**Adoption of Marketing Communication Model in Digital-Based Tourism Development: an Initial Project in Coban Pitu Malang, Indonesia**

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**ABSTRACT**

Tourism potential in rural areas is a valuable asset for community economic development if managed effectively and sustainably. Utilizing tourism potential as a source of income for the community can reduce dependence on the agricultural sector and at the same time provide employment alternatives that hamper the flow of urbanization. However, the development of information technology and communication poses challenges for the development of the rural tourism sector. On the other hand, the advancement of ICT encourages the need for the transformation of management and marketing of tourism objects in rural areas to be more accessible for tourists. This article aims to explain the initial project of digital tourism potential development in rural Malang by adopting the AISAS marketing communication model. The AISAS model which consists of attention, interest, search, action and share is used because it is relevant to the marketing trend in the digital era which emphasizes openness, affordability and speed. This project was carried out at Coban Pitu waterfall tour which is one of the tourism potentials in Malang. This initial project seeks to digitize the main elements in tourism development including access, content or tourism objects, facilities, facilities and infrastructure and communication networks with tourists. This project aims to attract national and international tourists to bring income to the surrounding community. The implementation of this project successfully promoted tourism potential through social media. However, there is still a digital divide between communities around tourism objects, thereby reducing their participation in digital tourism management and marketing.

**Kata kunci**: *Rural Tourism, Digital Based Tourism Development, Marketing Communication, AISAS Model*

**INTRODUCTION**

Indonesia has abundant tourism potential. With the slogan "wonderful Indonesia", the diversity of culture and beauty of Indonesia is one of the world's tourism destinations. Based on the government's work plan for 2017 tourism is one of the 5 priority development sectors. Other sectors are food, energy, maritime, industrial real estate and special economic zones. Under Law No. 10 of 2009 Tourism is a tourism activity that is supported by various facilities and services provided by the community or the government, the elements contained in it include tourists, the natural potential of a region, the form of travel, industry or local handicrafts in a tourist area and so on. As an illustration of the wealth and quality of tourism potential in Indonesia, from the aspect of Village Potential (Podes) alone in 2018 there are 1,734 tourism villages throughout Indonesia (BPS.go.id). based on travel reports and tourism competitiveness in 2017 from 136 countries, Indonesia showed an increase by being ranked 12th.

The tourism industry plays an important role in increasing income for the country of origin and destination. The main benefits of the tourism industry for the country are foreign exchange income, tax revenues, the opening of business opportunities and employment (Hojeghan & Esfangareh, 2011: 312). In rural areas, tourism can accelerate the process of economic transformation (Nugroho, Negara, Yuniar 2018: 43). In 2017, the Government targets 20 million foreign tourists and 275 million domestic tourists. The revenue target of the tourism sector reaches 260 rupiah. In fact, during 2018, the number of foreign tourists visiting Indonesia reached 15.81 million visits, up 12.58 percent compared to the number of foreign tourist visits in the same period in 2017 which amounted to 14.04 million visits (BPS.go.id).

The development of information and communication technology (ICT) has an impact on the emergence of new destinations in the tourism industry in Indonesia. (Abdurrahim, Najib Djohar, 2019: 133) The development of ICT especially social media has dramatically affected the tourism sector and caused the changes needed in understanding tourism and its economic potential. (Watkins etc. 2018: 41). ICT has also produced a new paradigm shift, restructuring the tourism industry and developing various opportunities and threats. (Watkins etc., 2018: 41). ICTs change the global economy in creating new relationships and business opportunities that cross the business sector, culture and distance.

However, in reality Indonesia has not succeeded in developing and implementing the tourism sector based on digital technology. In fact, dynamic and modern marketing capabilities are one method that can generate profits and maintain the sustainability of the tourism sector. Of course this requires the cooperation of all parties, not only the government but also from academics and society so that Indonesia is able to increase the competitiveness of the tourism sector at the international level (Saragih, 2016: 310). The existence of a digital divide in management such as the access gap, the use of ICT and services can lead to the development of the tourism sector to be asymmetrical (Minghetti & Buhalis, 2010: 276).

Such conditions support the argument that the growth of the internet is faster in developing countries but can only be accessed by a small number of people (Khan & Khan, 2005: 80). Residents, especially in rural areas, need to be provided with knowledge and skills in the use of ICTs in order to maximize resource potential for economic development (Osman, 2007: 12). If the digital divide is overcome, many developing countries can distribute their products, increase their client base and form trade partnerships, especially the development of the tourism sector (Watkins etc., 2018: 45).

The use of ICT innovations in tourism can create mutually beneficial communication and cooperation between tourists and tourism managers (Minghetti & Buhalis, 2010: 279). Digital tourism provides accessibility to all tourism stakeholders in Indonesia, from aspects of licensing, activities and events, and provides accessibility for visitors to find information about tourist destinations in Indonesia (Putra etc. 2018: 81). Social media platforms such as Youtube, Twitter, Facebook, Instagram and others make it easy for users to convey information and communicate with each other (Abdurrahim, Najib Djohar, 2019: 133). Therefore, digital communication providers must know the communication resources used by tourists and provide content that attracts their motives. (Divinagracia etc, 2012: 93).

This article aims to explain the initial project of developing rural tourism through digital-based marketing by adopting the AISAS marketing communication model. The results of previous studies indicate that the AISAS model which includes attention, interest, search, action and share is very effective for promotion (Abdurrahim, Najib Djohar, 2019: 134). This project is conducted in Tumpang Malang which has one of Coban Pitu's waterfall tourism potentials. The method used is to build promotional media using a digital media base by involving village communities. The effective role of technology as a medium of communication and promotion can be applied in marketing rural tourism and other tourism potential. In addition to increasing the promotion and exploration of tourist villages, it is also necessary to increase the ability of the Tumpang community to be able to work together with other communities and the management of tourist attractions and their ranks.

**The Development of ICT and Tourism Trend Transformation in Marketing Communication Perspective**

The internet is a communication medium that is engaged in marketing in the digital era and is growing very rapidly among the public, where from the Internet people can easily access information on data and can establish digital communication facilities that can be connected throughout the world (Kurnianti 2018). The use of the internet in the tourism sector can be the biggest contribution in the delivery of information or marketing with the aim of gaining interest and the people's interest in information obtained from the mass media literature and can be oriented towards the target number of visitors in a tourist destination or tourism (Watkins etc., 2018:41). This certainly brings a positive response from tourist attractions or citizens who live in tourist villages, in this case tourists will be agile to respond to all information that has been available on the Internet regarding tourist destinations or places that are to be visited, application This internet-based publikasimediamasa needs to be followed up by the tourism villages in Tumpang Subdistrict, as a means of reasoning information and the introduction of culture and potential in the village of Tumpang.

Technology convergence in the contemporary era makes it one of the opportunities to carry out large-scale tourism exploration and visual interaction that supports practical communication to get an updated and reliable information (Minghetti & Buhalis, 2010:270). The role of digital encourages potential significance that can renew the habitual system of Indonesians to do things in a chain that creates the availability of information obtained, adopting information technology generates new insights so as to create innovations in uploading Indonesia's tourism potential towards the global role of the cyber world (Divinagracia etc, 2012:93) . Based on the role of digital, making tourist attraction through the promotion of mass media creates an increase in the efficiency of the quality of tourism potential in Indonesia following the current trending of millennial generations.

Tourist attractions are one of the repenting elements in realizing local-based tourism and supporting the potential by processing right on target, so that an icon is needed as a tourist attraction to visit and get an impression after visiting a tourist spot. The tourism area is related to location and location as a source of tourism potential providers as a demand for tourism needs, the provision of needs related to tourism is complementary to tourists' needs in tourism, business in tourism management and development can use social media promotion or mass media, as a form of withdrawal tourists to visit the tourism object

Promotional strategies or marketing studies of rural tourism need a strategy and the role of sponsors as reinforcement in the application, Internet media as the basis for implementing the study of the potential of a tourist place makes it a means of publication and facilitator of communication between tourism managers and potential tourists. In research journals reviewed by (Devy 2017) there are developments and Objects of Tourist Attraction (ODTW) which are the main drivers of the tourism sector requiring collaboration between businesses and the private sector. In this case ODTW is one of the offered promotion strategies by cooperating with stakeholders as a center of empowerment.

Promotions can then be carried out using a technology base as an effort to promote tourism marketing, the marketing mix is ​​a communication model described by (Kotler and Keller 2012) including promotion, events and experience, public relations and publicity, interactive marketing. Social media used as a means of publication are Instagram, Facebook, Path, Twitter and others.

The stages of responsibility related to promotional strategies include AISAS, Attention (an activity that is used as a puller, public attention to attraction to tourists), Interest (Interest, effort in managing a tourist by using sponsorship appeal), Search (Searching for media sites which has been published by prospective tourists), Action (actions used in the delivery of information through media partners), Share (share the existing tourism potential through the media and bring in tourists so that information can be obtained from other tourists). See the following scheme.

Tourism Promoting

Digital media

community

tourist

whatsapp

Media partner

internet

Social network

facebook

instagram

**METODHOLOGY**

The study was conducted in Tumpang Subdistrict which has the potential of natural and cultural tourism potential which is very much studied and needs development and exploration on the basis of mass media or internet media, research conducted on March 8, 2019 - April 27 2019. The research method used is qualitative research methods through a case study approach, case studies are used as a description of the development of exploration of tourism resources using internet media and tourism media and are oriented towards tourism villages which in case studies are found from focus studies at the location of the Tumpang District Pitu Waterfall and dance arts and culture.

While the data collection techniques used are field observations, interviews, and documentation. Data validity uses source triangulation. Triangulation of this data by comparing the results of observations with the results of interviews obtained and then linking the results of interviews with documents that have been obtained previously (Moleong, M, A 2004). In connection with the triangulation of the data taken is as a comparison between the results of observations with the results of interviews and documentation related to the themes that have been taken so as to make triangulation of data as directors in research to collect mandatory data from various sources that are available.

Data obtained include the available natural potential, existing historical heritage, diversity of cultural arts and other relics. As for the natural potential that requires the development of pre-existing developments in the Pitu Subdistrict Waterfall in Tumpang Subdistrict, observations found the beauty of the waterfall, beauty, cleanliness, processing services and as a place of recreational activities. The quality of promotion and exploration-based empowerment still does not appear to be visible, this is due to the absence of profound consequences for the community to pay attention to the potential of natural tourism in the Pitu Source, besides the geographical conditions that do not allow the steep downfall and the absence of other facilitators making this Sumber Pitu Waterfall tourism potential in the Tumpang sub-district declared as a tourist village base is less concerned. This information was obtained through interviews with local communities and existing village managers and elders.

**RESULTS AND DISCUSSION**

1. **Social Mapping and SWOT Analysis of Potential Tourism in Rural Malang Coban Pitu**

In general, the majority of the Tumpang people is farmers. Tumpang is known for its extensive agricultural area so that there are many agricultural products. Viewed from the number of farmers as the highest livelihood compared to other livelihoods, which amounted to 11,438 people. So that this vast agricultural area is supported by the number of farmers who can produce large and varied agricultural products. Superior agricultural commodities in Tumpang, including rice, sweet potato corn, potatoes, garlic, long beans, cucumbers, cayenne pepper, eggplant, mustard greens, kale, spinach, beans, tomatoes, large chili, cabbage, beans, carrots and apples. These agricultural products are then sold outside Tumpang even outside Malang. Many of the producers of processed fruits and vegetables outside Malang supply materials from Tumpang.

Besides being known for its abundant and diverse agricultural produce, Tumpang is also known as a tourist destination. Intercropping is located in the highlands, so that a lot of water tourism potential, such as waterfalls, waterfall tourism potential, is expected that tourists can maintain the purity of protected springs in the natural tourist area. Many of the overlapping communities take advantage of this opportunity to make it their source of income. Tumpang also has the potential to develop the agricultural sector and tourism sector since Tumpang is one of the land routes to Bromo Tengger Semeru Park. This supports many of the economic activities of the residents, with many foreign tourists going to Bromo Tengger Semeru Park opening opportunities for residents, such as selling various kinds of fruits and vegetables, providing accommodation, and certainly supporting other tourist destinations in Tumpang.

The object of tourist attraction in the District of Tumpang especially Duwet Village is that there are various natural attractions such as coban sewu waterfall, seeing the beauty of pristine flora and fauna and local cultivation of plants cultivated by local farmers, picking apples at the end of the village is a natural tourism object that can be done after visiting the source of waterfall tourism, because the very close location makes it an object of tourist attraction in the source waterfall tourism, because the main means of making a trip are traveling before going to Bromo. Facilities and accommodation of tourism facilities and infrastructure in Tumpang Subdistrict have criteria as tourist villages, namely there are 5 star-rated hotel lodgings, rental homes made by the local community and equipped with restaurants and stalls around tourism objects.

The SWOT analysis carried out at the Pitu Source is used as a parameter to know the optimization of opportunities and strengths that can be developed from this tourism potential as well as reviewing and understanding strategies to minimize weaknesses and the threat of Coban tourism in the future. The shortcomings contained in the SWOT analysis of the Pitu Source Waterfall are not used as an inhibiting factor for the growth rate but these weaknesses can be used as a supporting factor for future planning opportunities. The existence of weaknesses and shortcomings can be optimized again by arranging opportunities that subtendize the strength possessed at Sumber Pitu Waterfall. Aggression in developing tourism villages based on natural tourism potential in Tumpang sub-district has a good strategy recommendation and has strategic geographic conditions so that it can continue to carry out tourism exploration and expand towards more advanced ones.

1. **From Local to Global: the Initial Project of Local Tourism Digitalization Based Marketing Communication**

The development of local tourism potential based on SWOT analysis needs to take the following steps:

1. Community involvement in carrying out tourism village development planning ideas, this strategy is carried out as an effort to take advantage of opportunities by optimizing the strength of communities that have a high sense of mutual cooperation so as to create a system of harmony and preservation of maximum tourism objects. In this case, it is in accordance with the principle of involving the community as the main actor in developing tourism villages, which was initiated by Ardika (2009).

The involvement of this community is oriented towards land ownership both directly and indirectly which is used as tourist exposure and travel lanes for tourists so that the impact is one of which is air pollution from tourist vehicles, involving the community will create opportunities namely good cooperation between communities with tourist source processors, besides that the community can also take advantage of opportunities by conducting economic activities such as trading and so on. Community participation in developing tourism villages is needed both in planning, decision making and economic division (Qomariah, 2009).

Development of tourist villages that are oriented towards exploration of Sumber Pitu Waterfall tourism still does not actively involve the community in planning and managing natural tourism potential. Thus the role of the community in developing tourism villages is still low so that managers must involve the community in planning and managing. This can lead to good cooperation between the local village community and the nature tourism manager in Malang regency. The management and the local community are still not able to carry out joint management in the natural tourism, this is due to differences in interests in various parties that cause difficulties in collaborating and developing existing tourism potential, therefore the tourism potential manager of the local government must do the right way by holding deliberations between the two parties so that they can conduct good cooperation to develop tourism potential and planning tourism development in the future. In accordance with the characteristics of tourist villages that involve the community in an effort to carry out the planning, implementation, development, and evaluation processes so that it will encourage the potential of good tourism objects with competent cooperation in accordance with their respective fields.

1. Socialization and promotion related to tourism villages and exploration of the Sumber Pitu Waterfall by using digital media and association so as to create a "Marketing Communication Mix" is a separate force to optimize the various opportunities that exist in tourism potential and tourism villages. This strategy is the strength of the local Duwet village community and village youth organizations to promote their natural tourism to various digital media by cooperating with media partners to sponsor or take existing natural tourism posts, besides that other communities conduct strategy associations where they interact socially. Direct face-to-face meetings conducted from community to community. The capacity of digital-based socialization supports the existence of the 4.0 digital revolution that is currently in the midst of modernization so that it can make digital power-based opportunities.
2. The formulation of village government policies in developing rural tourism requires great decisiveness. It aims to optimize village opportunities that need to be updated in an effort to lift the exploration potential of Duwet Village, Tumpang District. The main policy that needs to be stressed is the regulation of the Malang Regency government policy with the existence of this policy, of course, there is a law enforcement regarding regulations that support the development of tourism village development. So that the regional policy will be seen in the budget policy and the handling of adequate infrastructure to support the facilities and infrastructure for the formation of tourism villages that are oriented towards the potential of local tourism. Facilities and infrastructure that need to be improved include being able to multiply home stays, developing community lodgings specifically for tourists who want to stay in the village to watch art performances in the evening, and accommodating traditional arts so that they remain scattered with regional art studios

In developing and empowering the tourism potential that exists in Tumpang district, especially in the same source, research uses the AISAS principle in problem solving. The first thing that must be considered in developing tourism in the Tumpang sub-district is to understand the current conditions of the community itself. In addition, the utilization of the uniqueness and characteristics possessed by the village and the tourism potential in an effort to explore tourism resources is suitable to use the AISAS basis, where the community plays an active role and cooperates with various managers in developing tourism villages in Duwet village, Keumpangatan Tumpang.

The development of the AISAS base did not escape the influence of the digitalization era in the process of promotion and public advertising in cyberspace, AISAS can make the potential of overlapping tourism a digital tourism in Indonesia. Digital tourism is a top priority promoted by the tourism ministry, which includes systematic tourism promotion as a support for exploring the effectiveness of tourism information through the official regional tourism web site. The main base of AISAS is through content analysis references consisting of 1) Visualisai aesthetics, 2) informative tourism potential, culture and traditions, 3) Interactive, online planning in loading tourism potential ideas for exploration through digital systems (Department of Hotel Administration, High School NHI Bandung Tourism, et al. 2018) Tourism potential that supports and inherits a rich history of art makes Tumpang as the orientation of tourism village development that needs to be processed and preserved therefore Attention, interest, search, action, and share will help in the process of development and empowerment to be right on target and have a feed back for both the manager and the community.

The concept of AISAS corresponds to the development of the digitalization era and the existence of an industrial revolution that began to intensify in Indonesia, thus the selection of mass media-based digitalization or the internet became one of the main foundations of the AISAS concept in the cyber millennial era. In this method tourists will make various choices and attention to the existence of advertisements that are published through digital media to do a complete search of tourist destination information on their social accounts (Rini and Harahab 2018). Advertising or advertising is a major basis for moving consumers to be more anticipatory in the selection and application of offer objects and case sections as choices that are actively involved in the component period (Wirawan and Hapsari 2016).

The selection of promotional content also needs to be considered in the application of the AISAS method where content advertising must meet standardization and feasibility criteria in trusted sites and websites. The statement is supported by research conducted (Caraivan, nd) which mentions several stages in conducting tourism promotions using digital media including 1) piloting accredited content through trusted and secure blogs and websites 2) the use of the latest social networks used in the millennial such as Instagram, Facebook, Line, WhatsApp and other official sites, 3) respond to comments or messages that come in and serve as communicative interaction media for managers and responsibility for consumers (tourists) who respond to information on potential tourism that has been uploaded. In this case it can make several influences on the important components of advertising on the development of tourism potential in Tumpang Subdistrict especially the Sumber Pitu Waterfall on the basis of the AISAS method including:

1. **Attention** is how the concept of the researcher in observing or observing the location object to be developed can succeed. In this case, the research was conducted in the Tumpang area as a tourism development, this is because Tumpang has a lot of tourism potential, but it has not been exposed to outside communities. Second, the objects offered by Tumpang Regency are still fairly natural, such as the presence of many waterfall or coban attractions, as well as plantation attractions such as apple picking tours. These things should be an opportunity for the Tumpang area to attract tourists.
2. **Interest,** is a way how research looks at a potential natural tourist attraction, especially the coban pitu source of Tumpang District to attract tourists to visit. Coban Sumber Pitu is one of the coban in Tumpang District which still has clean and natural water sources. The scenery offered by the pitu source still looks beautiful and cool. It is this naturalness and beauty that will become our own attraction for us and tourists, especially nature lovers. As the name implies, the Pitu Source has 7 springs, or 7 waterfalls. This is also a separate plus as a manifestation of the uniqueness of the source that will bring many tourists. Of course, natural factors and the beauty of the source are also driven by the lack of tourists visiting the Pitu source. This is because, still not managed by Coban, the source itself, such as the absence of counters and directions to the coban source. In the development of this tourist attraction, the research will emphasize the problem of directives that are still not available and the publication of coban pitu sources that are still at a minimum**.**
3. **search,** the community began to gather information about the coban source and look for locations from the pitu source. In this development, we provide a solution for the community so as not to get lost to get to the location by giving a way of referral board.
4. **Action,** is a real action carried out at the time of research to develop in the tourist attraction of Tumpang district, especially the source of Coban, in this case, the researcher contributes as well; clear directions, so that tourists can access the right path and not go wrong with the destination. This action can be done after carrying out the three stages discussed above, namely attentions, interest and search. When going down the field or observing, there are several points that we set to give placards in the direction of the source of the pitu coban. Besides that, we also set a point of giving placards in the direction of the area in the form of a path to get to the coban source pitu

Not only giving guidance, researchers will also make a strategy to analyze the potential by making videos about the potential beauty of Tumpang Regency tourism objects, one of which is Coban, a source that will be uploaded on various social media. Such social media include Instagram and YouTube. In addition to supporting Tumpang tourism objects, one of which is coban pitu source, research contributing actively in the development of tourism in the area is by writing articles about Tumpang tourist objects and coban pitu sources uploaded on the website. This action needs to be done, so that the general public understands that there are natural attractions that are still untouched by many people. If many people visit the coban tourism object, the source of income will increase the income for the area that comes from the sale of entrance tickets by tourists. Not only that, the surrounding community can also increase debt by clearing parking lots and selling in the pitu coban area Feedback.

1. **Share**  In this case, the increase in digitalization has become the main base for uploading tourism potential websites. The use of the internet has become a digital marketing tool that is easy to share information and promotion of tourism businesses featuring citizen-specific interest categories in taking tourism businesses for interested parties resulting in e-commerce processes (Department of Hotel Administration, NHI Bandung Tourism School, et al. 2018 )

Adoption of the AISAS model in Digital-based Tocal Tourism Promotion

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| **AISAS Model** | **Event** |
| Attention | 1. Print brochures with photo photos of attractions in the overlapping Kabuaten 2. Create a website account whose content contains descriptions of tourist attractions in the Tumpang area |
| Interest | 1. Cooperating with the village parties to develop and manage objects 2. Providing information for the village community to address the importance of tourism development 3. Search for media partners and ship sponsors to promote overlapping attractions |
| Search | 1. Output from media partner searches and sponsorships that reach many communities 2. Update and follow-up of Tumpang tourist objects on various social media and youtube |
| Action | 1. Installation of placards for directions on the overlapping tourist attraction especially Coban Sumbr Pitu 2. Spread brochures about Tumpag attractions to the community |
| Share | 1. Upload the results of tourism development in online media |

The design of sustainable tourism using digital media and oriented towards the advancement of tourism and cultural potential in the future must fulfill responsibilities that have reliable competencies in it. One way of passive involvement in it is by making tourism potential as a sustainable development in the long run and contributing to the surrounding environment. Reducing the impact of tourists such as garbage, water pollution, carbon emissions and production waste needs to be followed up by making tourism as a natural heritage that needs to be preserved and preserved. This is in line with the reduction in the impact of overtourism, which is produced by tourists in visiting tourism potential objects, causing pollution and the need to diversify the strengthening of local community regulations in accordance with the culture and traditions that need to be maintained ("NEXT TOURISM GENERATION" 2019)

The role of the community itself is very much needed in implementing the AISAS model where the community helps actively share information through digital systems and chain associations for a long time. The community responded that the existence of the AISAS model would enable faster exploration of tourist villages that had been wanted by a number of generations of young people in the village, but could not be implemented because of inappropriate development methods and the absence of media partners who joined them. With this, the AISAS model is easily accepted by the local community and has full support to remain committed to renewing all systems and cooperation between the appropriate wisat manager and the local community. The community has made AISAS an initial change that continues to be developed by adjusting the role of digitalization and social media as a reference for the most popular tourist references and providing maximum advertising action.

The AISAS exploration contribution brought a positive impact that made Coban Pitu tourism more widely known by the wider community by collaborating with media partners and information updates so coban pitu can be found on google maps which previously only had coban bidadari and coban pelangi which were explored in the digital world and became part of the trip to coban pitu so that the contribution can be made as a partner who develops the potential of natural tourism in the Duwet Village, Tumpang District

**KESIMPULAN**

Based on the results of the research conducted in this case conclusions based on the research that has been carried out include:

1. Malang Regency, Tumpang Subdistrict has the abundant potential of natural and cultural tourism, as seen from the data from the statistics from related regions, hence the conclusion that the potential is still not well managed shows that visitor data from year to year does not increase significant this is due to lack of communication and media promotion to the general public, thereby reducing the interest of visitors to search for related tourist locations.
2. Tourism management in Tumpang Subdistrict has been handled by the Culture and Tourism Office as the main stakeholder and assisted by a whole range of villages and village leaders in an effort to realize a locally based tourism village that is still preserved by supporters of cultural heritage that is still well managed by local community.
3. Digitalisai industry 4.0 is the main basis for transforming digital tourism destinations through tourism promotion media and contributing to strengthening village potential and local traditional culture that needs to be developed.
4. Handling in the effort of promotion in Tumpang Subdistrict, Malang Regency, a related solution in carrying out an approach to existing problems, the researchers used the AISAS model in an effort to conduct digital-based communication media focused on the target of prospective tourists.
5. Communication of marketing using digital media is used as an effort of communication media that can be carried out by the local community in an effort to channel potential and information by using the media in the demands of globalization and the industrial revolution era 4.0 which requires active digital media in global competition.
6. Digital as the main base with the AISAS model helps the community in promotions that are carried out continuously and periodically as the data is updated and the actualization of the data and potential that exists. AISAS is conducted as a benchmark in the effort to make promot media that is done by using Attention by using brochures or banners and media as an active medium of communication in cyberspace. Interst (interest) interest is gained by making improvements to infrastructure and the incessant media promotion and active cooperative relations of various parties concerned as media partners. Search can be done in media both social media and print media. Action (action) can be realized in an effort to upload promotions to digital media, namely the internet and install placards and devices. Share (upload) uploads on personal accounts and media partners as a form of social praxis that has been done in the effort to develop tourism villages.
7. The implications of the results can be obtained from the activities that have been carried out, namely through the AISAS model as a comparison of previous research and using marketing communication techniques to increase the promotion and introduction of existing tourism villages so that they are oriented towards development and collaboration between various parties and cohesiveness of youth and society villages around the Tumpang area.

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