study also adopts a descriptive research model. The purpose of descriptive research is to systematically and accurately describe the characteristics of events or populations without influencing the variables being studied. This approach is particularly suitable for capturing the detailed realities of the field, as it enables the collection of extensive data related to the phenomenon under investigation. By combining descriptive and qualitative methods, the research provides a nuanced understanding of the social dynamics, stakeholder roles, and the effectiveness of marketing communication strategies at Tumpak Sewu Waterfall.

Data were collected through purposive sampling, involving in-depth interviews, field observations, and documentation with a total of X participants, including X stakeholders and X tourists. Stakeholders such as the Tourism Office, *BUMDes* representatives, local guides, and business owners were interviewed to understand their experiences and communication approaches, while tourists were asked about their motivations and experiences at the site. This comprehensive approach allows the study to systematically assess the strengths and weaknesses of current IMC strategies, offering actionable insights for improving tourism promotion and stakeholder engagement at natural destinations.

## RESULT AND DISCUSSION

Tumpak Sewu Waterfall is a nature-based tourist attraction. This location highlights the natural beauty of a majestic waterfall with a wide curtain-like formation, surrounded by green cliffs and tropical forests. Because of its scenic beauty and naturalness, Tumpak Sewu is often categorized as a natural and adventure tourism. Tumpak Sewu Waterfall, located on Jalan Tumpak Sewu, Sidomulyo Village, Pronojiwo District, Lumajang Regency, East Java, is an interesting vacation spot for Indonesian and foreign tourists, good for all groups.



**Figure 1. Tumpak Sewu Waterfall**



**Figure 2. Tumpak Sewu Waterfall  
Entrance Gate**

(Source: author's personal documentation)

The facilities at Tumpak Sewu Tourism can be said to be quite complete. Initially, in the large parking area for motorcycles and cars, there are also security officers, motorcycle taxis for easier access, cool view spots, toilets, *homestays*, restaurants, prayer rooms, and *guides* who can speak English and understand *trekking routes*. In addition, Tumpak Sewu is also the starting point for exploring other natural destinations around it such as Tetes Cave and Telaga Biru, still in this tourist area. With so many interesting places to visit and adequate facilities, it's no wonder that Tumpak Sewu is becoming increasingly popular among tourists. Moreover, along with the development of marketing and facilities, this waterfall is increasingly known, both local and international tourists. The cool natural landscape, ranging from river valleys surrounded by high cliffs to rows of stunning waterfalls, makes the place a must-have destination for nature tourism lovers.

This study intends to find out that marketing communication strategies are actualized in an effort to increase tourist attendance. Therefore, the researcher carried out a structured research using an in-depth interview involving informants responsible for Tumpak Sewu Waterfall tourism, namely the Lumajang Regency Tourism Office, the chairman of the Village-Owned Business Unit (BUMDes) as the person in charge of tourism, then the Secretary of the Tourism Awareness Group (POKDARWIS), the Chairman of Sidomulyo Village, members of the pokdarwis, traders present at Tumpak Sewu Waterfall Tourism and visitors both from the archipelago and Foreign.

### **Integrated Marketing Communication Strategies and Effective Models in Increasing Tourist Visits**

Phenomena in the field show that tourist visits to Tumpak Sewu Waterfall have fluctuated from 2018 to 2024. The rise and fall in the number of visitors reflects the dynamics influenced by various factors, one of which is the effectiveness of the marketing communication strategy

implemented. Based on the author's findings, the increase in the number of tourist visits is greatly influenced by cooperation between various related parties, such as the Lumajang Regency Tourism Office, the Head of Sidomulyo Village, the Chairman of BUMDes, as well as local tourism actors such as the Tourism Awareness Group (Pokdarwis) and local traders. Here are some of the concepts of the IMC strategy used to increase tourist visits to Tumpak Sewu Waterfall:

### 1. Periklanan (Advertising)

The advertising strategy used by the Lumajang Regency Tourism Office, Sidomulyo BUMDes and Pokdarwis to promote Tumpak Sewu Waterfall is very closely related to the concept of IMC and integrated marketing communication. Advertisement is the initial and most dominant strategy in the promotion of Tumpak Sewu Waterfall tourism. Promotions are carried out through various media channels, both traditional and digital. Many national media such as Kompas.com, CNN Indonesia, and Liputan6.com publish articles and news related to the management and tourism potential of Tumpak Sewu. The coverage not only provides positive exposure, but also builds credibility in the eyes of tourists.

In addition to online media, promotions are also carried out through national television such as TRANS7, iNews, and TVOne, which present visual impressions of the beauty of the waterfall and the attraction of adventure in the area. This show is very effective in reaching the segment of tourists who still rely on television as the main source of information. However, the most effective and dominant advertising channel in attracting visits is social media. Platforms such as Instagram, TikTok, and YouTube have become very powerful visual promotion platforms. Through uploading photos and videos from tourists and content creators, the visual attraction of Tumpak Sewu Waterfall spread widely and quickly. Not only presenting beautiful scenery, social media also displays testimonials, trekking trails, and available facilities, thus providing a real and convincing picture for potential tourists. From the results of interviews with informants, the majority stated that they knew Tumpak Sewu through social media, which shows the effectiveness of this channel in building awareness and interest in visits.

### 2. Personal Selling

Personal selling or individual sales implemented by the Lumajang Regency Tourism Office and local stakeholders at Tumpak Sewu Waterfall shows the real application of one of the important elements in the IMC theory. In IMC, personal selling does not only aim to sell products or services, but also to build long-term relationships, create positive experiences and provide added value through direct interaction between sales and consumers. These values have been realized thanks to the role of the local tour guide as an individual sales center.

Individual sales at Tumpak Sewu Waterfall are carried out mainly by local tour guides who act as tour ambassadors as well as visitor companions. These local guides have in-depth knowledge of trekking routes, the best photo spots, and the local history and wisdom around the destination. Through direct interaction with tourists, local tour guides create a personalized, informative, and safe experience, thereby increasing tourist satisfaction and loyalty.

In addition, the local government also encourages promotion through tourism exhibitions in big cities such as Surabaya, Jakarta, and Bali. In this exhibition, the Tourism Office directly involved Pokdarwis members to offer tour packages to prospective tourists face-to-face. This

approach allows for two-way communication that is persuasive, thus increasing the chances of a visit decision to occur.

In terms of IMC's strategy, personal selling has the advantage of building an emotional relationship between managers and tourists. Warm and informative interaction from a local guide can create positive memories that tourists then pass back on to others. This makes personal selling not only a sales method, but also an investment in shaping the image and long-term trust of the destination.

### 3. Sales Promotion

It is a strategy aimed at providing direct incentives to prospective tourists to make a visit immediately. At Tumpak Sewu Waterfall, this form of promotion is realized through collaboration with open trip agents. These agents offer bundling tour packages that include entrance tickets to the main destinations (Tumpak Sewu, Goa Tetes, Telaga Biru), tour guide services, transportation, and accommodation at more affordable prices than if booked separately.

This strategy provides convenience and comfort for tourists, especially those who come from out of town or abroad. In addition, this sales promotion also has a direct economic impact on the local community, because in its implementation it uses local services and products, ranging from homestays, food stalls, to trekking equipment rentals.

From IMC's perspective, the sales promotion strategy that is implemented not only encourages direct transactions, but also improves the brand experience. Practical and affordable packages create satisfaction and trigger word-of-mouth recommendations. Even the travel documentation shared by the open trip participants on social media also expands the reach of promotion, making it a strategy that complements each other with digital advertising channels. Promotions do not only focus on expressing information but also make a pleasant impression and provide benefits for all parties ranging from tourists, open trip agent services, managers to local communities. This is a real example of how IMC is not just a theory but a strategy that can be applied concretely and has a direct impact on the development of community-based tourism.

### 4. Public Relations

Public relations activities play an important role in making a positive impression and establishing strategic partnerships. The Tourism Office and the manager of Tumpak Sewu Waterfall have collaborated with educational institutions such as the University of Jember (UNEJ) and the University of Muhammadiyah Malang (UMM) in the form of field lectures, community service, and digital marketing training. The presence of students in promotional and documentation activities also helps to spread information organically among academics and the younger generation.

In addition, cooperation is also carried out with homestay owners and local business actors. When homestays promote their services, they also indirectly promote tourist destinations. This kind of public relations model not only strengthens local synergies but also builds emotional connections between tourists and communities.

One of the other PR innovations is promotion through airlines, where Tumpak Sewu Waterfall is included in the brochure of featured destinations. Although limited, this cooperation reaches tourists outside the region and expands the image of the destination to the national and international levels.

## 5. Direct Marketing

Direct marketing was initially carried out through the distribution of brochures, flyers and tourism catalogs by the Tourism Office and Pokdarwis members. The promotional materials were distributed directly in tourism events and visits to major cities. This strategy has proven effective in the early stages of destination identification.

However, the intensity of direct marketing activities is now decreasing. Physical distribution of brochures is no longer carried out, and digital catalogs have not been fully developed. In today's digital era, direct marketing can be shifted to modern forms such as e-brochures, email marketing, and direct messaging through social media, making it more efficient and on target. This implementation will strengthen the IMC element, especially in maintaining a personal relationship between destinations and potential tourists.

## 6. Interactive Marketing

It is a type of 2-way interaction between managers and tourists usually done through digital media. One form of implementation of this strategy is the "Lumajang Tourism" application developed by the Tourism Office. This application is designed as a digital information center for tourism in Lumajang Regency, including Tumpak Sewu Waterfall. Unfortunately, some important features such as tour package lists and ticket prices have not been filled, thus reducing the interactive functionality of the app.

Nonetheless, the role of content creators in interactive marketing is significant. Through TikTok, Instagram, and YouTube, creators not only present visual content but also actively answer audience questions in the comment column. This interaction forms a responsive digital community and conveys accurate and real-time information. This strategy is very much in line with the IMC principles which emphasize the importance of personal experience and two-way communication in building trust.

## 7. Word-of-Mouth Promotion

(WOM) is a very strong non-formal marketing strategy in the tourism sector. Satisfied travelers tend to share their experiences with others through stories, photos, and videos. This kind of recommendation is more trustworthy because it comes from real experience. At Tumpak Sewu Waterfall, WOM occurs naturally through local, foreign, and online communities. Even some visitors from abroad such as France and Malaysia stated that they were interested in visiting because of recommendations from friends or relatives. Content creators also play a role in expanding the WOM effect through their videos and reviews that touch the emotional side of the audience. Within the framework of IMC, WOM is invaluable because it reinforces formal promotional messages with strong social validation. If managed properly, WOM can create a chain effect that expands the reach of promotions and increases potential visitors' trust in the destination.

Based on the results of research and analysis on the implementation of the integrated marketing communication strategy (IMC) in the Tumpak Sewu Waterfall destination, it can be concluded that this strategy has been implemented comprehensively and shows high effectiveness in increasing tourist visits. All the main elements of IMC have been utilized, ranging from advertising, individual sales, marketing, public relations, direct marketing, interactive, to word of mouth. Social media is the most effective advertising channel because of its ability to reach a wide audience and create high visual and emotional appeal.



The success of this strategy is also inseparable from the participation of the local community through the active role of BUMDes Pokdarwis, local tour guides, and MSME actors. They are not only implementers in the field, but also communication actors who directly shape the experience and perception of tourists. Therefore, in order for this IMC strategy to run more effectively and sustainably, it is necessary to develop a collaborative model that integrates IMC with the principles of Community Based Tourism (CBT) as the main foundation in the development of inclusive, consistent, and wide-impact tourism promotion.

The researchers recommend a combination of CBT and IMC through sustainable synergy between the government, tourism managers, local communities and third parties such as academics, open trip agents or content creators to create an inclusive and sustainable tourism promotion system. Through trainings such as digital marketing, creative content creation, how to use social media effectively, as well as increasing the capacity of local human resources and providing consistent promotional media both offline and online which then makes the community a strong spearhead of promotion. In addition, the researcher recommends the development of an integrated digital platform such as an application or web that is only for one tour which is then managed jointly between the Tourism Office and the local community. This platform or web can be a means of information, services, and two-way interaction that strengthens interactive marketing in the concept of IMC. In the long term, this will create a mutually beneficial tourism ecosystem between tourists and locals. Finally, the researcher also encourages tourism promotion not only to focus on increasing the number of visits but also to build a positive image of the local community as friendly, creative and competitive hosts. By integrating local values in all elements of IMC promotion, tourism development is not only economically oriented but also strengthens social and cultural sustainability in destinations.

### **Factors Supporting and Inhibiting Integrated Marketing Communication Strategy**

The implementation (IMC) in the management of Tumpak Sewu Waterfall tourist destinations shows a number of supporting factors that strengthen the effectiveness of promotion. The first and most dominant factor is the use of social media such as Instagram, TikTok, and YouTube. With this facility, Tumpak Sewu Waterfall tourism gets wide exposure through attractive visual content created by tourists and content creators. Social media is an effective means of advertising because it is able to build emotional engagement with the audience quickly and cheaply. In addition, the existence of national media such as Kompas.com, CNN Indonesia, and television such as TRANS7 also supports the massive and reliable dissemination of information.

The second supporting factor is the active participation of local communities, especially from tourism awareness groups (Pokdarwis) and local tour guides. They not only function as technical managers, but also as the spearhead of promotion through direct interaction with tourists (personal selling). The positive experience felt by tourists when assisted by a local guide also encourages marketing (word of mouth), which has proven to be effective in attracting new visitors. In addition, tourism exhibition activities in big cities such as Surabaya, Jakarta, and Bali, which were attended by the Lumajang Tourism Office together with Pokdarwis, are also a form of direct promotion that increases market reach.

Another supporting factor is the presence of open trip agents who offer bundling tour packages at affordable prices. This model not only facilitates access for tourists but also encourages local economic empowerment through cooperation with local traders, lodging, and

transportation services. Promotional cooperation with educational institutions such as the University of Jember (UNEJ) and the University of Muhammadiyah Malang (UMM), as well as support from content creators also strengthen the positive image and sustainability of destination promotion.

However, the IMC strategy at Tumpak Sewu Waterfall also faces various obstacles that must receive serious attention. One of the main obstacles is the practice of illegal levies (*pungli*) in tourist areas that cause inconvenience for tourists. Although this issue has been followed up, the image of the destination has been tarnished and has had an impact on tourist confidence. In addition, the opening of a new destination called Grojogan Sewu which is still in the same area as Tumpak Sewu without clear coordination has caused confusion. Many tourists think that Tumpak Sewu is closed, when only Grojogan Sewu is closed. This mismatch of information shows the lack of coordination and consistency of messages in communication strategies, which should be at the core of IMC.

Another obstacle is the lack of optimization of promotional digitization through the "Lumajang Tourism" application. The app is not yet fully functional because some important features such as tour package information, ticket prices, and other supporting data have not been filled. As a result, the app is not yet reliable as a digital information center, and tourists prefer to seek information from social media or other sources that are not always official. Direct marketing strategies such as the distribution of brochures and flyers that were previously actively carried out by *Pokdarwis* are also no longer carried out routinely, even though they are still needed to reach less digitally active segments of society.

Finally, the absence of an evaluation and monitoring system for the effectiveness of the promotional media used is also an obstacle. Without periodic evaluations, it is difficult to gauge which strategies are most successful or need to be improved. The reliance on the initiative of a particular individual or group in disseminating information also makes promotion unstructured and inconsistent, contrary to the main principle in IMC which is the delivery of an integrated and integrated message. Thus, although the integrated marketing communication strategy at Tumpak Sewu Waterfall has shown success in several aspects, improvements are still needed in the coordination system, digitalization, and strengthening of the evaluation and monitoring system so that the IMC strategy can run optimally and sustainably.

## CONCLUSION

The research findings indicate that the Integrated Marketing Communication (IMC) strategy at Tumpak Sewu Waterfall has been implemented comprehensively across various channels—ranging from digital platforms like Instagram, TikTok, and YouTube to personal engagement through local guides and *Pokdarwis*, as well as support from open trip agents. These efforts have successfully enhanced the destination's image and appeal, particularly through engaging visual content and memorable visitor experiences that drive word-of-mouth promotion. However, challenges remain, such as illegal levies, weak coordination in managing new destinations like *Grojogan Sewu*, underutilization of the "Lumajang Tourism" digital application, and insufficient evaluation of strategy effectiveness. To address these issues and ensure long-term success, future research should explore deeper integration between IMC and Community-Based Tourism (CBT) approaches, focusing on empowering local communities as

central actors in tourism promotion and management, and fostering stronger collaboration among all stakeholders.

## REFERENCES

- Ahmadjayadi, C. (2004). *Cyberlaw sebagai sarana sangat penting bagi perkembangan sistem informasi nasional berbasis teknologi komunikasi dan informasi*, dalam *Laporan Forum Dialog Nasional Bidang Hukum dan Non Hukum*. BPHN.
- Arifa, S. N. (2023). *Tumpak Sewu, air terjun yang dipercaya terindah di Pulau Jawa*. VALIDNEWS.ID. <https://validnews.id/kultura/tumpak-sewu-air-terjun-yang-dipercaya-terindah-di-pulau-jawa>
- Briandana, R., & Dwityas, N. A. (2020). Conventional marketing communication tools for residential products in digital era. *Technium Social Sciences Journal*, 14, 193.
- Fahyuni, E. F. (2017). *Teknologi, informasi, dan komunikasi (prinsip dan aplikasi dalam studi pemikiran Islam)*. Umsida Press.
- Febriyani, C. (2017). *Ini Dia, asal mula ditemukannya surga dunia Tumpak Sewu*. Industry.Co.Id.
- Juska, J. M. (2021). *Integrated marketing communication: Advertising and promotion in a digital world*. Routledge.
- Kayode, O. (2014). *Marketing communications*. Olujimi Kayode.
- Kristiyono, J. (2015). Budaya internet: Perkembangan teknologi informasi dan komunikasi dalam mendukung penggunaan media di masyarakat. *Jurnal Scriptura*, 5(1), 23–30.
- Moleong, L. J. (2021). *Metodologi penelitian kualitatif*. PT Remaja Rosdakarya.
- Mukaromah, E. (2020). Pemanfaatan teknologi informasi dan komunikasi dalam meningkatkan gairah belajar siswa. *Indonesian Journal of Education Management & Administration Review*, 4(1), 175–182.
- Nasution, S. (2021). Konsep pariwisata halal berbasis ekonomi kreatif dengan *sharia regulation* dalam meningkatkan pendapatan dan kesejahteraan masyarakat di Sumatera Utara. *Jurnal Riset Akuntansi dan Bisnis*, 21(2).
- Noviana, F. D. (2020). Strategi marketing komunikasi Forum Komik Bandung dalam membangun brand awareness. *Jurnal Ilmiah Komunikasi Makna*, 8(2). <https://doi.org/10.30659/jikm.v8i2.10655>
- Nugraha, H., & Hegiarto, A. S. (2024). *Marketing communication strategy: Case study of product marketing communication strategy on Riseloka.com website*.
- Octaviany, V., Nuruddin, Erviana, E., & Baharta, E. (2020). Potret wisata halal di Indonesia: Analisis kesiapan stakeholder dalam penyelenggaraan wisata halal di Kota Bandung Indonesia. *Jurnal Ilmiah Pariwisata*, 25(Pariwisata).
- Pawesti, K. W. (2019). Strategi komunikasi Dinas Pariwisata Kota Bogor dalam membangun citra destinasi wisata halal. *Jurnal Aksara Public*, 3(4).
- Pratiwi, S. R., Dida, S., & Sjafirah, N. A. (2018). Strategi komunikasi dalam membangun awareness wisata halal di Kota Bandung. *Jurnal Kajian Komunikasi*, 6(1). <https://doi.org/10.24198/jkk.v6i1.12985>
- Setiawan, D. (2018). Dampak perkembangan teknologi informasi dan komunikasi terhadap budaya. *Jurnal Simbolika: Research and Learning in Communication Study*, 4(1). <https://doi.org/10.31289/simbolika.v4i1.1474>

- Soedarsono, D. K., Mohamad, B., Adamu, A. A., & Pradita, K. A. (2020). Managing digital marketing communication of coffee shop using Instagram. *International Journal of Interactive Mobile Technologies*, 14(5). <https://doi.org/10.3991/IJIM.V14I05.13351>
- Viera Valencia, L. F., & Garcia Giraldo, D. (2019). Strategi komunikasi komunitas Teman Halal Regional Bandung dalam membangun kesadaran pentingnya gaya hidup halal pada generasi milenial Kota Bandung. *Angewandte Chemie International Edition*, 6(11), 951–952.
- Wiriany, D., Natasha, S., & Kurniawan, R. (2022). Perkembangan teknologi informasi dan komunikasi terhadap perubahan sistem komunikasi Indonesia. *Jurnal Nomosleca*, 8(2), 242–252. <https://doi.org/10.26905/nomosleca.v8i2.8821>
- Xaviera Wardhani, S. (2022). Creativity of social media marketing as a digital marketing communication strategy in Indonesia. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3).
- Zumar, S. (2024). *Air Terjun Tumpak Sewu: Legenda, kegiatan wisata, hingga tips berwisata*. Tugumalang.id. <https://tugumalang.id/air-terjun-tumpak-sewu-legenda-kegiatan-wisata/>