

# DIGITAL MARKETING

## Pariwisata Jawa Timur

Mempromosikan Pariwisata Jatim  
Melalui IT : Web, Sosial Media & Mobile Apps

Oleh :  
Ginting Satyana  
ginting@mahoni .com

**PT Mahoni Global**

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



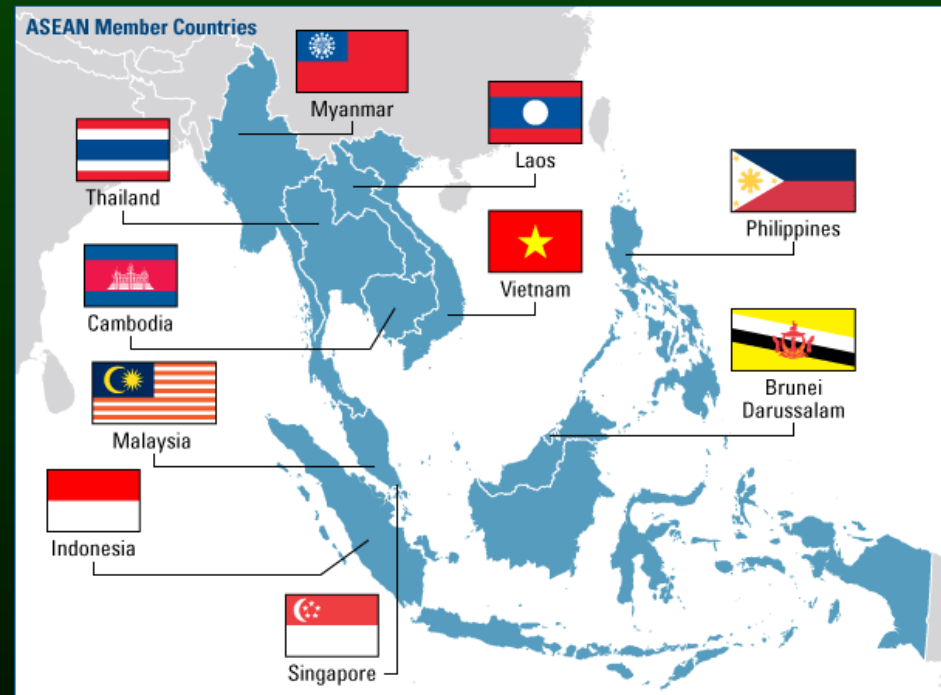
# Jumlah Wisman ASEAN (2014)

## Tiga Besar :

Malaysia : 28.0 juta

Thailand : 24.8 juta

Singapore : 15,1 juta



Indonesia : 9.4 juta  
( No 4 Besar)

# Indonesia di ASEAN

Republik Indonesia :

- area geografi paling luas
- jumlah obyek pariwisata paling banyak
- jumlah budaya paling banyak

**Kenyataan :**

**Ranking Indonesia : No 4**

**Seharusnya :**

**Indonesia adalah No 1 di ASEAN**

# Hukum Bisnis :



- Produk jelek, tidak dipromosikan -> Gagal
- Produk jelek, dipromosikan -> Laku lalu Gagal
- Produk bagus, tidak dipromosikan -> Kurang Sukses
- **Produk bagus, dipromosikan -> SUKSES !**

# Promosi Pariwisata



# Biaya Promosi :

Nasional TV di AS = Rp 12 milyar (30 detik)





# Biaya Promosi :

Billboard di  
Times Square ---> Rp. 12 s/d 48 milyar /th  
Newyork :



# 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





## Mencari Solusi Promosi :

- Bagaimana memilih cara promosi pariwisata yang murah dengan hasil yang paling efektif ?

# 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”

# 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 9.5 million in 2014 year)

solusi :

# “DIGITAL MARKETING”



“Digital Marketing has 60% more effectiveness and costs 60% compared to the non-digital marketing, this means three times more effective than the non-digital marketing”  
explained Arief Yahya.



# Digital Marketing Pariwisata Jawa Timur

# DIGITAL MARKETING PARIWISATA JAWA TIMUR

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

# DIGITAL MARKETING PARIWISATA JAWA TIMUR

Melalui website :

[www.EastJava.com](http://www.EastJava.com)

nama : singkat menunjukkan lokasi  
domain : .com (international)



# PROMOSI PARIWISATA JAWA TIMUR

[www.eastjava.com](http://www.eastjava.com) :

- Halaman Website : 10.000 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 :

<a href="#">Surabaya</a>	<a href="#">Batu</a>	<a href="#">Gresik</a>	<a href="#">Lamongan</a>	<a href="#">Mojokerto</a>	<a href="#">Pamekasan</a>	<a href="#">Sampang</a>	<a href="#">Tenggalek</a>
<a href="#">Malang</a>	<a href="#">Blitar</a>	<a href="#">Jember</a>	<a href="#">Lumajang</a>	<a href="#">Nganjuk</a>	<a href="#">Pasuruan</a>	<a href="#">Sidoarjo</a>	<a href="#">Tuban</a>
<a href="#">Bangkalan</a>	<a href="#">Bojonegoro</a>	<a href="#">Jombang</a>	<a href="#">Madiun</a>	<a href="#">Ngawi</a>	<a href="#">Ponorogo</a>	<a href="#">Situbondo</a>	<a href="#">Tulungagung</a>
<a href="#">Banyuwangi</a>	<a href="#">Bondowoso</a>	<a href="#">Kediri</a>	<a href="#">Magetan</a>	<a href="#">Pacitan</a>	<a href="#">Probolinggo</a>	<a href="#">Sumenep</a>	

#### Calendar of Events 2015

**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 **HotelsCombined**

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**

# Halaman Web Kabupaten/Kota EastJava.com



# Web Kabupaten/Kota di Jawa Timur

- [www.bangkalan.eastjava.com](http://www.bangkalan.eastjava.com)
- [www.banyuwangi.eastjava.com](http://www.banyuwangi.eastjava.com)
- [www.blitar.eastjava.com](http://www.blitar.eastjava.com)
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- [www.tuban.eastjava.com](http://www.tuban.eastjava.com)
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- [www.batu.eastjava.com](http://www.batu.eastjava.com)
- [www.surabaya.eastjava.com](http://www.surabaya.eastjava.com)



# banyuwangi.eastjava.com



Banyuwangi Tourism  
Lies Between The Mountain And The Ocean

www.banyuwangi.eastjava.com

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**HOTEL DEALS OF THE DAY**

### Banyuwangi Hotels

powered by  HotelsCombined

Check-in  Day  Month

Check-out  Day  Month

I don't have specific dates yet

Guests  
2 adults in 1 room

**Search**

## 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
- Selamati 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

Select Language

### 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 **Maipahit 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

# bookinghotel.eastjava.com



Rp |

Home / [Indonesia](#) / [East Java](#) / [Malang](#) / Search Results  
9,959 536 88 46 available

**Search Hotels**

Where?  
Malang, Indonesia

Check-in  
Sat 24 January 2015

Check-out  
Sun 25 January 2015

I don't have specific dates yet

Guests  
More options...

Room 1:  
2 Adults, 1 Child  
[change configuration](#)

[Add another room](#)

**Search**

## Malang

1 night (Jan 24 - Jan 25) for 2 adults, 1 child | [Change search](#)

Sort by: **Recommended** | Stars | Distance from | Price | Guest Rating



### Harris Hotel & Conventions Malang ★★★★★

Malang, Indonesia [Show map](#)

Good, 7.9

Based on 115 reviews

"Stunning pool", "Clean rooms", "Wonderful views"

Total for 1 night

<a href="#">Harris Room Only</a> Tiket.com	Only 5 rooms left	Rp 758,400
<a href="#">Harris Sky Room Only</a> Tiket.com	Only 2 rooms left	Rp 1,198,000
<a href="#">1 Double Bed - 39 Sq.Meters High Floor...</a> HotelClub.com	Only 2 rooms left	Rp 1,203,300
<a href="#">Harris Suite Room Only</a> Tiket.com	Only 2 rooms left	Rp 1,848,000

**Rp 1,203,300**  
**Rp 758,400**

**Book Now**

[View all rooms](#)



### Hotel Santika Premiere Malang ★★★★★

Malang, Indonesia [Show map](#)

Good, 7.9

Based on 297 reviews

"Stunning pool", "Tasty breakfast", "Clean rooms"

Total for 1 night

<a href="#">Deluxe Room</a> FREE cancellation, Breakfast included Tiket.com		Rp 840,000
<a href="#">Premiere Room</a> FREE cancellation, Breakfast included Tiket.com	Only 3 rooms left	Rp 1,040,000
<a href="#">Family Premiere Room</a> FREE cancellation, Breakfast included Tiket.com	Only 3 rooms left	Rp 1,620,000

**Rp 840,000**

**Book Now**

## Refine Your Search

### Star Ratings

<input type="checkbox"/> ★	20
<input type="checkbox"/> ★★	7
<input type="checkbox"/> ★★★	12
<input type="checkbox"/> ★★★★	6



# eastjava.com/pariwisata/calendar

**East Java, Indonesia**  
a tropical paradise in the world

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JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

**Aura Surf Resort**  
surf uncrowded waves pristine Indonesian island

**trivago** Situs Pencari Hotel

Check-in: Jm 26.12.2014  
Check-out: Mg 28.12.2014  
Kamar: Double

**East Java Tourism Calendar**

East Java Province with an area of 48,000 km<sup>2</sup> land with government structure consists of 9 cities and 29 regencies includes large and small islands. The population is 37.5 million people with several ethnic groups including Javanese, Madurese, Osing, Chinese, Arabian, and Tenggerese. They are live in a peaceful atmosphere. The diversities among the tourist destinations, which is in both natural and cultural, makes this region worth to be visit.

There are various ceremonies and traditions among East Java communities, in relation with religiosity, it held regularly on every year, and becomes special attraction that are quite interesting to see. The arts and cultural performances and the festivals that are routinely held and packaged in the tourism agenda also enrich the number of tourist attractions in East Java.

The East Java's Calendar of Events 2015 contains the schedule of some traditional ceremonies, traditions, festivals and performances which held in the cities and the regencies in East Java. It is designed to promote and to publicize the tourism agenda in the whole area in East Java.

It is important to inform that the local communities usually determine the schedules of the ceremonial events by using the calendars of Javanese, Moslem, and Hindu Tenggerese. Therefore, to assure the exact date of the events, it is advisable to confirm the local Government Tourist Offices.

We hope the East Java's Calendar of Events 2015 will be helpful and useful for visitors and travelers.

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javatours.com

Pemenang Penghargaan :



# eastjava.com/books/bromo

**Taman Nasional Bromo Tengger Semeru**

HOME TOURISM GALLERY THE BEAUTY OF EASTJAVA MAPS 38 REGENCIES EASTJAVA.COM LINKS INDONESIA

OUTSIDE AREA | TENGGER SAND SEA | RANUPANE COMPLEX | CULTURAL TOURISM | LOCATION | GENERAL CONDITION | BIOLOGICAL CONDITION  
PHYSICAL CONDITION | TOPOGRAPHY | GEOLOGY

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[www.discoverbromo.com](http://www.discoverbromo.com)

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[www.eastjava.com](http://www.eastjava.com)  
- 5000 foto objek pariwisata

**trivago** Situs Pencari Hotel  
Kota    
Check-in Jm 26.12.2014  
Check-out Mg 28.12.2014  
Kamar

**Bromo Tengger Semeru** Like 78 Tweet 7 +1 3

**BROMO-TENGGER-SEMERU**  
Seeing a very fascinating area BromoTengger Semeru National Park

Bromo have known by all of visitor of the worlds. They come to Bromo to watch the sunrise. The visitor also can look down to the crater that full of its smoke, and feel the cold of the air is

# eastjava.com/books/majapahit

## Memory of **MAJAPAHIT**

[www.eastjava.com/books/majapahit](http://www.eastjava.com/books/majapahit)



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**YOGYAKARTA**  
**YOU BELONG HERE.**  
Book from \$49/nt.



### Welcome to Memory of Majapahit Kingdom

The archaeological sites of Majapahit consist, for the most part, of the remains of religious foundations, or Temple, built usually from stone or brick. From the two most important and informative literary sources dealing with the history of Majapahit, the Nagarakertagama and Pararaton, we learn that a large number of sacred buildings were constructed as memorial shrines to deceased rulers and their families. The death of a king or queen saw the beginning of a series of funeral rites designed to guide the departed soul back to the source from

#### BHINNEKA TUNGGAL IKA

- ◆ The Story of Majapahit
- ◆ Mpu Sindok
- ◆ Airlangga
- ◆ Rajasa Dynasty
- ◆ Joko Dolog
- ◆ Kertanagara

#### THE TEMPLE OF MAJAPAHIT

- ◆ Architectural Style
- ◆ Majapahit's Sites
- ◆ Wringinlawang Temple
- ◆ Kidal Temple
- ◆ Singosari Temple
- ◆ Jajaghu Temple



# eastjava.com/books/ijen

**Ijen Crater**

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TRAVEL NOTES | GENERAL CONDITION | PHOTOS | VIDEOS | IJEN MAP

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Kota    
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Check-out: Mg 28.12.2014  
Kamar: Double

**Welcome To Ijen Crater**  36  2  2

**BROMO-TENGER-SEMERU**

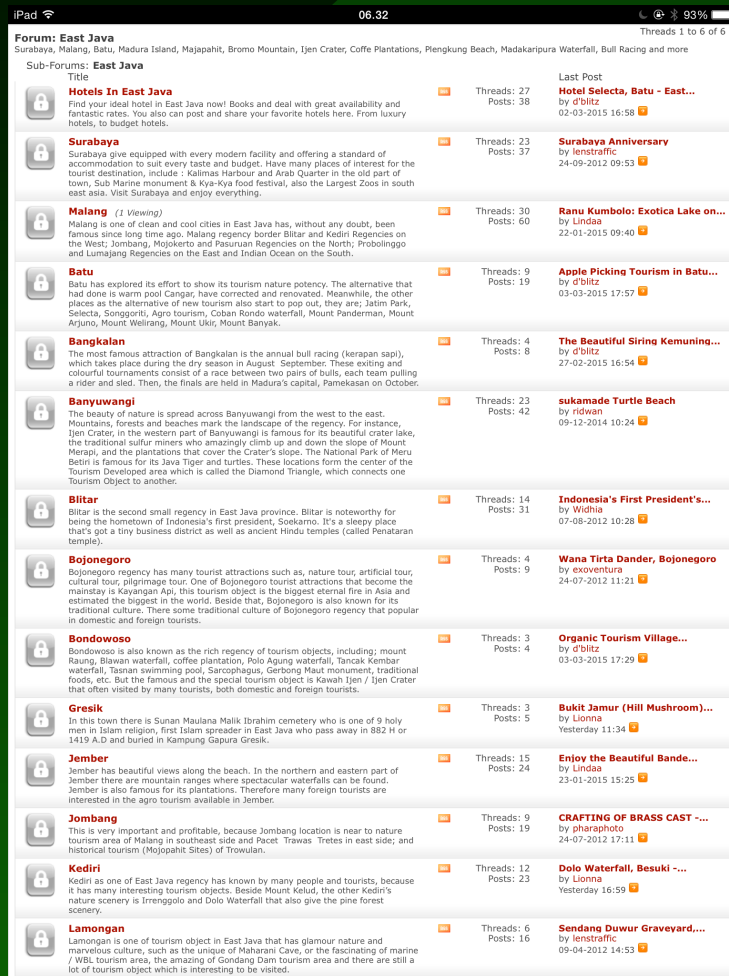
**VISIT INDONESIA TOURISM**

**javatours.com**

**www.eastjava.com**

The volcanic cone of Ijen dominates the landscape at the eastern end of Java. Crater of Ijen is filled by a spectacular turquoise

# 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

# Posting di forum.eastjava.com

(contoh : posting artikel tentang “Siring Kemuning Beach”)

+ Reply to Thread Results 1 to 1 of 1

**Thread: The Beautiful Siring Kemuning Beach, Bangkalan - Madura**


 Like Be the first of your friends to like this.


Thread Tools   Administrative   Search Thread   Rate This Thread   Display   Inline Mod

27-02-2015, 15:54 #1

**d'blitz** Registered Join Date: Feb 2015  
Posts: 111


**The Beautiful Siring Kemuning Beach, Bangkalan - Madura**



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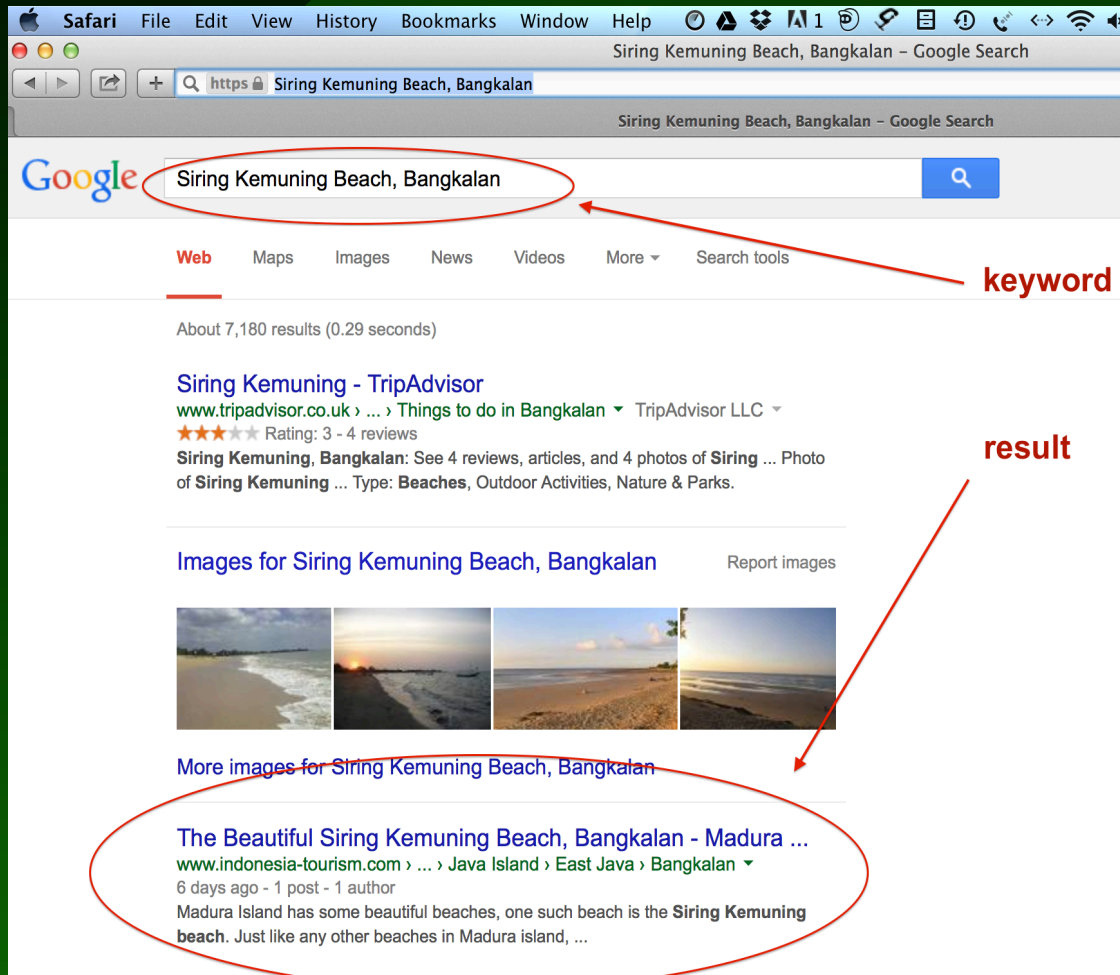
Madura Island has some beautiful beaches, one such beach is the Siring Kemuning beach. Just like any other beaches in Madura island, Siring Kemuning beach is still not fully utilized for tourist

# Hasil di Google.com

(hasil keyword: "siring kemuning beach")

hasil

muncul di halaman 1



- Dengan memasukkan artikel obyek pariwisata dari daerah anda maka akan berkesempatan muncul di google dengan kata kunci yg tepat & mendapat ranking yang tinggi

- Berkesempatan obyek pariwisata tersebut dikenal & dikunjungi dari seluruh dunia

*(Team kita bekerja keras untuk memungkinkan hal ini)*

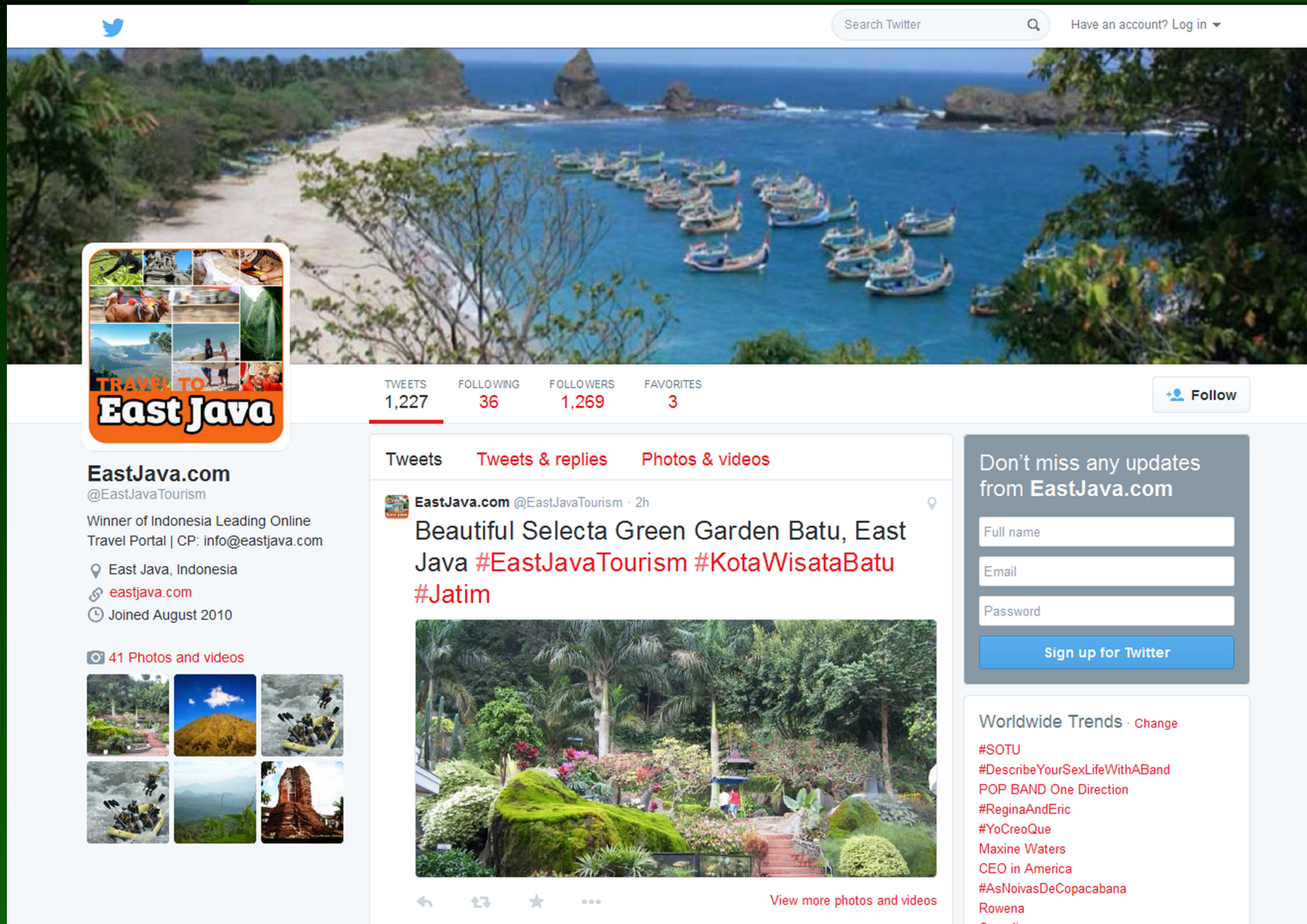
# **DIGITAL MARKETING PARIWISATA JAWA TIMUR**

Melalui sosial media :

**Facebook,  
Twitter,  
Instagram,  
Youtube**



# twitter.eastjava.com



The image shows a screenshot of a Twitter profile page for EastJava.com. The profile picture is a collage of travel-related images with the text "TRAVEL TO East Java". The bio identifies the account as a travel portal winner in Indonesia. A recent tweet features a photo of a lush garden and promotes a location in East Java. The right sidebar includes a sign-up form and a list of worldwide trends.

**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**   Tweets & replies   Photos & videos

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

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

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
1,227	36	1,269	3




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ORANG >


389 suka

TENTANG >

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

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1 jam · 

Beautiful Selecta Green Garden Batu, East Java #EastJavaTourism #KotaWisataBatu #Jatim <http://t.co/j3TUs1vnck>



# 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



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Visit to East Java Indonesia



historical heritage  
cultural diversity


0:10 / 11:58


**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  
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- 


**Gong Cave - Pacitan - East Java**  
by eastjava.com  
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- 

**Onde-onde - Mojokerto - East Java**  
by eastjava.com  
58,930 views · 5 years ago

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The screenshot displays the YouTube channel page for 'eastjava.com'. The channel name is 'eastjava.com' with 1,598 subscribers. The page features a grid of 20 video thumbnails, each with a title, view count, and upload date. The videos cover various topics related to East Java, including markets, traditional dances, parks, and local industries.

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	41,092	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
Sumpang Giri - Gresik - East		
Surabaya Over The Night		
Tahu 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 2015 > 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](http://mobile.eastjava.com))
- Isi aplikasi akan selalu diupdate

# Alamat untuk download aplikasi : mobile.eastjava.com



The screenshot shows a web browser window with the title 'East Java' and the tagline 'East Java, is the right place to go.' in the top navigation bar. On the right side of the bar are social media icons for Facebook and Twitter. The main content area has an orange background. On the left, a white smartphone displays the 'East Java - Indonesia' application interface. The app screen shows a header with the title and a main image of a surfer. Below the header are five category buttons: 'Beachs', 'Sceneries', 'Cultures', 'Waterfalls', and 'Agn'. Under these buttons are five corresponding images. At the bottom of the app screen are two more buttons: 'About East Java' and 'Map'. To the right of the smartphone, the text 'Travel To East Java application' is displayed. Below this text are two paragraphs of descriptive text. At the bottom of the content area are four buttons for downloading the app: 'Google Play', 'App Store', 'Windows Store', and 'Windows Phone'.

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

## Travel To East Java application

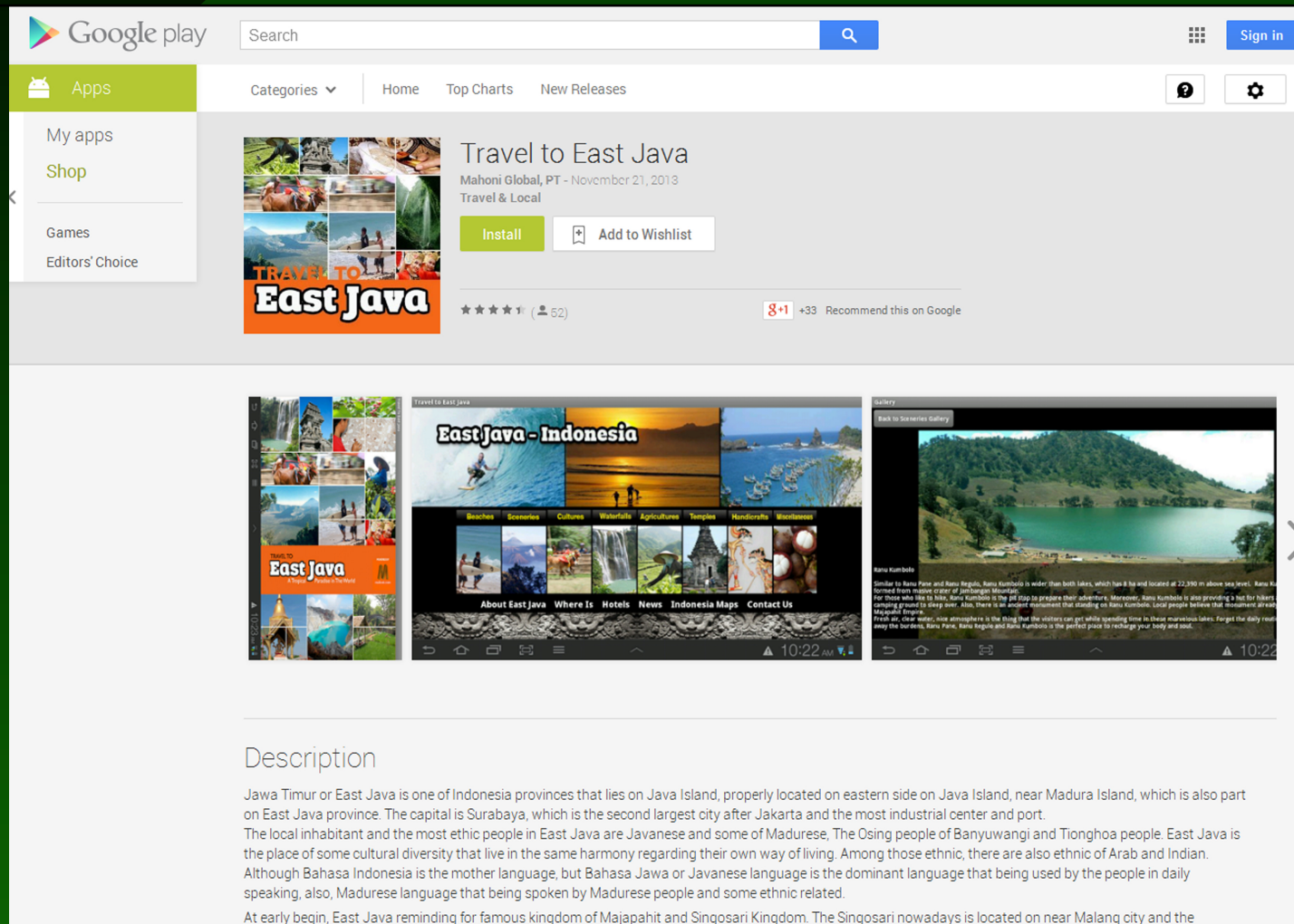
is the application to show the glance of East Java tourism and can be free downloaded in Apps Store. Get it now and prepare your back pack to travel to East Java.

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](#)

# Aplikasi “Travel to East Java” di Google Play (Android)



**Travel to East Java**  
Mahoni Global, PT - November 21, 2013  
Travel & Local

Install Add to Wishlist

★★★★☆ (52) 8+1 +33 Recommend this on Google

**East Java - Indonesia**

Beaches Sceneries Cultures Waterfalls Agriculture Temples Handicrafts Miscellaneous

About East Java Where Is Hotels News Indonesia Maps Contact Us

**Rano Kumbolo**  
Similar to Rano Pane and Rano Bagejo, Rano Kumbolo is wider than both lakes, which has 8 ha and located at 72,390 m above sea level. Rano has formed from massive crater of Jimbaran Mountain.  
For those who like to hike, Rano Kumbolo is the old tips to prepare their adventure. Moreover, Rano Kumbolo is also providing a hot for hiking camping ground to sleep over. Also, there is an ancient monument that standing on Rano Kumbolo. Local people believe that monument already 1400 years old.  
Fresh air, clear water, nice atmosphere is the thing that the visitors can get while spending time in these marvellous lakes. Forget the daily routine busy the business, Rano Pane, Rano Bagejo and Rano Kumbolo is the perfect place to recharge your body and soul.

### Description

Jawa Timur or East Java is one of Indonesia provinces that lies on Java Island, properly located on eastern side on Java Island, near Madura Island, which is also part on East Java province. The capital is Surabaya, which is the second largest city after Jakarta and the most industrial center and port. The local inhabitant and the most ethnic people in East Java are Javanese and some of Madurese, The Osing people of Banyuwangi and Tionghoa people. East Java is the place of some cultural diversity that live in the same harmony regarding their own way of living. Among those ethnic, there are also ethnic of Arab and Indian. Although Bahasa Indonesia is the mother language, but Bahasa Jawa or Javanese language is the dominant language that being used by the people in daily speaking, also, Madurese language that being spoken by Madurese people and some ethnic related.

At early begin, East Java reminding for famous kingdom of Majapahit and Singosari Kingdom. The Singosari nowadays is located on near Malang city and the



# Aplikasi "Travel to East Java" di App Store (Ipad/Iphone)

The screenshot shows the iTunes Preview page for the app "Travel to East Java Indonesia". The page is displayed on a dark grey navigation bar with links for Store, Mac, iPhone, iPad, iPod, iTunes, and Support. The main content area is white and features the app's title, developer name, and a "View in iTunes" button. The app is categorized as "Travel" and is free. The description highlights the app's focus on showcasing the beauty of East Java, Indonesia, with a "What's New in Version 1.5" section mentioning bug fixes and menu updates. A "Screenshots" section displays a grid of images representing various travel destinations in East Java, including beaches, sceneries, cultures, waterfalls, and agriculture. The app is designed for both iPhone and iPad.

Store Mac iPhone iPad iPod iTunes Support

## iTunes Preview


Overview Music Video

### Travel to East Java Indonesia

By MAHONI GLOBAL, PT

Open iTunes to buy and download apps.

[View More by This Developer](#)



#### Description

Everyone deserves sunshine.

Imagine you and your personal luggage traveling to tropical country with the shower of sunshine pouring down

[MAHONI GLOBAL, PT Web Site](#) [Travel to East Java Indonesia Support](#) [...More](#)

#### What's New in Version 1.5

fixing some bugs, add some menu, updating some images and backsound

[View in iTunes](#)

+ This app is designed for both iPhone and iPad

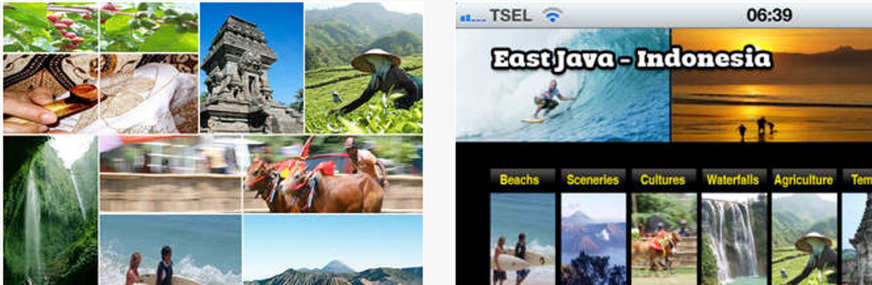
**Free**

Category: Travel  
Updated: 15 February 2012  
Version: 1.5  
Size: 52.7 MB  
Languages: English, German  
Developer: MAHONI GLOBAL, PT  
© 2012 Mahoni.com  
[Rated 4+](#)

**Compatibility:** Requires iOS 4.3 or later. Compatible with iPhone, iPad, and iPod touch.

#### Screenshots

iPhone | iPad





# Aplikasi "Travel to East Java" di Windows Store (windows 8)

The screenshot shows the Windows Store interface for the 'Travel to East Java' application. At the top, the Windows logo and 'Windows' text are visible on the left, and a search bar is on the right. The application title 'Travel to East Java' is prominently displayed. Below the title, the app's icon is shown, followed by its price ('Free'), a rating of 3 stars, and the publisher information: 'Published by Mahoni Global, PT 2014 - Mahoni.com'. The category is 'Travel', with an approximate size of 46.8 MB and an age rating of 12+. A note indicates it can be downloaded on compatible Windows Phones. A banner for Windows 8.1 compatibility is also present. The main visual is a large preview image of the app's interface, featuring a grid of categories: Sceneries, Agriculture, Miscellaneous, Where is East Java, News, Beaches, Culture, Temples, About East Java, Accomodations, and Contact Us. Below the preview, a description reads: 'Travel To East Java Application, when you have your personal guide to explore East Java in your hand'. At the bottom, there are recommendations for other apps by Mahoni Global, PT, including 'ATourism.com : ...' which is free and has no rating.


Windows

## Travel to East Java

 **Free**  3


Published by Mahoni Global, PT  
2014 - Mahoni.com

Category Travel  
Approximate size 46.8 MB  
Age rating 12+

 Get once, download on compatible Windows Phones too

Get Windows 8.1 to run this app.  
[Learn more](#)

### More apps by Mahoni Global, PT

 **ATourism.com : ...**  
Free  
★★★★★ No rating

### Description

Your Personal Guide To Explore East Java Tourism (Destination, Accomodation, etc)

# Aplikasi “Travel to East Java” di Windows Phone Store (Lumia)

The screenshot shows the Windows Phone Store interface. At the top, there's a search bar with the text "Search apps and how-to" and a magnifying glass icon. Below the search bar, there are navigation links: "Phones", "Features", "Apps+Games", and "How-to". On the right side, there are links for "Explore My Phone" and a small phone icon. The main content area is titled "travel + navigation / city guides" and features the application "Travel to East Java". The app's cover art is a collage of images related to East Java, including a dragon, a waterfall, a horse, and people. The text "TRAVEL TO East Java" is prominently displayed on the cover. Below the cover, the price is listed as "Free", and there are five stars with the text "No reviews". A disclaimer states: "By installing you agree to the Terms of Use and other terms". Below the disclaimer, there are two preview images of the app's interface. The first preview shows the main menu with options like "About East Java", "Where Is", "Accommodations", "News", and "Indonesia". The second preview shows a "Sceneries" screen with a grid of landscape photos. At the bottom of the preview images, there are two more preview images showing "Karapan Sani" and "Temploc".

Windows Phone

Search apps and how-to

Phones Features Apps+Games How-to

Explore My Phone

Overview Spotlight Apps Games Purchase history

travel + navigation / city guides

## Travel to East Java

Free

★★★★★  
No reviews

By installing you agree to the Terms of Use and other terms

show details

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





# DIGITAL MARKETING PARIWISATA JAWA TIMUR

*Apa yang kita bisa bantu  
untuk mempromosikan pariwisata jawa timur?*

- cantumkan alamat [www.eastjava.com](http://www.eastjava.com) di kartu nama, brosur, web, blog, baliho, dll
- like, follow, repost, retweet :
  - facebook.eastjava.com
  - twitter.eastjava.com
  - instagram.eastjava.com
  - youtube.eastjava.com
- ajak teman, customers, dll untuk download aplikasi dri [mobile.eastjava.com](http://mobile.eastjava.com)





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