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ANALYSIS OF TOURISM PROMOTION MANAGEMENT IN AN EFFORT TO INCREASE TOURIST VISITS TO THE PACKRAFTING CANDEN TOURIST DESTINATION IN BANTUL REGENCY

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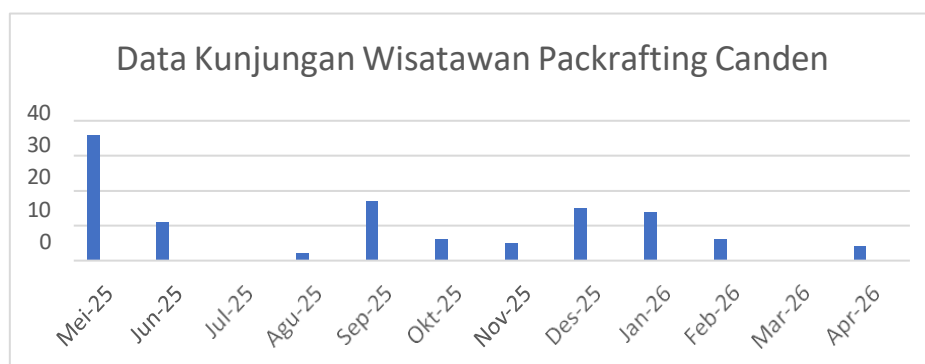
Abstract: *This study aims to identify the implementation of promotional management used by tourism managers, identify inhibiting factors in managing tourism promotional management, and analyze effective promotional management strategies to increase tourist visits to the Packrafting Canden tourist destination. Using qualitative descriptive techniques with data collection techniques through observation, interviews, and documentation. The subjects of this study consisted of three groups, namely one manager, two marketing managers and three tourists. Data analysis used the Miles and Huberman analysis method through the stages of data reduction, data presentation, and drawing conclusions. Proof of data validity in this study used method triangulation techniques. The results of the study indicate that Packrafting Canden's promotional management has not been running optimally in managing tourism promotion management. The implementation of promotional management utilizes the POAC (planning, organizing, actuating, and controlling) management function analysis. The planning stage identifies target market segments, promotional objectives, media and channel selection, and budget allocation. The organizing stage involves structured task allocation and teamwork. The actuating stage emphasizes Instagram and word of mouth as promotional media and channels, while the controlling stage utilizes insights from Instagram and visitor testimonials. However, several inhibiting factors, divided into internal and external, were identified. Effective strategies are needed to ensure tourism can compete more effectively and sustainably increase tourist visits.*

Keywords: *Promotion Management, Promotional Media, Packrafting Canden*

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INTRODUCTION

The development of Indonesia's tourism sector has driven various innovations in tourism management to attract visitors. One example is the development of wellness tourism, which is increasingly popular among tourists. As tourism trends shift toward activities that involve direct interaction with the outdoors, according to, (Pradipta, 2023) wellness tourism is also a segment of the global tourism industry that offers numerous product development opportunities to target future markets. The definition of wellness tourism is a form of tourism product in the form of services that can be developed or modified in accordance with the conditions of a tourist attraction, both from a social and environmental perspective. One form of development is realized through nature-based tourism that integrates recreational activities with health and fitness elements, namely Packrafting Canden tourism(Susanti, 2022).



Gambar 1. Data Kunjungan Wisatawan

Based on internal visit data, the number of tourists visiting Packrafting Canden remains relatively low and has not shown any stability. The highest number of visits occurred in May 2025 with 36 tourists, followed by a 30.56% decrease to 11 tourists. In July 2025 and March 2026, reservations were recorded, indicating no visits. Increases were seen in September 2025, December 2025, and January 2026 with visits of around 14-17 tourists, representing an increase of around 21.43%. This condition indicates that tourist interest in Packrafting Canden is still unstable.

Promotion is a crucial element in the tourism business. According to (Dirly, 2025) promotion is an element used to inform and persuade the market about a company's new products or services through advertising, personal selling, sales promotions, and publicity to communicate the company's image to consumers and build customer relationships. Promotion is a marketing mix element used to increase sales, raise consumer/tourist awareness, and influence purchasing or visiting behavior. It is a series of activities and strategies designed to introduce, promote, and market a product, service, or brand to a target market with the aim of increasing awareness, interest, and tourist visits. Tourists in the tourism context require adequate initial information and an overview of a destination before deciding to visit. The role of promotion is crucial because tourism is a service sector whose products are intangible.

Regarding the implementation of promotional strategies related to actual field conditions, marketing management for the Packrafting Canden tourist attraction is still very limited and has not been implemented consistently and planned, and is not supported by a structured strategy. This results in the tourist destination receiving only limited exposure through media coverage, media partnerships, collaboration with other tourist attractions and supporting businesses, and other promotional marketing strategies. Despite all efforts, promotional management has not been carried out sustainably and is not accompanied by effective promotional management through a consistent communication strategy, resulting in a lack of long-term impact in increasing tourist visits.

The urgency of this research lies in the need to analyze how current promotional management is implemented in Packrafting Canden. This study is very important to determine the extent to which promotional activities are implemented to increase tourist visits, identify inhibiting factors in promotional management, and formulate effective promotional management strategies to optimize the tourism potential of Packrafting Canden, in line with the characteristics of community-based health tourism destinations that aim to increase tourist visits to Packrafting Canden, by utilizing the management functions of planning, organizing, implementing, and controlling.

METHODS

This study used a descriptive qualitative method, conducted at the Camden Packrafting tourist destination located in Camden Village, Jetis District, Bantul Regency, Yogyakarta Special Region. This study was conducted on April 23-27, 2026. The population of this study was all managers and tourists involved in tourism promotion. The sample of this study consisted of 6 informants including one head manager, two marketing managers, and three tourists. Data collection techniques used observation, interviews, and documentation. Data analysis techniques were carried out using the Miles and Huberman interaction analysis method (Anggraeni, 2024) which consists of data reduction, data presentation (data display), and drawing conclusions or verification (drawing conclusions/verification).

RESULT & DISCUSSION

Result

Implementation of Promotion Management at the Packrafting Camden Tourist Destination

Packrafting Camden, a wellness tourism destination, utilizes both digital and non-digital media and channels for promotional tools. Digital media, particularly social media using WhatsApp, Instagram, TikTok, and YouTube, also includes news media such as television broadcasts. Non-digital media includes word-of-mouth, printed brochures, newspapers, and collaboration with relevant government agencies. Effective promotion management is determined not only by the frequency of content uploads or the number of media used, but also by thorough promotional planning, clear organization, consistent implementation, and optimal oversight. This section will discuss the implementation of promotion management using an analysis of the POAC management functions, consisting of planning, organizing, implementing, and controlling.

Tabel 1. Research results on the implementation of promotional management that has been implemented currently in Camden packrafting tourism using the POAC management function.

No.	Management Functions	Form of application	Implementation
1.	Planning	Promotional planning begins with screening, and then management determines the target market, which is the 25-35 year old segment. Media and channels used include WhatsApp, YouTube, Instagram, word of mouth, and collaboration with related parties. Budget planning is also not well organized due to the lack of budget allocation for promotional activities.	All managers
2.	Organizing	The division of team structure and division of tasks has been formed but has not been done in writing.	All managers
3.	Actuating	Implementation uses media and channels that are divided into two, namely digital and non-digital media, digital media includes social media (Instagram, WhatsApp, and YouTube) and non-digital word of mouth, collaboration and printed brochure media.	Marketing
4.	Controlling	Using insights on Instagram social media and using visitor testimonials/reviews	Marketing

Inhibiting Factors for the Implementation of Promotional Management at the Packrafting Camden Tourist Destination

Promotion management plays a crucial role in building brand awareness, expanding the reach of information to audiences and increasing the number of visits to a tourist destination. Successful promotional management of a tourist destination involves two inhibiting factors: internal and external.

1. Internal Factors

Internal factors are obstacles that originate from internal factors of tourism managers.

a. Limited Human Resources

Limited human resources are one of the most fundamental internal barriers to tourism sustainability. An inadequate number of managers hinders optimal promotional efforts, as most managers juggle multiple tasks. This directly impacts the inconsistency of ongoing promotional activities, such as content creation, social media updates, and information dissemination to potential tourists.

b. Digital Promotional Media

Internal factors in digital promotion management relate to the selection and provision of content on social media. Compelling promotional content on social media is typically supported by good documentation, from taking photos and videos, and from shooting angles to editing the content before publication. Limited documentation tools hinder management, particularly in digital promotional media. The quality of the documentation also hinders the creation of compelling promotional content to attract audiences. Weaknesses in social media are caused by the limited availability of promotional media and channels, which leads to dependence on a single social media platform, particularly Instagram.

c. Non-digital promotional media

The use of non-digital promotional media is also a marketing effort implemented by Packrafting Camden. Non-digital promotions require direct fieldwork. Obstacles in disseminating information during non-digital promotions include distributing brochures. The implementation is hampered by the lack of public response to the information provided. Furthermore, the management's limited partnership with related parties, with no formal agreement or Memorandum of Understanding (MoU), is still lacking.

d. Budget Limitations

Limited and minimal budget constraints have an impact to promotional management in reaching the audience and not being able to utilize paid media or promotional channels that have the potential to increase promotional reach widely. Budgetary constraints are one of the internal issues affecting Packrafting Camden's tourism promotion, resulting in very rudimentary and manual promotional management, and the lack of paid ads or an official website.

2. External Factors

a. Climate and weather

External weather factors also influence the promotional management of Packrafting Camden, as a tourist attraction with outdoor activities, namely outdoor activities, because weather conditions are an aspect that cannot be controlled. Based on information from the manager regarding external factors regarding climate and weather conditions, they can affect promotional management, which causes this tourist attraction to have no material for promotion if the weather cannot be controlled because this tourist attraction is closed until climate and weather conditions are normal. Faktor internal cuaca juga ikut dalam mempengaruhi jalannya manajemen promosi Packrafting Camden. SWOT analysis helps managers in promotional management to not only see what is already running, but also understand the effectiveness of the promotion.

Promotion management strategy in an effort to increase tourism visits by using SWOT

According to (Delita Fitra, Elfayetti, 2021) SWOT analysis is a tool to systematically identify various factors in order to formulate strategies by maximizing existing strengths and opportunities while minimizing the weaknesses and threats faced. The SWOT analysis in this study was derived from data collection using observations and in-depth interviews with the management team, marketing staff, and tourists, as well as from direct field observations and documentation

a. Strengths

Strength is the foundation for implementing activities. This tourist destination's unique, innovative tourism concept and the unspoiled natural beauty of the Opak River lie in its unique, innovative tourism concept. The concept, wellness tourism, stems from the realization that tourists seek not only physical challenges but also serenity and benefits for both body and mind. Packrafting Camden offers rafting, a rafting experience controlled by individuals. The concept of one boat per tourist creates a more immersive adventure experience than traditional rafting. The uniqueness of a tourism product, which is not easily imitated, is the most sustainable source of competitive advantage because it provides a clear reason for tourists to choose one destination over other alternatives (Delita Fitra, Elfayetti, 2021)

This uniqueness also strengthens Packrafting Camden's destination position through collaboration with the local community through the provision of traditional herbal medicine and regional specialties as part of the tour package. This combination of adventure activities and local culture, rarely found in other tourist destinations, provides a unique selling point. This collaboration also involves the local community, so this tourism is expected to have an economic impact on the local community.

Another strength of this tourist attraction is the natural beauty of the surrounding area, particularly the Opak River, which offers a peaceful escape from daily routines. The pristine river atmosphere also supports wellness tourism goals.

b. Weaknesses

Weaknesses are limiting factors that prevent promotional management from realizing tourism potential. The Packrafting Camden tourist destination's promotional weaknesses stem from two main interrelated issues. These include limited human resources and inadequate equipment to support promotional management, given the current demands for high-quality visuals in promotions specifically in digital media. Limited equipment results in less than optimal promotional results, resulting in suboptimal visual appeal. Inadequate equipment impacts the consistency of promotional implementation, which is a key factor in determining the success and effectiveness of promotional management, particularly in digital media. Social media platform algorithms, particularly Instagram, are key tools for digital promotional management and require greater attention at the Packrafting Camden tourist destination (Erwin et al., 2023).

Another weakness is the lack of budget allocation for promotional management. Promotional management often faces challenges related to limited budgets and funding. According to (Hanafi, 2020), promotional costs are marketing or sales costs, encompassing all costs incurred to ensure customer service and deliver finished products or services to consumers. Utilizing an adequate budget can provide several significant benefits in increasing the effectiveness of managing promotional management.

c. Opportunities

Opportunities are factors arising from the internal and external environments of the Camden Packrafting tourist attraction. Opportunities represent environmental conditions expected to have a beneficial impact on the destination. The trend of adventure tourism has generally been significant in recent years, driven by changes in lifestyle, particularly among the younger generation aged 20-35. This presents an opportunity for the Camden Packrafting tourist destination, given the appropriateness of its concept.

Opportunities that can be developed and exploited include expanding promotional reach. By maximizing the power of social media and leveraging the potential for increasing tourist numbers in the future, the Camden Packrafting tourist destination is quite promising. Collaborating with various parties regarding promotional management has a greater reach and trust than conducting promotions alone.

Collaborating with content creators, local governments, travel agents, and business owners presents a promising opportunity. This type of collaboration is relatively more cost-effective than establishing an in-house promotional team, making it suitable given the current

limited human resources for promotion. Expanding the network of collaborations is a strategy that deserves serious consideration in developing the Camden Packrafting tourist destination.

d. Threats

Threats represent strengths emerging from the external environment of the Packrafting Camden tourist attraction, such as competition with other destinations in the region, particularly Yogyakarta. Some white-water rafting and other destinations have a larger tourist base with established reputations, giving them an advantage in terms of public trust. These competing destinations generally have more intensive and structured promotions. This situation forces Packrafting tourism to compete to further build the trust of potential tourists. When compared in terms of concept and product quality, Packrafting Camden is actually no less attractive than competing destinations, but limited exposure means this tourist destination's advantages are not widely known by the wider public. Threats from the competitive side need to be addressed with a clear differentiation strategy, so as not to compete solely on promotion but also to highlight the uniqueness of the tourism concept that has been in place since its inception. Changes in tourist preferences tend to be dynamic, posing a particular threat because Packrafting Camden has not kept up with evolving trends and tourist needs, thus risking losing relevance to potential tourists, especially the younger generation who are the primary target of adventure tourism or wellness tourism concepts.

Based on the overall SWOT analysis of strengths, weaknesses, opportunities, and threats explained above, it can be concluded that Packrafting Camden actually has quite strong capital in terms of tourism products, both from innovative concepts and natural potential that is still pristine. Strong capital is not strong enough if it is not balanced with readiness in terms of management and promotion, so that the potential owned cannot be maximized until now. Market opportunities, driven by the trend of adventure tourism and the power of social media, are quite broad and can offer solutions to the limitations of promotion experienced, as long as it is used with the right and targeted strategy.

Discussion

Implementation of promotion management with POAC management function

Overall, the implementation of promotional management is still very simple and in the development stage and requires strengthening to achieve a more systematic and structured promotional management framework for tourism sustainability. From a planning perspective, management has demonstrated that promotional planning steps exist, but these plans remain general and lack comprehensive structure. Promotional program management is carried out more reactively, without in-depth analysis. This situation results in promotional activities not reaching the targets set, as planned, and the selection of media and channels is still limited. This is in line with (Ramdan, Asep Muhamad, 2023) who stated that effective promotional planning begins with identifying market segments, establishing promotional objectives, and selecting appropriate media and channels.

At the organizing stage, the promotional management structure is not yet optimal due to overlapping team structure and task allocation. Management faces limited human resources, as some managers are village employees, so tourism promotion management is not optimal. The lack of organizational structure within the management team contributes to inconsistent promotional implementation. This aligns with findings (Nova, 2025), which emphasize that good organization in promotional management requires clear roles, responsibilities, and coordination among the management team.

The promotional management implemented emphasizes social media platforms like Instagram and word of mouth. Management through social media, particularly in terms of content uploads, is inconsistent, and the visual quality, frequency of posts, and message delivery to potential tourists are affected. That content quality is determined not only by visual appeal but also by the depth of storytelling, emotional engagement, and a clear call to action that encourages the desired action. At this stage, management has not implemented a systematic evaluation mechanism for the effectiveness of the promotional management implemented. Management uses insights from Instagram and visitor numbers to assess reach. Such efforts are considered less than optimal in monitoring the effectiveness of the promotions carried out.

Inhibiting Factors in Promotion Management

Divided into two categories: internal and external factors. Internal factors include limited human resources, which hinder optimal promotional efforts. This overlaps the management's role in managing promotions. Coordination between management teams is often neglected, as managers prioritize primary tasks over their own responsibilities related to tourism management. The lack of dedicated human resources to manage promotions results in suboptimal outcomes, such as inconsistent social media content management, slow response from potential tourists, and limited content creation. This also impacts non-digital promotions, such as limited collaboration and the limited dissemination of tourism information to the wider public. Optimizing human resources through the establishment of a team structure or adequate marketing is essential for optimal and sustainable tourism promotion implementation.

Formulation of Promotion Management Strategy

Based on the overall SWOT analysis of strengths, weaknesses, opportunities, and threats explained in the research results, it can be concluded that Packrafting Camden actually has quite strong capital in terms of tourism products, both from innovative concepts and natural potential that is still pristine. Strong capital is not strong enough if it is not balanced with readiness in terms of management and promotion, so that the potential owned cannot be utilized optimally until now. Market opportunities, driven by the trend of adventure tourism and the power of social media, are quite broad and can offer solutions to the limitations of promotion experienced, as long as it is used with the right and targeted strategy.

1. Formation of human resources and their qualifications

Increasing the number of marketing managers is crucial, as promotional activities inherently require significant attention and time, from planning and content production to evaluating results. This aligns with the perspective of human resource management, which considers an adequate workforce a fundamental requirement for the effective development of organizational functions, including promotions (Rahardjo, 2021). Adding marketing managers is a first step management should consider before addressing more complex technical aspects. Recruiting staff without the appropriate qualifications will only increase the workforce without significantly impacting the quality of the resulting promotions. Qualifications refer not only to formal academic training but also to technical skills relevant to promotional needs in today's digital era. Recruited managers are expected to possess basic knowledge and skills in social media management, including the ability to create engaging promotional materials, such as photos and videos, tailored to the characteristics of each platform. This skill is crucial, as most prospective tourists, before deciding to visit a tourist destination, first consult social media as a reference in choosing a destination. Digital marketing qualifications are one of the key requirements to consider when recruiting new marketing managers in the promotion sector. (Rahardjo, 2021)

Qualifications in technical skills in content creation include the ability to develop more structured promotional strategies. Managers know how to create content with a deep understanding of risk-based promotional strategies, conducting promotional activities with a clear focus and objectives, allowing them to measure the effectiveness of their promotional management. A good promotional strategy requires an understanding of the target market, the desired message, and the most appropriate platforms to reach them. This knowledge is usually acquired through academic or professional training in marketing or tourism, so ideally, managers should have experience in both fields.

2. Utilizing the Uniqueness of Destinations as Consistent and Scheduled Promotional Content

The concept carried by Packrafting Camden is an innovative concept and is still rarely

carried out by other tourist destinations in Indonesia and is combined with the natural setting of the Opak River which is still pristine, however, the potential that it has has not been optimally packaged in the form of scheduled and targeted promotional content. The content posted to date tends to be spontaneous documentation without a clear narrative flow that does not have the

same uncertain posting schedule which causes a lack of consistency in the management of the promotional management that is carried out.

According to (Engelbert, 2025) emphasizes that the most effective promotional content is not artificially created content, but rather content that comes from the uniqueness of the product, or what he calls "authentic content". The difference of this strategy from existing practices is intentionality and consistency. Promotional content that successfully builds high engagement usually has a consistent theme or narrative point of view, allowing the audience to feel and get pleasure. Achieving this consistency, the simplest step is to create a regular content schedule, a plan that lists posting dates, content types, themes, and platforms used. According to (Mulyani Pratiwi, n.d.) explains that platform algorithms such as Instagram and TikTok are designed to prioritize views for consistently active accounts, so consistency is also about "playing" within the rules of the algorithm to ensure content reaches a wider audience.

The key is to have a basic framework that can serve as a guide, so that promotional activities no longer depend on the ability and skills of marketing managers but become scheduled and measurable activities. This strategy is an effort to change the perspective that the Packrafting Canaden tourist destination, apart from the beauty of the Opak River and its potential, is considered a "product" to be sold, but in fact, it is a "story" that can be shared consistently with potential tourists, so that the resulting content no longer feels like just an advertisement, but can arouse the interest of potential tourists in visiting the Packrafting Canaden tourist destination.

3. Expansion of media and promotional channels supported by an adequate budget

Packrafting Canaden's promotional media and channels are still limited to a few platforms, while many other potential channels remain untapped for long-form content or an official website as an information hub. This problem is also related to the lack of a dedicated promotional budget, as developing media and channels that have significant potential for promoting Packrafting Canaden tourist destinations requires a budget. All expansion of media and promotional channels requires optimal budget support. According to (Sudarsono 2020), a common mistake small businesses make in managing marketing is viewing promotion as an optional additional expense, when in fact, promotion should be viewed as an investment that needs to be budgeted from the start. The budget doesn't need to be large to start; what's more important is certainty and consistency in its allocation (Gayatri et al., 2025). Paid advertising can start with a very minimal budget, but if targeted properly, the results can still have a significant impact on reach and awareness for potential tourists.

This channel and budget expansion should be carried out gradually, prioritizing one or two new channels first, then expanding them. This promotional channel expansion, supported by an optimal budget, aims to ensure that Packrafting Canaden can be discovered by potential tourists through various channels, not just relying on one or two platforms. The more channels used to inform a promotion, the greater the opportunity for it to become more widely known and can demonstrate brand awareness or the destination's image.

4. Expanding cooperation with the government, media and content creators

Relations with the government have tended to be passive, lacking more active collaboration and a Memorandum of Understanding (MoU). Developing community-based tourism destinations benefit greatly from building closer collaborative relationships with their local governments, as local governments offer various free or minimal-cost tourism promotion programs. Destinations that actively engage with their local governments tend to receive more free promotional opportunities than those that passively wait for government contact. Collaborating with content creators requires a more strategic and sustainable approach. Partnerships using a barter scheme, where influencers receive free experience as a balance between the content they create, are still quite effective, especially for small- to medium-sized content creators seeking authentic content for their platforms.

Managers can also try collaborating with nature or adventure communities that share the Packrafting Canaden concept. Adventure tourism communities typically have a high level of loyalty among their members, so recommendations from fellow community members tend to be more credible than official promotions from destination managers. Sustainable relationships

with content creators and communities have a greater impact than concurrent work, as the content creator's audience will be exposed to content about the destination on a regular basis. It's crucial for managers to actively promote themselves and build more intensive communication, both with local governments and with content creators relevant to Packrafting Camden's target market. This strategy is a crucial complement that expands promotional reach without having to rely entirely on Packrafting Camden's own internal capabilities. By leveraging the network and trust established by both the government and content creators, managers can reach a much wider audience while building stronger credibility with potential tourists.

5. Competition, differentiation and information transparency

To compete with other well-known adventure tourism destinations, Packrafting Camden needs to strengthen its identity and innovation in all promotional materials. The most effective way to enhance competency is by creating a clear differentiation, making it difficult to replicate. Effective differentiation requires consistent repetition and retention, ensuring its ingrained identity is firmly embedded in the minds of potential tourists. Packrafting Camden consistently uses distinctive phrases that emphasize uniqueness as promotional material. Strengthening differentiation and transparency needs to be carried out consistently across all promotional channels, because the same message delivered repeatedly through different channels will be more strongly embedded in the audience than delivered intermittently through a single channel. This strategy should also be supported by regular monitoring of how potential tourists respond to differentiation to ensure its effectiveness over time. This strategy of strengthening differentiation and transparency aims to build a stronger and clearer position among potential tourists and reduce doubts that hinder visitor decisions. Therefore, a tourist destination's identity must be clear and information conveyed transparently. Packrafting Camden has the potential to be more easily differentiated from competitors and gain more trust from potential tourists considering visiting a tourist destination.

CONCLUSION

Based on the results of research and discussion on promotional management applied with the analysis technique of four POAC management functions, namely planning, organizing, implementing (actuating), and monitoring (controlling), which shows that promotional management has not been good enough during its implementation. The planning function identifies target market segments, promotional objectives and selection of media and promotional channels, and determination of budget use. The results of the implementation of planning are market segments aged 20-35 years with a target of 500 tourists per month, selection of media and channels through social media such as Instagram and YouTube, notification media such as television and newspapers, and cooperation with related parties such as the government. Planning also discusses planning for budget use such as the use of paid advertising.

The organizing stage identified the division of tasks and cooperation between teams that had been running quite well in carrying out roles and responsibilities according to job descriptions, the results of these findings in organizing showed that there had not been any written organization. In the promotion implementation function, it was carried out through various media and channels, including digital media on social media such as Instagram, WhatsApp, TikTok, Facebook, and YouTube, print media such as newspapers, brochures, and banners and television coverage, the use of promotions through word of mouth and collaboration with related parties. The findings in the implementation of promotional management showed that the media and channels highlighted by the manager were word of mouth and through Instagram and their implementation was not consistent, and there was no regular scheduling. Finally, in the monitoring function, it identified using insights on Instagram social media as a tool for evaluation material. The findings identified that there was no organized evaluation system, no success indicators, and no structured mechanism to adjust strategies based on the data obtained.

Factors inhibiting Packrafting Camden's promotional management can be divided into two categories: internally, the main obstacle is the lack of human resources to manage promotions through digital marketing. A limited promotional budget, which is not allocated properly, makes every promotional activity dependent on the availability of limited funds. This is compounded by minimal content creation equipment and the absence of an official website. External factors, such as

unpredictable weather conditions, pose a threat to operational continuity and deter potential tourists from making reservations well in advance. Competition with other, more well-known adventure tourism destinations with a stronger digital presence, also poses external pressure.

Based on the SWOT analysis formulated from the research findings, there are five recommended promotional management strategies to increase tourist visits to Packrafting Camden sustainably. The first strategy involves strengthening human resources, especially the promotion team, by adding a management team, especially digital marketing, and by facilitating supporting tools in promotional management, especially digital promotions. The second strategy involves utilizing the uniqueness of the destination as consistent promotional content by creating a scheduled content calendar, so that promotional activities are no longer dependent on the moment of tourists' visits. The third strategy involves expanding promotional channels with an optimized budget, including developing an official website as an information center and registering on a travel aggregator platform. The fourth strategy is to actively collaborate with local governments and content creators or influencers, especially micro-influencers with audiences relevant to Packrafting Camden's target market. The fifth strategy is to strengthen the differentiation and transparency of promotional information, by consistently communicating the uniqueness of the packrafting concept and providing clear information on climate management policies to increase the trust of potential tourists.

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