

DIGITAL MARKETING PARIWISATA Jawa Timur

Optimalisasi Website **EastJava.com**

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France attracted 84.7 million foreign tourists in 2013, making it the most popular tourist destination in the world

- International Visitor spend \$56 billion, support 2.9 Million Jobs



Sumber : wikipedia

Jumlah Wisman ASEAN (2014)

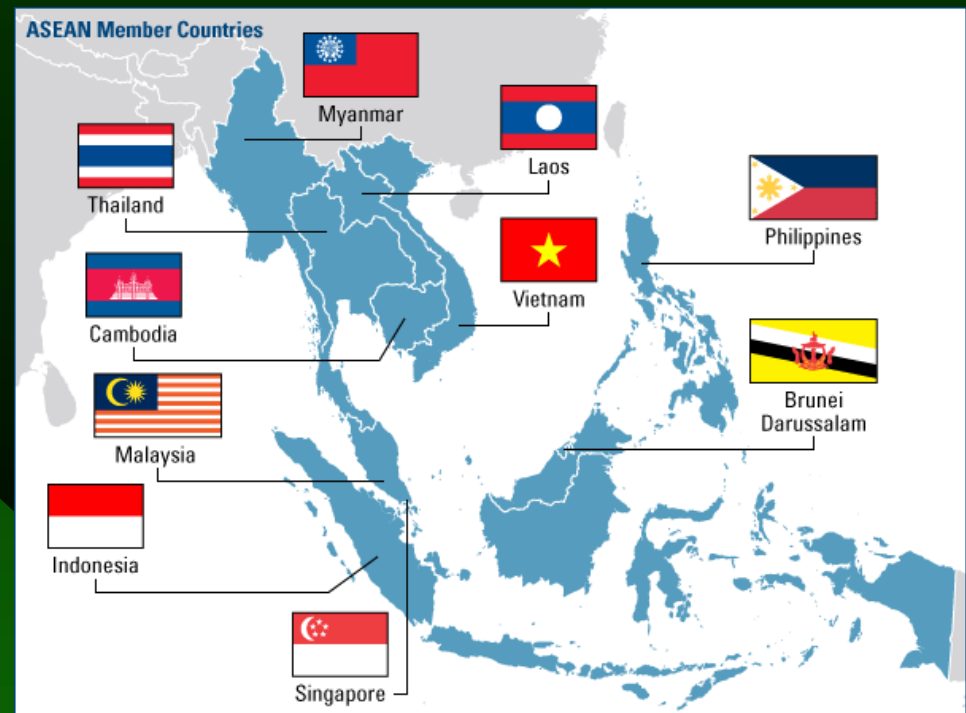
Empat Besar :

Malaysia : 28.0 juta

Thailand : 24.8 juta

Singapore : 15,1 juta

Indonesia : 10.0 juta



Arief Yahya:

(Minister of Tourism of Indonesia)

- In order to achieve the target of the total number of 20 million international tourists in 2019

(growth from 10 million in 2014 year)

Promosi cara lama :

Brosur :

- Mahal
- Produksi lama
- Stok
- Sulit disebar
- Transportasi mahal



Promosi cara lama :

CD/DVD :

- Mahal
- Produksi lama
- Stok
- Sulit disebar
- Tranportasi mahal



Pemanfaatan IT untuk Promosi Pariwisata Indonesia

- Arief Yahya : “diperlukan strategi khusus dengan minimnya anggaran promosi agar pariwisata mampu berkontribusi lebih besar terhadap penerimaan negara. Tidak ada cara lain selain digitalisasi dan membuat promosi secara online serta mengembangkan kerja sama dengan lebih banyak pihak”

solusi :

“DIGITAL MARKETING”



DIGITAL MARKETING PARIWISATA JAWA TIMUR

- Website : www.eastjava.com
- Social Media :
Facebook, Youtube, Twitter, Instagram
- Mobile Application : “Travel to East Java”
(platform : IOS, Android, Windows 8, Windows Phone & Windows 10)

DIGITAL MARKETING PARIWISATA JAWA TIMUR

Melalui website :

www.EastJava.com

nama : singkat menunjukkan lokasi

domain : .com (international)

PROMOSI PARIWISATA JAWA TIMUR

www.eastjava.com :

- Berdiri sejak th 1998 (18th)
- Halaman Website : 11.000 hal
- Obyek Wisata : 200 lokasi
- Foto : 2.000 foto
- Peta : 40 buah
- Video : 1.000 video (youtube)
- Website Kabupaten/Kota : 38 web

Halaman Utama EastJava.com



[Home](#) [About Us](#) [Tourism News](#) [Map of East Java](#) [Tourism Informations](#) [The Beauty of East Java](#) [Videos](#) [Photos](#) [Hotels Booking](#)

Regency and City in East Java :

Surabaya	Batu	Gresik	Lamongan	Mojokerto	Pamekasan	Sampang	Tenggalek
Malang	Blitar	Jember	Lumajang	Nganjuk	Pasuruan	Sidoarjo	Tuban
Bangkalan	Bojonegoro	Jombang	Madiun	Ngawi	Ponorogo	Situbondo	Tulungagung
Banyuwangi	Bondowoso	Kediri	Magetan	Pacitan	Probolinggo	Sumenep	

Calendar of Events 2015



Business Directory

- [Advertising](#)
- [Airlines](#)
- [Art](#)
- [Bird Nest](#)
- [Business Service](#)
- [Computer Distributors](#)
- [Dealer](#)

Top Attractions

Bromo Mountain



Bromo mountain, is the most popular destination in Indonesia that always been visited by both local or foreign. This mountain is also belongs to the Bromo Tengger Semeru National Park. Bromo Mountain is an active volcanic mountain that located in Probolinggo regency, East Java. At 2,329 meters (7,641 ft) it is not the highest peak after all, but is the most well know mountain.

Hotel Deals of the Day

East Java Hotels

Check-in powered by

Day Month

Check-out

Day Month

I don't have specific dates yet

Guests

2 adults in 1 room

Search

Java Indo Ecotourism Tour & Travel

Web Kabupaten/Kota di Jawa Timur

- www.bangkalan.eastjava.com
- www.banyuwangi.eastjava.com
- www.blitar.eastjava.com
- www.bojonegoro.eastjava.com
- www.bondowoso.eastjava.com
- www.gresik.eastjava.com
- www.jember.eastjava.com
- www.jombang.eastjava.com
- www.kediri.eastjava.com
- www.lamongan.eastjava.com
- www.lumajang.eastjava.com
- www.madiun.eastjava.com
- www.magetan.eastjava.com
- www.malang.eastjava.com
- www.mojokerto.eastjava.com
- www.nganjuk.eastjava.com
- www.ngawi.eastjava.com
- www.pacitan.eastjava.com
- www.pamekasan.eastjava.com
- www.pasuruan.eastjava.com
- www.ponorogo.eastjava.com
- www.probolinggo.eastjava.com
- www.sampang.eastjava.com
- www.sidoarjo.eastjava.com
- www.situbondo.eastjava.com
- www.sumenep.eastjava.com
- www.trenggalek.eastjava.com
- www.tuban.eastjava.com
- www.tulungagung.eastjava.com
- www.batu.eastjava.com
- www.surabaya.eastjava.com

banyuwangi.eastjava.com



HOME

ABOUT US

PHOTO GALLERY

MOVIES

ACCOMMODATION

MAP

INVESTMENT

EASTJAVA.COM

INDONESIA



HOTEL DEALS OF THE DAY

Banyuwangi Hotels

Check-in

powered by
HotelsCombined

Check-out

I don't have specific dates yet

Guests

Search

Pepsodent
Double Care

Yogyakarta Accommodations

Unique Rentals in Yogyakarta. Book accommodations from \$49/night.



Welcome to Banyuwangi Tourism



BANYUWANGI AT A GLANCE

Banyuwangi is the eastern-most regency of East Java. To the north lies the regency of Situbondo. The regencies of Jember and Bondowoso neighbor Banyuwangi to the west. To the east lies the island of Bali and to the west lies the Indonesian Ocean. Banyuwangi is situated on the coordinate 70 45' 15" S and 113' 38.2" E. Because of its location, Banyuwangi has diverse natural scenery, rich art, culture, customs and traditions.

The beauty of nature is spread across Banyuwangi from the west to the east. Mountains, forests and beaches mark the landscape of the regency. For instance, Ijen Crater, in the western part of Banyuwangi is famous for its beautiful crater lake, the traditional sulfur miners who amazingly climb up and down the slope of Mount Merapi.

Select Language

TOURISM OBJECT

- Ijen Crater
- Kaliklatak
- Jatisrono & Wonorejo
- Alas Purwo
- Sadengan Savannah
- Plengkung / G-Land
- Ngagelan Beach
- Tabuhan Island
- Watu Dodol
- Grajagan Beach
- Rajegwesi Beach
- Sulawesi Beach

surabaya.eastjava.com

Surabaya Tourism

Sparkling Surabaya
In Diversity Cultures



www.surabaya.eastjava.com

HOME ABOUT MOVIES MAP ACCOMMODATION INVESTMENT EASTJAVA.COM INDONESIA

HOTEL DEALS OF THE DAY

Surabaya Hotels

powered by **HotelsCombined**

Check-in

Check-out

I don't have specific dates yet

Guests

Search

Bisnis Tiket Pesawat

Mudahnya bisnis tiket pesawat Modal kecil, Komisi besar full NTA

[>](#)

Welcome to Surabaya City, East Java



What fairly describe about **East Java province**, is coming from Surabaya. Beside, it is the official capital of the province, Surabaya is also the second largest city after **Jakarta**. By the population for about 3 millions people, Surabaya has become the Metropolis city with numbers of diversities among the people, cultures, habits and way of living. Moreover, Surabaya nowadays is already become the center of business, commerce, industry, and education in eastern Indonesia.

Looking at the historical background, Surabaya was build based on some phases of time. The first phase was coming from the time before the Dutch colonialism. Surabaya was once a gate to **Maianabit Kingdom**, which was located at the



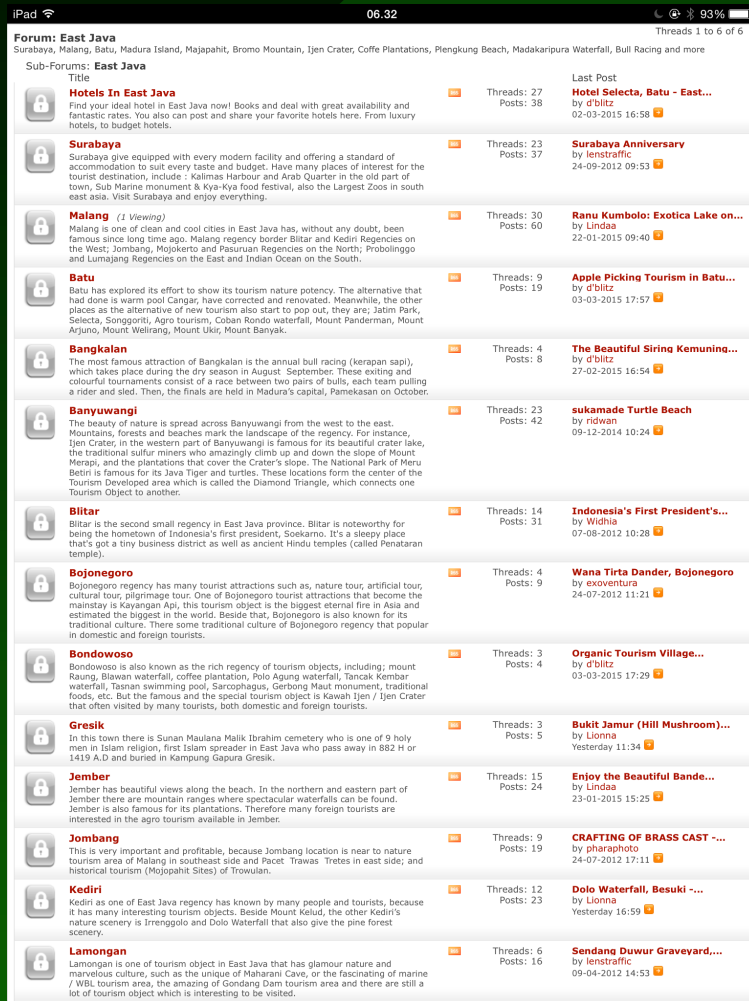
INTERESTING PLACE

- Al Akbar Mosque
- Bamboo Monument
- Bratang Flower Market
- Budha Four Faces Statue
- Bungkul Park
- Bungurasih Bus Station
- Cheng Hoo Mosque
- Ciputra Waterpark
- Citra Raya
- City Hall
- Festival Rujak Uleg
- Tunjungan Street
- Governor Suryo Monument

Penginapan di Surabaya

Hotel bintang

forum.eastjava.com



•Memungkinkan kita untuk menulis sendiri (posting) artikel (+foto) tentang obyek pariwisata di jawa timur

•Tersedia katagori masing-masing 38 kabupaten/kota

•Setiap artikel akan masuk di google dengan cepat

Struktur data web EastJava.com diciptakan hirarki

- Dari Propinsi ke masing-masing Kabupaten kemudian dibagi menjadi masing-masing Daya Tarik Wisata
- Memungkinkan kedepan tiap kab/kota bisa update data sendiri (pegang password)
- Editing masing-masing kab/kota tidak bisa mengganggu kab/kota yg lain

3 Besar Website Pariwisata dari Indonesia

1. Indonesia.Travel
2. Indonesia-Tourism.com
3. EastJava.com

DIGITAL MARKETING PARIWISATA JAWA TIMUR

Melalui sosial media :

**Facebook,
Twitter,
Instagram,
Youtube**

twitter.eastjava.com

Search Twitter Have an account? Log in

TRAVEL TO East Java

EastJava.com
@EastJavaTourism

Winner of Indonesia Leading Online Travel Portal | CP: info@eastjava.com

East Java, Indonesia
eastjava.com
Joined August 2010

41 Photos and videos

TWEETS 1,227 FOLLOWING 36 FOLLOWERS 1,269 FAVORITES 3 [Follow](#)

Tweets Tweets & replies Photos & videos

EastJava.com @EastJavaTourism · 2h
Beautiful Selecta Green Garden Batu, East Java #EastJavaTourism #KotaWisataBatu #Jatim

View more photos and videos

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Full name

Email

Password

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Worldwide Trends - [Change](#)

- #SOTU
- #DescribeYourSexLifeWithABand
- POP BAND One Direction
- #ReginaAndEric
- #YoCreoQue
- Maxine Waters
- CEO in America
- #AsNoivasDeCopacabana
- Rowena
- Cosplay

facebook.eastjava.com

facebook

Email atau Telepon Kata Sandi

Biarkan saya tetap masuk [Lupa kata sandi Anda?](#)



EastJava.com
ada di Facebook.

Agar terhubung dengan EastJava.com, daftar ke Facebook hari ini.

EastJava.com
Situs Web

[Kronologi](#) [Tentang](#) [Foto](#) [Suka](#) [Lainnya ▾](#)

ORANG >

389 suka

TENTANG >

- East Java Tourism Information : Destination, Accomodation, Maps, Pictures and many more.
- <http://www.eastjava.com/>

 **EastJava.com**
1 jam · 

Beautiful Selecta Green Garden Batu, East Java #EastJavaTourism #KotaWisataBatu #Jatim <http://t.co/j3TUslvnc>



instagram.eastjava.com

Instagram Log in

eastjavatourism
East Java Tourism EastJava.com is east java tourism information center. Travel To East Java mobile application also available for iOS, Android & Windows 8
<http://www.eastjava.com>

43 posts 15 followers 14 following

January 2015

youtube.eastjava.com

YouTube ID

Upload [Sign In](#)

What to Watch

BEST OF YOUTUBE

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eastjava.com [Subscribe](#) 1,598

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Visit to East Java Indonesia
85 views 2 days ago

East Java might be the least populated area in Java island, but its charm and unique terrain will captivate its visitors. Capital of East Java province, Surabaya, is a cosmopolitan city and you can find any comfortable surroundings and facilities there. However within a short trip you might be tempted to enjoy the natural charms such as climbing Mt. Bromo and...

[Read more](#)

My Top Videos

- Coban Cangu Waterfall - Mojokerto - East Java**
by eastjava.com
4,910 views • 5 years ago
- Gong Cave - Pacitan - East Java**
by eastjava.com
4,611 views • 5 years ago
- Onde-onde - Mojokerto - East Java**
by eastjava.com
58,930 views • 5 years ago

Liked videos

Popular channels on YouTube

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- Disney Parks** ✓
[Subscribe](#)
- Scott Cawthon**
[Subscribe](#)
- SDGuy1234 Slot ...**
[Subscribe](#)
- Julia Pushman** ✓
[Subscribe](#)

video.eastjava.com

The screenshot displays the YouTube channel page for 'eastjava.com'. The channel banner features a scenic view of a beach with several traditional wooden boats (jukung) anchored in the clear blue water. Below the banner, the channel name 'eastjava.com' is visible, along with a 'Subscribe' button showing 1,598 subscribers. The navigation menu includes 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The video grid consists of 20 thumbnails, each with a title, view count, and upload date. The videos cover a wide range of topics related to East Java, including markets, traditional crafts, parks, and local food.

Video Title	Views	Upload Date
Bratang Bird Market - Surabaya - East Java	247,624	5 years ago
Karapan Sapi - Sampang, Madura	125,722	4 years ago
Orchid Market - Surabaya - East Java	85,374	5 years ago
Salted Egg Industry	83,927	4 years ago
Gudang Garam The Biggest Cigarette Factory in ...	71,216	6 years ago
Jawa Timur Park Batu - East Java	69,947	6 years ago
Onde-onde - Mojokerto - East Java	58,934	5 years ago
Pantai Balekambang - Malang - East Java	46,195	5 years ago
Pecel "Boeyatin" Surabaya	45,524	4 years ago
Kebun Binatang Surabaya - East Java	41,131	5 years ago
Wisata Bahari Lamongan (WBL) - East Java	41,082	6 years ago
The Traditional Reog Dance - Ponorogo	39,827	3 years ago
Jatim Park II, The Modern Zoo - Batu	36,883	3 years ago
Vineyard - Probolinggo - East Java	35,528	5 years ago
Rujak Uleg, Traditional Foods from Surabaya	34,435	4 years ago
Sunan Giri - Gresik - East		
Suramadu Over The Night		
Tabu Campur - Lamongan		
Bull Race Ceremony		
Nasi Sempang Madura		

(1000 clip video collections)

DIGITAL MARKETING PARIWISATA JAWA TIMUR

Melalui :

Mobile Applications



Mengapa Mobile Aplikasi ?

Perkembangan Jumlah Smart Phone & Tablet (2014):

- Smart Phone mulai populer sejak th 2007
- Awal Tahun 2010 Apple meluncurkan iPad (Tablet)
- Th 2013 :
 - 990 juta Smart Phone
 - 200 juta Tablet
- Th 2016 > 2 milyar jumlah Smart Phone & Tablet

“Mobile Aplikasi adalah salah satu bentuk digital marketing yang sangat luar biasa: Efektif, Murah, Multimedia & Menjangkau Seluruh Dunia”

Kelebihan Promosi via Mobile Aplikasi

- Menjangkau Seluruh Dunia
(via internet atau jaringan 3g)
- Selalu Online
(aplikasi tersedia 24 jam sehari)
- Mudah didapatkan
(download dari server google, apple, microsoft)
- Bisa Murah, Bahkan Gratis
(di download 1 juta kalipun tak ada harganya)
- Menjangkau > 2 milyar SmartPhone & Tablet
(dan bertambah terus tiap hari)
- Trend masa depan
(siapa yang tak punya handphone?)



Memperkenalkan Mobile Aplikasi

“Travel to East Java”



**gratis download untuk Ipad/iphone, android, windows 8, 10, phone*

Mobile Aplikasi

“Travel to East Java, Indonesia”

(berisi ratusan foto obyek pariwisata jawa timur)

- Tersedia untuk 4 platform mobile terkenal
 - IOS (Iphone, Ipad, Ipod touch)
 - Android (ukuran 4” keatas)
 - Windows 8, 10 (desktop, tablet)
 - Windows phone (lumia, dll)
- Gratis download (mobile.eastjava.com)
- Isi aplikasi akan selalu diupdate

Alamat untuk download aplikasi : mobile.eastjava.com



East Java East Java, is the right place to go.  

Travel To East Java application

is the application to show the glance of East Java tourism and can be free downloaded in Apps Store. Get it now and prepare your back pack to travel to East Java.

Don't worry about having something to eat, for East Java has various names for traditional foods. There are famous East Java's traditional foods that already popular in part of Indonesia area, even in Asia and abroad. Let say, Nasi Goreng and Rendang that being said to be the most delicious dish in 2011. There is also Soto, Rawon, Rujak, Pecel and many more.

 **Google Play**  **App Store**

 **Windows Store**  **Windows Phone**

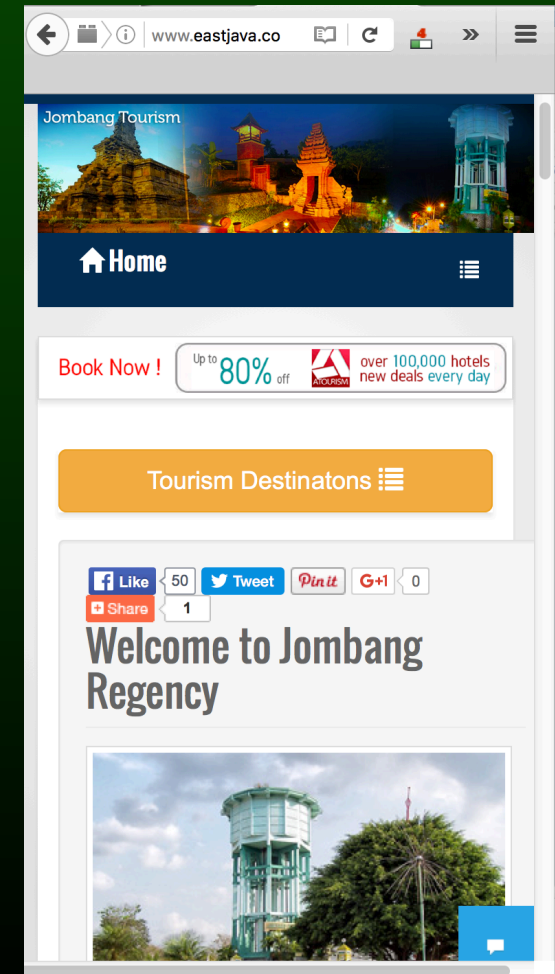
Screenshot Galeri Foto Budaya dari aplikasi *Travel to East Java*



EastJava.com

(tahun 2016)

- Menyelesaikan desain 38 website seluruh kota & kabupaten agar support mobile device (ribuan halaman web)



Langkah Selanjutnya :

- Mengajak team dinas pariwisata daerah untuk melengkapi data berupa artikel, foto & video ke info@eastjava.com
- Membentuk group via WA yg berisi team dari 38 kab/kota seluruh dispar jatim untuk memudahkan komunikasi antar team.