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Marketing Communication Strategies to Increase Visitor Interest in Marina Beach, Semarang City

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Abstract

This study examines marketing communication strategies employed to increase visitor interest in Marina Beach, Semarang City, focusing on promotional practices, digital communication, and organizational challenges. A descriptive qualitative approach was employed, with data collected through observation, interviews, and documentation. The analysis examined promotional channels, destination representation, visitor-generated content, and managerial coordination. The findings reveal that Marina Beach possesses considerable tourism potential through its accessible location, coastal scenery, sunset attractions, recreational activities, and supporting facilities. However, marketing communication remains insufficiently structured and coordinated. Promotional activities rely predominantly on word-of-mouth recommendations and visitor-generated content on Instagram and TikTok, while official digital promotion remains inconsistent. Additional challenges include irregular website updates, limited collaboration with travel agents and content creators, inadequate digital marketing capabilities, and the absence of systematic promotional planning and evaluation. The study identifies opportunities to strengthen destination positioning, improve digital information management, coordinate promotional content, and develop strategic partnerships. The findings contribute to understanding organizational marketing communication practices at local coastal destinations. Although these improvements may support visitor interest, their effects on actual visitation require further empirical evaluation.

Keywords: *Coastal Tourism, Destination Image, Marketing Communication, Social Media Marketing, Visitor Interest.*

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INTRODUCTION

The increasing integration of digital communication into tourism marketing has transformed how destinations establish visibility, communicate their distinctive characteristics, and influence prospective visitors' travel decisions. Tourism promotion is no longer determined exclusively by conventional advertising or the physical attractiveness of destinations, as digital platforms increasingly enable continuous interaction between destination managers, tourists, content creators, and broader online communities. Social media marketing has consequently become a strategic component of destination competitiveness, particularly for recreational attractions that depend on public awareness, favorable destination perceptions, and sustained visitor interest. Research on tourism-related social media content demonstrates that travelers engage with digital information not merely to identify potential destinations but also to evaluate the credibility, relevance, and experiential value of tourism experiences before making travel decisions (Zhou et al., 2023). Digital communication can further generate psychological responses that encourage destination interest, including favorable social comparisons and the desire to experience places encountered through online content (Zheng et al., 2023). These developments are particularly relevant to coastal tourism destinations in Indonesia, where visual attractions, accessibility, recreational facilities, and visitor experiences can be communicated through interconnected promotional channels. Marina Beach in Semarang City represents a relevant case because its coastal scenery, sunset views, family-oriented recreational activities, and accessibility provide substantial material for destination promotion. The tourist visitation figures reported in the research manuscript indicate considerable variation across the

observation period, highlighting the need to examine destination marketing practices without assuming that changes in visitor numbers are attributable exclusively to promotional activities. The central issue extends beyond the availability of tourism attractions to the organizational capacity to communicate their value through credible, consistent, and strategically coordinated marketing activities. Understanding how these communication practices are organized is essential for examining the relationship between destination promotion and efforts to encourage visitor interest in an increasingly competitive digital tourism environment.

Recent scholarship on tourism marketing has established several complementary explanations of how digital communication influences tourist perceptions and behavioral intentions. One prominent research direction emphasizes the relationship between social media engagement, destination image, and the intention to visit or revisit tourism destinations. Studies examining destination authenticity and digital exposure indicate that destination image occupies an important position in explaining how tourism-related information becomes associated with subsequent behavioral intentions (Maarif et al., 2023). Research on ecotourism similarly positions social media marketing as a potentially influential instrument for attracting prospective visitors and shaping their willingness to assign economic value to tourism experiences (Sadu et al., 2024). A related body of literature addresses the credibility and origin of promotional information, distinguishing communication produced by destination organizations from content generated independently by tourists. This distinction is analytically relevant because user-generated and organization-generated content may influence tourist attitudes and destination perceptions through different mechanisms (Wijaya et al., 2025). Research on Indonesian tourism also considers the relationship between social media marketing activities and intentions to revisit destinations, extending attention beyond initial attraction toward continued visitor engagement (Wilopo & Nuralam, 2025). Another research direction incorporates emotional attachment, destination image, and influencer credibility into explanations of tourism-related visit intention, illustrating the multidimensional character of digital promotional communication (Tjokrosaputro et al., 2026). Collectively, these studies suggest that marketing communication effectiveness cannot be adequately understood through promotional exposure alone. The contemporary state of knowledge increasingly recognizes that tourism-related communication involves interactions among content credibility, perceived authenticity, destination image, emotional responses, and behavioral intentions, although the relative importance of these dimensions depends on the destination characteristics and communication environment being examined.

Despite these advances, important conceptual, methodological, and contextual limitations remain in the existing tourism marketing literature. A substantial proportion of contemporary studies concentrates on relationships among digital marketing variables and tourist behavioral intentions, providing valuable explanations of consumer responses but offering comparatively less direct insight into how destination managers formulate, coordinate, and maintain promotional activities under actual organizational conditions. The distinction is significant because evidence that digital communication is associated with visitor intention does not necessarily establish how a particular destination develops an effective marketing communication strategy or manages the institutional resources required for its implementation. Research examining trust and destination image acknowledges the complexity of digital influences on tourist behavior, but its consumer-oriented analytical emphasis differs from an investigation of everyday managerial communication practices (Sutrisno et al., 2024). Existing scholarship also demonstrates that the consequences of social media promotion are not uniformly beneficial. Excessively manipulated destination photographs can generate negative emotions, undermine perceived authenticity, and contribute to value co-destruction involving tourists, content creators, and destination organizations (Xie et al., 2023). Studies of social media-induced tourism further indicate that promotional visibility may create visitor-management challenges requiring responses beyond conventional marketing activities (Siegel et al., 2023). These findings complicate assumptions that greater digital exposure automatically produces favorable outcomes for destinations. The resulting research gap concerns the limited contextual understanding of how organizationally managed promotion, independently generated visitor communication, information credibility, and destination image are coordinated within the marketing practices of a specific urban coastal attraction. The studies reviewed provide relevant conceptual and empirical foundations but do not directly establish how these dimensions operate within the managerial circumstances of Marina Beach in Semarang City. This unresolved issue constitutes a contextual and implementation-oriented gap rather

than evidence that the broader relationships between social media marketing and tourist intentions remain unexplored.

The significance of addressing this gap extends to both the development of tourism communication scholarship and the practical management of local destinations. From an academic standpoint, an exclusive emphasis on measurable associations between promotional exposure and behavioral intention risks obscuring the organizational processes through which marketing communication is planned, delivered, evaluated, and adjusted. Marketing effectiveness depends not only on the attractiveness of promotional messages but also on the compatibility between communication practices, destination characteristics, managerial capabilities, and visitor information needs. Research concerning tourism-related social media posts demonstrates that content quality and source credibility are relevant to how prospective travelers evaluate information for trip planning, suggesting that promotional decisions require attention to communication substance rather than publication frequency alone (Zhou et al., 2023). The potential consequences of inadequate strategic coordination become more substantial when destination organizations depend primarily on informal recommendations and independently produced tourist content. Such dependence can generate visibility without ensuring consistent information, coherent destination positioning, or managerial control over promotional messages. The importance of credible representation is reinforced by evidence that digitally altered tourism imagery can produce unfavorable reactions when promotional expectations conflict with perceived authenticity (Xie et al., 2023). Meanwhile, research on social media-induced visitors demonstrates that destination communication also has implications for the management of tourist behavior and the sustainability of visitor experiences (Siegel et al., 2023). For Marina Beach, examining these issues is relevant to identifying whether existing communication practices provide a systematic basis for promoting recreational attractions, communicating facilities and accessibility, and maintaining relationships with prospective visitors. Failure to understand these processes could limit the capacity of destination managers to distinguish incidental online visibility from deliberately organized promotional performance. A context-sensitive investigation can consequently contribute to the formulation of more accountable marketing practices while extending scholarly understanding of communication management at locally operated coastal tourism destinations.

This study is positioned at the intersection of strategic marketing communication, digital destination promotion, and organizational practices in local tourism management. Its proposed novelty lies not in introducing a previously unrecognized relationship between social media and tourist interest, but in examining how multiple communication practices are organized and integrated within the operational circumstances of Marina Beach. Previous research has substantially developed explanations of destination image, authenticity, and revisit intention (Maarif et al., 2023), while other studies have investigated the comparative influence of user-generated and organization-generated content on tourism-related attitudes and intentions (Wijaya et al., 2025). Research addressing social media marketing and revisit intention has further expanded empirical knowledge of tourist responses to promotional activities (Wilopo & Nuralam, 2025). These approaches provide important foundations but differ from the present investigation, which places managerial strategy and communication implementation at the center of analysis rather than treating tourist behavioral intention exclusively as an outcome variable in a statistical model. The study adopts a descriptive qualitative approach based on observation, interviews, and documentation to examine the organization of promotional activities, the role of word-of-mouth communication, the use of digital media, and the coordination of destination-related information. Its contextual contribution is particularly relevant because the characteristics and institutional capacities of a local coastal attraction may differ substantially from those of larger destinations, specialized tourism markets, and digitally established tourism organizations. Research linking social media marketing with interest in ecotourism also suggests the relevance of examining communication strategies in settings where natural attractions constitute part of the destination's promotional appeal (Sadu et al., 2024). The study therefore seeks to develop an empirically grounded account of marketing communication practices at Marina Beach, identifying how promotional channels, message consistency, destination representation, and managerial coordination are addressed in efforts to attract visitors. This positioning offers a qualitative, organizationally focused contribution that complements established consumer-oriented explanations

of tourism marketing without claiming an untested causal relationship between promotional activities and actual visitor growth.

The primary objective of this study is to analyze the marketing communication strategies employed to increase visitor interest in Marina Beach, Semarang City, with particular attention to the organization, implementation, and coordination of promotional activities. Specifically, the research seeks to identify the communication channels utilized by destination management, examine the roles of word-of-mouth recommendations and digital media in disseminating destination information, and investigate how promotional messages communicate the beach's attractions, accessibility, facilities, and recreational experiences. The study also aims to assess the organizational conditions that support or constrain marketing communication implementation, including the consistency of promotional activities, management of destination information, and coordination with external promotional actors. A descriptive qualitative approach is employed to develop a contextual understanding of these processes through observation, interviews, and documentation, allowing communication practices to be examined in relation to the operational characteristics of the destination. The anticipated scientific contribution consists of extending tourism marketing communication analysis from consumer-oriented explanations of promotional influence toward a more detailed understanding of managerial communication practices at a local coastal attraction. Its methodological contribution lies in using qualitative evidence to examine the relationship among promotional channels, communication organization, and destination representation without assuming causal effects that the research design cannot establish. Its practical contribution is directed toward identifying relevant considerations for improving promotional consistency, strengthening destination positioning, developing coordinated digital communication, and supporting more systematic evaluation of marketing activities. The study ultimately seeks to provide an evidence-based explanation of how marketing communication is implemented at Marina Beach and how its strategic organization can be improved to support efforts to increase prospective visitors' interest.

RESEARCH METHODS

This study employed a descriptive qualitative research design to examine marketing communication strategies used to increase visitor interest in Marina Beach, Semarang City, Central Java, Indonesia. The research focused on the communication practices implemented by destination management, particularly promotional activities, communication channels, destination information dissemination, and efforts to attract prospective visitors. Marina Beach was selected as the research location because it represents the tourism destination directly addressed by the research objectives. The study utilized primary and secondary data to investigate marketing communication practices within the destination's operational environment. Primary data were obtained through observation and interviews, while secondary data were collected through documentation relevant to the destination and its promotional activities. Data collection involved three techniques: observation, interviews, and documentation. Observation was used to examine the destination's physical characteristics, recreational attractions, supporting facilities, and observable promotional practices. Interviews provided information concerning marketing communication activities, promotional channels, and the implementation of strategies intended to encourage visitor interest. Documentation was used to collect and examine relevant written, visual, and digital materials associated with destination promotion and tourism activities. The combination of these techniques provided the empirical basis for describing the communication practices employed at Marina Beach. The available methodological documentation does not specify the number of informants, their selection criteria, the interview instrument, or the research period; consequently, these elements are not assigned unsupported specifications.

The methodological examination was directed toward identifying and describing the implementation of marketing communication strategies rather than statistically estimating their causal effects on visitor numbers. The principal unit of analysis was the marketing communication practice associated with Marina Beach, including the dissemination of promotional information, the use of communication media, and the involvement of destination management and visitors in promotional activities. Information obtained through observation, interviews, and documentation constituted the basis for examining the relationship between promotional practices and efforts to increase visitor interest. The analysis addressed the communication channels employed, the content and consistency of destination-related information, the role of interpersonal recommendations and digital platforms,

and organizational conditions associated with marketing communication implementation. These analytical dimensions corresponded to the research objective of understanding how destination promotion was organized and communicated to prospective visitors. The descriptive interpretation was limited to the information available from the documented research activities and did not involve statistical hypothesis testing or quantitative measurement of promotional effectiveness. Although the study employed multiple data collection techniques, the original methodological description does not establish whether formal triangulation, member checking, systematic coding, or an independent data audit was conducted. Such procedures are therefore not presented as completed validity measures. The study's conclusions must be interpreted as context-specific qualitative findings concerning marketing communication practices at Marina Beach, rather than as evidence of a statistically demonstrated relationship between promotional activities and increases in tourist visitation.

RESULTS AND DISCUSSION

Marketing Communication Strategies and Promotional Practices at Marina Beach, Semarang City

Marina Beach is a coastal tourism destination in Semarang City characterized by its accessible location, marine scenery, sunset views, and recreational facilities supporting family-oriented tourism activities. The research observations indicate that the destination possesses several attractions that can be communicated to prospective visitors, including boat rides, fishing activities, water recreation, children's playgrounds, and culinary facilities. These characteristics provide a foundation for developing destination positioning through promotional messages emphasizing recreational experiences and accessibility. Previous research has demonstrated that the communication of destination characteristics through digital media contributes to the formation of destination image and subsequent tourist behavioral intentions (Maarif et al., 2023).

The findings indicate that marketing communication activities at Marina Beach involve public relations, direct marketing, interpersonal recommendations, and digital content distributed through social media platforms. Promotional visibility remains substantially dependent on word-of-mouth communication and content independently produced by visitors rather than consistently coordinated promotional campaigns managed by the destination organization. This pattern indicates that tourism information circulates through informal communication networks, while institutional control over promotional frequency, message consistency, and destination representation remains limited. Research on tourism-related social media engagement suggests that the credibility and characteristics of digital information sources influence how prospective travelers obtain information and incorporate it into destination planning (Zhou et al., 2023).

Word-of-mouth communication represents an identifiable component of the existing promotional practices at Marina Beach because visitors communicate their recreational experiences to friends, relatives, and broader social networks. The reliance on interpersonal recommendations provides opportunities for destination information to circulate without continuous expenditure on conventional advertising, although communication reach and message content depend on individual visitor participation. This condition creates a distinction between organically generated promotional exposure and marketing communication activities that are planned, coordinated, and evaluated by destination management. Zheng et al. (2023) demonstrate the relevance of socially transmitted tourism experiences in generating interest in destinations, indicating that interpersonal and digitally mediated experiences can contribute to prospective tourists' perceptions and aspirations.

Instagram and TikTok provide additional channels through which Marina Beach becomes visible to potential visitors, particularly through photographs and videos produced by tourists during recreational activities. The research findings indicate that visitor-generated content constitutes an existing promotional resource, although its production and distribution are not consistently incorporated into a structured destination marketing program. This distinction is significant because the existence of digital promotional content does not necessarily demonstrate an organized strategy involving content planning, audience identification, communication objectives, and performance evaluation. Wijaya et al. (2025) emphasize the analytical importance of distinguishing user-generated content from firm-generated content, particularly because differences in information sources can shape tourist attitudes, destination image, and intentions to visit.

The principal marketing communication practices identified through the qualitative findings are summarized in Table 1, which organizes the available evidence according to promotional channels, observed implementation, and associated managerial considerations. The classification distinguishes communication activities documented in the study from analytical implications derived from their implementation, without assigning unsupported numerical measures of promotional effectiveness. This distinction is consistent with the qualitative orientation of the research and with scholarship recognizing the importance of social media marketing in shaping tourism-related behavioral intentions (Sadu et al., 2024).

Table 1. Identified Marketing Communication Practices at Marina Beach, Semarang City

Marketing communication component	Findings from the research	Analytical interpretation
Word-of-mouth communication	Visitors share information and recommendations concerning Marina Beach	Organic promotion supports information circulation but provides limited managerial control
Instagram promotion	Visitors independently upload photographs and tourism-related content	Visual exposure is available, but coordinated content management remains limited
TikTok promotion	Visitor-created videos contribute to destination exposure	Short-form promotional content provides opportunities for broader communication reach
Public relations	Public relations activities form part of the destination's promotional practices	Communication can support destination image, although strategic coordination requires improvement
Direct marketing	Direct marketing is identified among existing communication practices	Its contribution to visitor interest requires clearer planning and evaluation
Website and digital information	Website information is unavailable or insufficiently updated	Inconsistent digital information limits the reliability of destination communication
External promotional collaboration	Cooperation with travel agents and content creators remains limited	Restricted partnerships constrain opportunities for coordinated promotional activities
Marketing planning and evaluation	A structured and measurable promotional plan is not evident	Limited planning and performance indicators complicate evaluation of communication activities

Source: Qualitative synthesis of the research findings based on observation, interviews, and documentation.

The evidence presented in Table 1 indicates that Marina Beach's promotional activities operate through several communication channels but lack the coordination necessary to constitute a consistently implemented marketing communication strategy. Word-of-mouth recommendations and visitor-generated digital content contribute to destination exposure, whereas website management, collaborative promotion, and formal evaluation remain insufficiently developed. The findings distinguish the availability of communication channels from the institutional capacity to employ those channels according to identifiable objectives and coordinated procedures. Research examining social media marketing activities and revisit intention similarly supports the relevance of treating digital communication as a sustained relationship-building activity rather than an isolated promotional intervention (Wilopo & Nuralam, 2025).

The limitations of destination management's digital communication are particularly relevant to the consistency and accessibility of information provided to prospective visitors. The research identifies irregular website updates, insufficiently optimized social media activities, and limited personnel with digital marketing capabilities as organizational constraints affecting promotional

implementation. Such conditions may restrict the ability of destination management to communicate accurate information concerning facilities, recreational opportunities, accessibility, and visitor services through reliable institutional channels. Sutrisno et al. (2024) highlight the relevance of trust and destination image in understanding digitally mediated tourism behavior, suggesting that information credibility deserves consideration alongside promotional reach when evaluating destination communication practices.

The visual characteristics of Marina Beach provide opportunities for promotional communication, but the relationship between visual exposure and destination credibility requires critical examination. Sunset scenery, coastal recreation, fishing activities, and family-oriented facilities can be represented through digital photographs and short-form videos, allowing prospective visitors to develop preliminary impressions of the destination. Promotional representations nevertheless require correspondence with actual visitor experiences because visually appealing content does not automatically ensure that expectations concerning destination quality and facilities will be satisfied. Xie et al. (2023) demonstrate that digitally manipulated destination photographs can contribute to value co-destruction, emphasizing the potential consequences of discrepancies between promotional representations and tourists' perceptions of authenticity.

The limited integration of external promotional actors also represents a relevant organizational issue in Marina Beach's existing marketing communication practices. Research findings identify restricted collaboration with travel agents and content creators, indicating that opportunities to coordinate destination information through external communication networks have not been fully incorporated into promotional planning. Collaborative promotion could extend the diversity of destination-related messages, but its effectiveness would depend on the consistency, credibility, and relevance of the information communicated by participating actors. Siegel et al. (2023) demonstrate that social media-induced tourism involves behavioral consequences requiring destination-level responses, indicating that expanded promotional exposure should be considered alongside organizational preparedness and visitor experience management.

The identified communication practices indicate a need to distinguish between spontaneous destination visibility and strategically managed promotional communication when examining efforts to increase visitor interest in Marina Beach. Existing informal recommendations and social media content constitute relevant promotional resources, but their contribution cannot be treated as evidence of measurable increases in visitor interest or attendance without additional supporting data. The qualitative findings instead establish that weaknesses in institutional promotion, digital information management, collaborative activities, and marketing evaluation constrain the development of a coherent communication approach. Tjokrosaputro et al. (2026) identify the relevance of destination image, emotional attachment, and influencer credibility to tourism visit intention, reinforcing the analytical value of examining communication organization as a foundation for destination promotion rather than assuming that promotional exposure alone determines visitor behavior.

Digital Marketing Communication, Destination Image, and Visitor Interest at Marina Beach

Digital marketing communication at Marina Beach reflects the growing importance of social media in connecting tourism destinations with prospective visitors. The qualitative findings indicate that Instagram and TikTok contribute to destination visibility primarily through photographs, videos, and recreational experiences shared independently by visitors. Such communication enables information about coastal scenery, sunset attractions, and recreational facilities to circulate beyond the destination's immediate geographical surroundings, although the actual extent of its influence on visitor interest has not been quantitatively established. Maarif et al. (2023) identify destination image as an important factor connecting social media exposure, perceived authenticity, and revisit intention, providing an analytical basis for examining how digital representations may influence perceptions of Marina Beach.

The promotional characteristics of Marina Beach demonstrate a distinction between destination attractiveness and the organizational capacity to communicate that attractiveness through digital platforms. Observations identify natural scenery, accessible recreational activities, and supporting facilities as components of the destination experience, while the findings concerning promotional implementation indicate that these attributes have not been consistently integrated into an organized digital communication program. This discrepancy suggests that the presence of marketable tourism

resources does not independently produce coherent destination positioning, particularly when communication depends on content created without direct managerial coordination. Research on social media marketing in ecotourism indicates that promotional communication can contribute to visit intention and perceived destination value, although its effects depend on the characteristics of the tourism product and the communication environment (Sadu et al., 2024).

Visitor-generated content constitutes a distinctive feature of Marina Beach's digital promotional environment because it originates from personal tourism experiences rather than exclusively from official destination management activities. Such content may communicate relatively spontaneous impressions of the destination, potentially increasing perceived authenticity when recreational experiences are represented consistently with actual conditions. The findings nevertheless indicate that visitor participation in digital promotion remains largely incidental, limiting management's ability to maintain coherent messages concerning destination identity, available attractions, and visitor information. Wijaya et al. (2025) distinguish between user-generated and firm-generated tourism content in explaining visitor attitudes and destination image, demonstrating why these communication sources should be evaluated according to their different functions rather than treated as interchangeable promotional instruments.

The relationship between online visual representation and destination image is particularly relevant to Marina Beach because several of its identifiable attractions possess strong photographic and audiovisual characteristics. Coastal landscapes, sunset views, water recreation, and family activities provide material for destination-related content capable of communicating the experiential features of a visit. The research does not establish whether particular images or videos produce measurable changes in prospective visitors' perceptions, but it identifies the availability of destination attributes that could support more consistent visual communication. Zheng et al. (2023) demonstrate that tourism content distributed through social media can generate emotional responses associated with destination interest, suggesting that visual communication should be examined not only as information dissemination but also as a potential source of tourism-related motivation.

The relationship between digital communication and visitor interest can be examined through the interrelated dimensions of information availability, content origin, destination representation, and managerial coordination. Table 2 presents an analytical synthesis of these dimensions using the qualitative findings documented at Marina Beach, distinguishing observed promotional conditions from their implications for destination communication. The classification does not represent statistical measurements of visitor attitudes or promotional performance but provides a structured interpretation of the communication processes identified through the research. Previous scholarship on digital tourism emphasizes that the informational and relational characteristics of social media contribute to destination evaluations, supporting the relevance of these analytical dimensions (Sutrisno et al., 2024).

Table 2. Digital Marketing Communication and Its Implications for Visitor Interest at Marina Beach

Digital communication dimension	Research findings	Implications for visitor interest
Social media exposure	Marina Beach appears in visitor-generated Instagram and TikTok content	Provides opportunities for prospective visitors to encounter destination information
Visual destination representation	Coastal scenery, sunsets, recreational activities, and facilities provide promotional material	Supports communication of the destination's recreational characteristics
User-generated content	Visitors independently share photographs, videos, and tourism experiences	Offers experiential information that may contribute to perceived authenticity
Official digital communication	Destination-managed digital promotion remains insufficiently optimized	Limits consistency in communicating attractions and visitor information

Destination information accessibility	Website information is unavailable or irregularly updated	May create uncertainty regarding available services and practical visiting arrangements
Content coordination	Promotional content is not consistently organized through a structured marketing plan	Restricts the development of coherent destination positioning
External content collaboration	Cooperation with travel content creators remains limited	Reduces opportunities for coordinated dissemination across additional audiences
Performance evaluation	Systematic promotional indicators are not documented	Prevents reliable assessment of communication outcomes and their relationship with visitor interest

Source: Qualitative synthesis of observation, interview, and documentation

Table 2 indicates that the digital communication environment surrounding Marina Beach contains promotional resources but lacks the organizational integration required for systematic destination image management. Independent visitor content contributes to online visibility, whereas the limited optimization of official communication channels restricts the consistency and accessibility of information distributed under the destination's institutional identity. These conditions suggest that digital promotion should be evaluated through the quality of information management and communication coordination rather than through the existence of social media exposure alone. Zhou et al. (2023) examine the roles of tourism-related bloggers and social media posts in travel planning, reinforcing the relevance of content characteristics and information sources to how prospective tourists evaluate destination-related information.

The qualitative findings also identify destination information management as a central concern in strengthening digitally mediated visitor interest. Infrequent website updates and insufficiently coordinated promotional communication create potential inconsistencies between the destination's physical attractions and the information available to prospective visitors before arrival. Reliable information concerning recreational activities, facilities, accessibility, and visitor services is particularly relevant because tourism decisions involve practical considerations alongside emotional attraction. Research investigating social media marketing activities and revisit intention indicates that digital engagement forms part of a broader relationship between tourists and destinations, suggesting that communication consistency may remain relevant beyond the initial stage of destination awareness (Wilopo & Nuralam, 2025).

Digital destination promotion also involves potential risks when visual communication creates expectations that cannot be supported by actual visitor experiences. Marina Beach's coastal attractions provide opportunities for aesthetically appealing content, yet promotional messages that emphasize selected visual characteristics without sufficient practical information may produce incomplete destination representations. The research does not document visitor dissatisfaction caused by misleading content, making such consequences a theoretical consideration rather than an empirical finding concerning Marina Beach. Xie et al. (2023) demonstrate that manipulated tourism photographs can contribute to value co-destruction, highlighting the importance of maintaining correspondence between digital representations and the experiences available at the promoted destination.

The role of digital communication in encouraging visitor interest must also be interpreted in relation to the organizational conditions under which promotional exposure is generated. Research findings indicate that Marina Beach has limited collaboration with content creators and travel-related promotional partners, suggesting that digital communication development depends partly on managerial coordination and the availability of external communication networks. Cooperation with promotional actors could increase opportunities for reaching different audience segments, but such arrangements would require attention to message credibility, destination representation, and the capacity to respond to visitor expectations. Siegel et al. (2023) examine the behavioral consequences of social media-induced tourism and destination responses, demonstrating that the implications of digital promotion extend beyond attracting attention to the management of tourism experiences and visitor behavior.

The findings position destination image as a relevant interpretive concept for understanding how Marina Beach's promotional resources could be translated into more coherent marketing communication. Current digital visibility relies substantially on visitor participation, while the limited consistency of official promotion restricts management's ability to communicate a distinctive and recognizable destination identity across different channels. The qualitative evidence supports identifying these organizational limitations but does not permit causal claims that specific communication activities have increased visitor intention or actual tourist arrivals. Tjokrosaputro et al. (2026) emphasize the relationship among social media, emotional attachment, destination image, and influencer credibility in explaining tourism visit intention, indicating that the strategic implications for Marina Beach involve coordinating credible digital communication with the experiential attributes of the destination rather than merely increasing promotional content volume.

Strategic Integration, Organizational Challenges, and Marketing Communication Development at Marina Beach

The effectiveness of marketing communication at Marina Beach is closely associated with the capacity of destination management to integrate promotional activities into a consistent organizational strategy. The qualitative findings identify several operational limitations, including irregular digital promotion, inadequate website management, restricted cooperation with external promotional actors, and the absence of a structured marketing communication plan. These conditions indicate that promotional activities have not been systematically coordinated around identifiable communication objectives, audience characteristics, and destination positioning, despite the availability of recreational attractions that could support targeted promotion. Research on digital tourism marketing demonstrates that destination-related communication can influence behavioral intentions through perceived authenticity and destination image, suggesting that organizational consistency is relevant to the development of recognizable destination characteristics (Maarif et al., 2023).

The dependence on word-of-mouth recommendations and independently generated visitor content reflects a promotional arrangement in which destination visibility is influenced substantially by communication activities beyond direct managerial control. Although informal recommendations can facilitate the circulation of tourism experiences, their spontaneous character limits the capacity of management to regulate message frequency, coordinate promotional themes, and communicate current visitor information. The findings indicate that Marina Beach has not fully integrated these informal communication resources into a coordinated promotional program, creating a distinction between existing destination exposure and institutionally organized marketing activities. Zhou et al. (2023) demonstrate the importance of tourism-related social media posts and information sources in travel planning, supporting the analytical argument that destination management should consider both the credibility of externally generated content and its relationship with official promotional communication.

Organizational competence constitutes another relevant dimension of marketing communication development because the research identifies limited personnel with digital marketing capabilities among the constraints affecting promotional implementation. The absence of adequately organized promotional responsibilities may restrict content production, information updates, communication monitoring, and the systematic evaluation of digital activities, although the study does not quantify staffing capacity or individual competencies. These limitations suggest that strengthening destination promotion requires attention to internal coordination rather than relying exclusively on additional communication platforms. Wilopo and Nuralam (2025) examine the relationship between social media marketing activities and revisit intention, indicating the relevance of maintaining communication activities that support continuing relationships between tourism destinations and their audiences.

Destination positioning represents a further strategic concern because Marina Beach possesses identifiable recreational characteristics without a consistently communicated promotional identity. The available findings describe coastal scenery, sunset views, boating activities, fishing opportunities, family recreation, and supporting facilities as attributes that may distinguish the destination from alternative tourism experiences. These features provide a basis for developing coherent promotional messages, but the qualitative evidence indicates that their representation remains fragmented across informal recommendations and independently produced digital content. Research concerning

destination image, emotional attachment, and influencer credibility suggests that promotional communication may contribute to tourism interest through the interaction of recognizable destination characteristics and credible information sources (Tjokrosaputro et al., 2026).

The organizational limitations identified in the research can be translated into specific areas of strategic communication development without treating proposed improvements as interventions that have already been implemented or empirically tested. Table 3 presents a qualitative synthesis linking documented promotional constraints to possible managerial responses and appropriate indicators for evaluating subsequent communication activities. The proposed indicators are intended for future organizational monitoring and do not represent measurements collected or analyzed during the present research. Research on social media marketing and tourism behavioral intentions supports the relevance of developing communication activities that are organized around identifiable destination attributes and audience responses (Sadu et al., 2024).

Table 3. Strategic Marketing Communication Development Framework for Marina Beach, Semarang City

Identified organizational condition	Proposed strategic response	Potential evaluation indicators
Dependence on informal word-of-mouth promotion	Coordinate visitor recommendations with destination-managed communication	Visitor referrals and documented feedback
Inconsistent Instagram and TikTok promotion	Develop a regular content schedule emphasizing destination attractions and visitor information	Publication consistency, content reach, and audience engagement
Limited destination branding	Establish consistent positioning based on coastal scenery, sunset experiences, and family recreation	Consistency of promotional messages and visitor perceptions of destination identity
Irregularly updated digital information	Maintain accurate information concerning facilities, accessibility, and visitor services	Information completeness, update frequency, and visitor inquiries
Limited cooperation with content creators	Develop coordinated promotional activities with relevant local creators	Number of collaborations and documented promotional outputs
Restricted travel-related partnerships	Explore cooperation with tourism communities and travel service providers	Partnership activities and referral records
Limited digital marketing personnel	Clarify promotional responsibilities and strengthen relevant communication competencies	Assignment of responsibilities and continuity of promotional activities
Absence of measurable promotional planning	Establish communication objectives and a basic monitoring framework	Recorded audience engagement, inquiries, feedback, and visitor statistics

Source: Authors' analytical synthesis based on the qualitative research findings.

Table 3 illustrates that the development of marketing communication at Marina Beach requires coordinated improvements in planning, destination positioning, digital information management, organizational responsibilities, and promotional partnerships. The proposed framework distinguishes immediate communication outputs, such as publication consistency and audience engagement, from tourism outcomes that would require additional empirical measurement, including changes in visitor interest and actual visitation. This distinction is important because improvements in promotional activity cannot independently establish corresponding increases in tourist arrivals without evidence linking communication exposure to subsequent behavior. Sutrisno et al. (2024) emphasize the relevance of trust and destination image in digital tourism behavior, supporting the inclusion of communication credibility and destination representation as considerations when evaluating promotional development.

Collaboration with external communication actors represents a potential means of extending destination promotion beyond the capacity of existing managerial resources. The findings identify limited cooperation with travel agents and content creators, indicating that Marina Beach has not systematically utilized available opportunities for coordinated promotional dissemination through tourism-related networks. Partnerships with local content creators, tourism communities, and relevant service providers could facilitate diverse promotional representations, provided that information concerning destination attractions and facilities remains accurate and consistent with actual visitor experiences. Wijaya et al. (2025) distinguish the influence of user-generated and organization-generated content on tourism-related attitudes and intentions, indicating that collaborative promotion should preserve the credibility of individual visitor experiences while maintaining clear institutional communication responsibilities.

Marketing communication development must also consider the possible consequences of increasing promotional visibility without corresponding attention to visitor expectations and destination management capabilities. Although digital promotion could extend awareness of Marina Beach's recreational opportunities, the findings do not establish whether the destination possesses the organizational resources necessary to manage substantial changes in visitation associated with future campaigns. Strategic promotional planning should consequently incorporate accurate information about attractions, services, and accessibility while avoiding visual representations that create expectations unsupported by actual destination conditions. Xie et al. (2023) identify the potential for value co-destruction through manipulated tourism imagery, while Siegel et al. (2023) demonstrate that social media-induced tourism can generate behavioral challenges requiring destination-level responses.

A structured evaluation framework would provide an operational basis for distinguishing communication performance from broader changes in tourism demand. The research identifies the absence of systematic marketing performance indicators, suggesting that existing promotional activities cannot be reliably assessed through documented measures of audience reach, interaction, inquiries, or visitor responses. Future managerial evaluation could compare communication activity records with visitor statistics and qualitative feedback, while recognizing that changes in attendance may also reflect accessibility, destination facilities, seasonal variation, and other influences beyond promotional communication. Zheng et al. (2023) examine tourism-related emotional responses generated through social media, illustrating why promotional exposure, psychological interest, and actual travel decisions should be treated as analytically distinct phenomena rather than interchangeable indicators of marketing effectiveness.

The qualitative evidence indicates that Marina Beach's principal marketing communication challenge concerns the limited strategic integration of promotional resources rather than an absence of tourism attractions or communication opportunities. Existing interpersonal recommendations, visitor-generated digital content, and recognizable recreational characteristics provide potential foundations for more coherent destination promotion, while weaknesses in planning, institutional coordination, external partnerships, and performance monitoring constrain their systematic utilization. The proposed strategic framework contributes an organizational interpretation of these findings by connecting documented communication limitations with managerial responses that can be considered and evaluated in subsequent practice, without claiming that the recommendations have already increased visitor interest. Research on destination image, social media marketing, and tourist behavioral intentions provides relevant theoretical support for this interpretation (Maarif et al., 2023; Wilopo & Nuralam, 2025), while the present study contributes context-specific qualitative evidence concerning how marketing communication is organized and how its implementation could be strengthened at Marina Beach, Semarang City.

CONCLUSION

This study concludes that marketing communication strategies at Marina Beach, Semarang City, have not been implemented through a sufficiently structured and coordinated promotional approach, despite the destination's potential as an accessible coastal recreation area with diverse attractions and supporting facilities. The qualitative findings indicate that promotional activities remain largely dependent on interpersonal word-of-mouth recommendations and visitor-generated content distributed through Instagram and TikTok. These communication practices contribute to

destination visibility but are not consistently integrated into an institutional marketing strategy supported by clear promotional objectives, regular content management, and systematic evaluation. Additional constraints include irregularly updated digital information, limited collaboration with travel agents and content creators, insufficient digital marketing capabilities, and the absence of measurable promotional planning. The findings establish that the principal challenge is not the lack of marketable tourism attractions but the limited organizational capacity to communicate destination characteristics consistently and credibly. Visitor-generated digital content and interpersonal recommendations represent valuable promotional resources, although their contribution to increasing visitor interest and actual visitation cannot be established causally from the available qualitative evidence.

The study contributes to tourism marketing communication scholarship by providing a context-specific qualitative explanation of how promotional channels, destination representation, and organizational coordination interact in the management of a local coastal tourism attraction. Its practical implications emphasize the need for Marina Beach management to establish consistent destination positioning, strengthen official Instagram and TikTok communication, maintain accurate digital information, coordinate visitor-generated promotional content, and develop partnerships with relevant tourism stakeholders. Clear promotional responsibilities and measurable communication indicators are also necessary to distinguish routine promotional activities from their potential contribution to destination awareness and visitor engagement. The proposed improvements should be evaluated through documented communication activities, visitor feedback, and available visitation records rather than assumed to produce immediate increases in tourist arrivals. The study's descriptive qualitative design and its focus on a single destination limit the generalizability of its findings and do not permit statistical assessment of relationships between marketing communication and visitor behavior. Future research may examine the implementation and measurable outcomes of coordinated promotional strategies using visitor surveys, longitudinal visitation records, or comparative destination analyses. These directions would complement the present findings by establishing whether improvements in marketing communication are associated with stronger visitor interest and sustained tourism visitation.

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