

ABSTRACT

Digital marketing plays a crucial role as a promotional medium to enhance awareness of TNRAW's presence as an appealing tourist destination and to stimulate the growth of micro, small, and medium enterprises (MSMEs) in the surrounding area through online promotion. The aim of this research is to analyze the external environment, including opportunities and threats, regarding the Digital Marketing Strategy for Mangrove Ecotourism towards SDG 8.3 at Taman Nasional Rawa Aopa Watumohai in Southeast Sulawesi. Additionally, it aims to examine the internal environment, encompassing strengths and weaknesses, concerning the Digital Marketing Strategy for Mangrove Ecotourism towards SDG 13 at Taman Nasional Rawa Aopa Watumohai in Southeast Sulawesi. This research employs a qualitative method with SWOT analysis involving six informants.

The findings reveal that the strength lies in the support from the Balai through various training activities and capacity development for local entrepreneurs around Taman Wisata Rawa Aopa Watumohai, coupled with the enthusiasm of the local community to engage in entrepreneurship, thus establishing a connection between SDG 8.3 and TNWR. Weaknesses include the need for increased tourism facilities and infrastructure, as well as public transportation and telecommunication infrastructure to facilitate tourist access and internet connectivity, while the involvement of the local community still needs improvement in developing ecotourism programs and preserving the surrounding environment. Opportunities arise from the optimal utilization of social media for promoting tourist attractions to attract visitors and raise awareness of the importance of environmental sustainability, encouraging local community participation in developing innovative tourism products. Threats include competition from other tourist destinations employing similar promotional strategies, potentially reducing tourist arrivals. Climate change and threats to biodiversity in TNRAW necessitate improved management planning.

The novelty of this study lies in the examination of digital marketing in the context of ecotourism linked to SDG 8.3 through SWOT analysis, offering a new paradigm regarding the correlation between digital marketing and sustainable development goal 8.3.

Keywords: Digital marketing, Ecotourism, SDG 8.3