

ABSTRACT

This final project report covers two main initiatives: marketing research and the digitalization strategy of the cultural tourism destination Keraton Kasepuhan Cirebon, and the development of the startup Arsy Go, which operates in the tour and travel as well as MICE (Meetings, Incentives, Conferences, Exhibitions) sectors under the COE Smart Tourism & Hospitality. The first project aims to enhance the visibility and accessibility of Keraton through digital marketing strategies, while the second focuses on creating an integrated tourism service platform aligned with market needs. The author conducted primary data collection through surveys and interviews with visitors and local communities, along with secondary data from online sources. Tools such as Google Forms, Notion, and Trello were utilized for data collection, project management, and team collaboration. Market and competitor analysis were carried out to identify appropriate segmentation, target markets, and positioning. The final outputs of this project include a digital strategy report for Keraton Kasepuhan used by the marketing team, and the establishment of PT Arsygo Jelajah Bestari as a legally operating startup based on marketing research in the tourism sector.

Keywords: (marketing research, tourism digitalization, Keraton Kasepuhan, Arsy Go, digital strategy, smart tourism)