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The revival of The Bali Zoo marketing strategy post-covid-19 pandemic through digital marketing

Ni Putu Mega Wulansari¹, Ni Nyoman Sri Wisudawati²

ABSTRACT

Bali Zoo Park is one of the tourist spots affected by the coronavirus. The aim of this research was to examine how to activate or revive programs and activities at Bali Zoo Park through marketing and innovation strategies in dealing with the new normal post-COVID-19 pandemic order. This study used qualitative data and the data was collected through passive participation observation techniques, semi-structured interviews, and documentation. Informants in this study were selected by using a purposive sampling technique which consists of the marketing manager, marketing staff, and consumers. The findings of this research suggested that Bali Zoo Park has implemented a marketing innovation strategy from conventional to digital. Digital marketing opens opportunities for Bali Zoo Park to boost sales during the new normal. The role of digital marketing is very influential in improving marketing performance in promoting its products with relevant and timely consumer reach with digital electronic devices.

Keywords: digital marketing, marketing innovation strategy, marketing mix, revitalization, tourism

Affiliation

¹ Faculty of Economics and Business
Universitas Pendidikan Nasional
Jl. Bedugul No.39 Sidakarya, Denpasar, Indonesia
Email: megawsr@gmail.com

² Faculty of Economics
Universitas Pendidikan Nasional
Jl. Bedugul No.39 Sidakarya, Denpasar, Indonesia
Email: sriwisuda@gmail.com

INTRODUCTION

During the Covid-19 pandemic, which has not subsided to date, only 32 foreign tourists visited Bali in June 2020. Compared to last year's data in 2019, the number of foreign tourists was recorded at 549,516 visits, so it was recorded only up to - 99.99%. However, unlike the previous month, it was recorded that the number of tourists who came through the seaport was 22 visits, or around 68.75%. Meanwhile, those who entered via air recorded as many as ten visits, or 31.25% as seen below.

TABLE 1. The arrival of Direct Foreign Tourists to Bali in June 2019, May 2020, and June 2020

No	Entrance	June 2019	May 2020	June 2020	June 2020 Thd May 2020 (%)	June 2020 Thd June 2019 (%)	Total
1	Airport	549.483	34	10	-70,59	-100,00	31,25
2	Harbor	33	2	22	1.000,00	-33,33	68,75
	Total	549.516	36	32	-11,11	-99,99	100,00

Source: Badan Pusat Statistik Provinsi Bali

The coronavirus that spreads from Wuhan, China, harms not only health but also has an impact on the economic sector, especially the tourism industry in Bali. Bali Zoo Park is one of the tourist spots affected by the coronavirus. Bali Zoo Park is the first zoo in Bali that was founded in 2002. Bali Zoo Park is located in Singapadu Village, Gianyar. Bali Zoo Park has a collection of more than 350 species of reptiles, birds, and other rare animals from within and outside the country. On July 9, 2020, Bali implemented a new normal order after the Covid-19 pandemic. Several foreign or local tourists have started arriving. Like Bali Zoo Park, which was temporarily closed due to the coronavirus, on July 11, 2020, Bali Zoo Park opened to the public again when it entered the new normal order. Based on data from (<http://bali.tribunnews.com>), Bali Zoo Park has passed both verification and protocol in facing the new normal order of tourism businesses and received a certificate from the Gianyar Regency Tourism Office.

When entering the new normal, many companies, including Bali Zoo Park, have implemented a marketing innovation strategy. Marketing innovation is a new marketing method that involves significant changes in attractive design or packaging in products, product placement, promotions or prices for products or services, which aim to meet all customer needs better than before and open new markets for increased sales (Atalay, Anafarta, and Sarvan 2013). The revitalization carried out by Bali Zoo Park is marketing innovation through digital marketing because, in the new normal order, people are required to minimize activities outside the home and will spend time and activities at home. That way, more time watching TV and smartphones will be spent compared to the previous day. Therefore, Bali Zoo Park has a marketing innovation from conventional to digital marketing. It is also a way for Bali Zoo to continue to attract consumer interest in the current era of globalization because digital marketing has a significant influence. According to Sanjaya & Tarigan (2009) digital marketing activity, including branding uses various web-based media such as blogs, websites, email, AdWords, or social networking.

One of the digital efforts made is through social media marketing and e-commerce. Through digital marketing, Bali Zoo Park can take the opportunity for new consumers in one way to provide innovation in prices or facilities for products and services offered. One of the reasons digital marketing is important today is because it is a medium or a means of information. Previously, using billboards, brochures, and advertising in newspapers, digital is more effective in conveying the latest innovations of a company, given the rapid development of the internet. Indirectly it also reduces company spending to promote through conventional. Based on the above background, the authors are interested in finding out how to activate or revive programs and activities at Bali Zoo Park through marketing and innovation strategies in dealing with the new normal post-COVID-19 pandemic order. Making innovations through digital marketing is the most effective way to do this during this new normal order. With the more different or unique innovations that are marketed, the more likely visitors are to come.

LITERATURE REVIEWS

Revitalization

Revitalization can be interpreted as reviving an area that is already dead, increasing an area that is already alive, and injecting something new (activities and buildings) into an area (Kimpraswil, 2003 in Firdausyah and Dewi, 2020). Three strategies or dimensions that show revitalization include adding a new value, repositioning, and expanding the base (Smirnova, 2006). In this study, the meaning of revitalization is adopted from (Suwarno, 2008), which defines an area that includes analysis of tourism products consisting of revitalizing tourist attractions, revitalizing amenities, and accessibility.

Marketing Strategy

Kotler and Armstrong (2012) Marketing strategy is a marketing logic in which companies hope to create value for customers and can achieve profitable relationships with customers. The historical overview of advertising strategies famous a profound transformation in time (Kodrin, 2011):

1. Production (cheap products, productiveness is of imperative importance) and product thinking (practical products of high best are preferred).
2. Income thought (the consumer desires to be convinced into buying a service).
3. Marketing concept (the sense-and-respond philosophy ought to assist us to offer the appropriate services for users).
4. Socially accountable notion (sustainable, socially- and eco-friendly oriented services).

Marketing Innovation

According to (Muddaha, Kheng, and Sulaiman 2018) marketing innovation is in terms of market research, price-setting strategy, market segmentation, retailing channels, advertising records systems, and promotional activities. (Joueid and Coenders 2018) marketing innovation can be defined as the implementation of new advertising and

marketing methods involving great adjustments to a firm's marketing mix: product format or packaging, product placement, product promotion, or product pricing. Additionally, (Musawa and Ahmad 2018) Marketing innovation proffers commercial enterprise the prospect of improved income and money movement from different income networks, greater module function and fee over management input, and decrease in patron service expenses over technology, subcontracting or rationalized working procedures. So, it can be concluded that marketing innovation is a new or unique marketing technique via product, packaging, placement, product promotion, or product pricing to extend enterprise revenue.

Marketing Mix

The marketing mix is one of the marketing strategies that is mostly used by companies to determine the target market and product position for each consumer. There are four components in the marketing mix: product, price, place, and promotion (Alma 2007). In the tourism service industry, the marketing mix is used as an effort to satisfy consumers by focusing more on the quality of tourism objects, which can be measured by seven variables (7P), namely product, price, promotion, place, people, physical evidence, and process (Kotler and Keller 2007).

In a broad sense, a product can be offered to consumers to be used or consumed to meet needs and satisfy consumer desires (Kotler and Armstrong 2008). Products are everything tangible or intangible that can meet the main needs and desires of consumers to be satisfied (Laksana, 2008). A product is a component that includes the results of goods and services provided to tourists. (Pasaribu, Massie, and Poluan 2019) Price is one element of the marketing mix that not only determines profitability but also serves as a signal to communicate the value proposition of a product tourist destination. Price is something that is very important for buyers to consider in deciding whether to buy or not to buy the goods and services needed Kotler and Keller (2009). Because the price is a factor that can attract tourists to visit a destination. The goods and services produced by the company must be known, known, needed, and requested by consumers, so the company will make efforts to promote its products through advertising and promotion (Suryana, 2013). According to (Abdurrahma, 2015) the marketing promotion mix consists of advertising, sales promotion, public relations, personal selling, and direct marketing. Promotion is an effort to increase demand through consideration of the needs, values, and attitudes of the market or target market segments. Place or location is a certain point chosen by the company to carry out all its business activities, where this point influences the business strategies of the company concerned (Tjiptono, 2015: 92). The place is the main thing in the tourism industry because visitors have to travel to a destination to consume tourist objects. Human Resources are organizing, planning, directing, and supervising the procurement, development, provision, compensation, integration, maintenance, and termination of the intended workforce to help the goals of the organization, individuals, and society (Tulus, 2005). People in tourism services are service providers that serve tourists. The process is a combination of all activities consisting of several stages, namely procedures, work schedules, mechanisms, activities, and routine matters where services are produced and delivered to consumers (Lupiyoadi, 2001). According to Kotler (2009), the process here includes how the company serves each customer's demands. Starting from the consumer ordering until finally, the consumer gets what they want. Physical evidence according to Kotler (2009), is evidence held by service providers addressed to consumers as consumer-added value. Physical evidence is something that directly influences decisions for consumers to buy and use the products and services offered.

Digital Marketing

According to (Riyadi et al. 2019) Digital Marketing is a regularly occurring period for advertising things to do of targeted, scalable, and service products or interactive products or by using digital science to reap and grant a direction of exchange for clients and retain them. The principal motive of this exercise is to promote a brand, build preference, and increase sales through a number of digital strategies advertising (Taiminen & Karjaluoto, 2015). According to (Sanjaya & Tarigan, 2018) Digital marketing is a marketing activity, including branding using various web-based media such as blogs, websites, e-mail, AdWords, or social networks. Of course, digital marketing is not just talking about internet marketing.

The dimensions of digital marketing in terms of promotion are part of the marketing mix (4Ps) according to Ryan, that is:

1. Website.
The website links with the digital world as a whole – and perhaps the most important part of an overall digital marketing strategy, where online activities will be directed directly to potential customers.
2. Search Engine Optimization (SEO).
One of the important parts of a website is SEO (search engine optimization), or the process of arranging the content of a website so that it is easily found by internet users who are looking for content that is relevant to what is on the website, and also presents content so that it can be easily found. By search engines.
3. Paid search click-based advertising (PPC Advertising)
PPC (pay-per-click) advertising supports marketers in buying internet search results from pages based

- on selected keywords and sentences.
4. Marketing and strategic partnerships (affiliate marketing and strategic partnerships).
Activities of partnering with other organizations/companies and websites to achieve mutual benefits from a partnership to develop a product or service.
 5. Online Public Relations
Using online communication channels such as press releases, article syndication (RSS), and blogs to create a positive perception of the brand or position the organization/company as a party that is already in a certain field.
 6. Social Networks
A marketing opportunity, but currently, no one can offer a highly focused advertising system to a very small (niche) community based on profile information obtained from social networking sites.
 7. Email Marketing
Electronic mail (email) is still an important tool for digital marketing activities, sent to maintain relationships between existing or potential consumers who are willing to receive information via email.
 8. Customer Relationship Management
Existing consumers and building mutually beneficial partnerships with them are some of the important elements of digital marketing activities.

Characteristics of a Successful Digital Marketing Campaign

According to (Kaur, 2017) there are six characteristics of a successful digital marketing campaign, including:

1. Quality Website
A good quality website is a prerequisite for a company to set up an online business. Because, to make it easier for consumers to access the website every day, or every second.
2. Strong Social Media Presence
Social Media platforms like Instagram, Twitter, LinkedIn, and others enable groups to immediately discuss with their users. The presence of these structures not only helps manufacturers to establish credibility, and enhances purchaser offerings, but also affords insights into what your clients are up to.
3. Search Engine Optimization
The ranking of an online business on a range of search engines determines online popularity and helps enlarge website traffic.
4. Email Marketing
The use of e-mail advertising and marketing creates the opportunity to offer any workable involved visitor the chance to arrive at the proper time at a minimal cost. Email marketing doesn't just bombard messages to recipients. It needs to be deliberate and performed nicely to make certain the most returns. Sending customized emails to customers increases the chances of getting replies immediately alongside displaying that a commercial enterprise cares. Customize offers and verbal exchanges for various consumer organizations based on the place they lie in your business relationship cycle.
5. Engaging Content
Content is the essence of digital marketing. Good, fantastic content has to be attractive and add fees to the everyday lives of the audiences. Blogging is a magnificent way to engage with audiences and pass beyond simply selling products.
6. Mobile Friendly
Everything that an enterprise does digitally today is mobile-friendly. Many online users these days get the right of entry to the net on their cellular telephones and this mirror in each element of online advertising considerations.

RESEARCH METHOD

Research Framework

This research describes The Revitalization of The Bali Zoo Marketing Strategy in Facing the New Normal Order Post the Covid-19 Pandemic Through Digital Marketing. Bali Zoo takes steps by marketing innovations to maintain and seek new market share by utilizing digital marketing to attract visitors. The innovation marketing strategy carried out is such as product innovation, price, place, and others. Based on the description that has been stated previously, this research can be formulated through a framework as shown in the following figure:

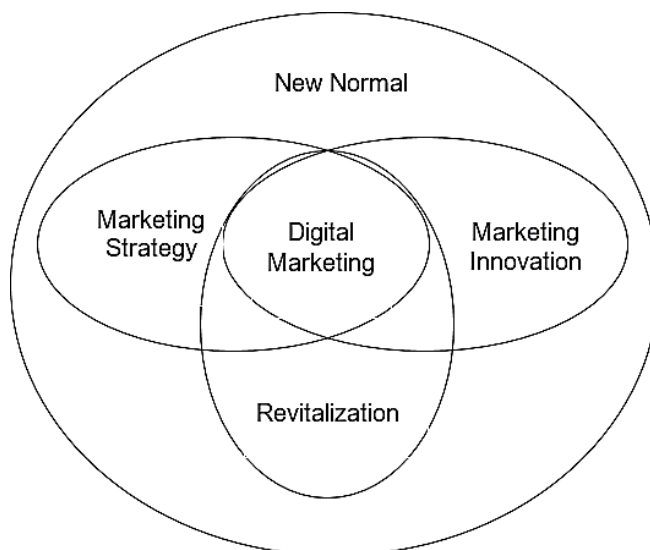


Figure 1. The Revitalization of The Bali Zoo Marketing Strategy in Facing The New Normal Order Post-Covid-19 Pandemic Through Digital Marketing Frame Work

Research Location

The location of this research was carried out at Bali Zoo, Singapadu, Kec. Sukawati, Gianyar Regency, Bali. The reason for the researchers choosing the location of this study was with several considerations, including Bali Zoo Park is one of the destinations affected by the Covid- 19 pandemic and was reopened during the new normal period after the Covid-19 pandemic. Bali Zoo implements marketing innovations through digital marketing to attract visitors.

Research Informants

The informants in this study were selected by using a purposive sampling technique. Certain considerations mean that the informant is considered to have mastered the information to be explored. So, researchers decide which informant is the most appropriate and appropriate, namely:

1. Marketing Manager, leader of the marketing team. Acting on product developments or monitoring trends that indicate the need for new products and services.
2. Marketing Staff must be able to convince potential customers by means of the products or services offered.
3. Consumers are every person using goods or services available in society, whether for themselves, their families, or others.

Research Instruments

According to Sugiyono (2018) in qualitative research, which becomes the instrument, or the research tool is the researcher himself. Therefore, researchers as an instrument must also be “validated” to what extent a qualitative researcher is prepared to undertake that research and then go to the field. Validation of researchers as an instrument includes validation of understanding qualitative research methods and mastery of insight. Regarding the field under study, the readiness of the researcher to enter the research object is good academically and logistically. The research instrument will be more reviewed in depth about what is the focus of the object under study. The implementation collects data and uses interview techniques, documentation, and observation. Interviewing techniques are assisted by interview guide tools and tools voice recorder. Documentation is assisted by camera tools and notebooks. Meanwhile, observation is assisted by a checklist.

Data Collection and Analysis Technique

This study uses qualitative data. According to Sugiyono (2018), qualitative methods are research methods based on the philosophy of post-positivism, used to examine natural objects, where this method is used to obtain in-depth data, data that contains meaning. Meaning means actual data, definite data, which is a value behind the visible data. Meanwhile, Creswell (2012) emphasizes that qualitative research is very suitable for solving a research problem that is unknown to the variables and needs exploration. Then the data is collected through passive participation observation techniques, semi-structured interviews, and documentation which the data is obtained from the Central Bureau of Statistics (BPS) Ministry of Culture and Tourism, Provincial Statistics Agency (BPS) Bali. The data is then analyzed by using data reduction, data presentation, and drawing

conclusions. Data validity check in this research is using triangulation which is a triangulation of data sources. Data obtained from various sources are described, and categorized, which are the same views, different views, and various specifics from these various sources.

RESULTS AND DISCUSSIONS

RESULTS

Bali Zoo Park is one of the second largest zoos after Bali Safari and Marine Park, its existence is a target destination for tours on the island of Bali. Its location is on Jalan Raya Singapadu, Batuan, Sukawati, Gianyar, the location is quite close to Ubud tourism, so when you go on vacation to This area is easier to schedule tours with the aim of unidirectional tourist attractions. Bali Zoo Park has a very diverse collection of animals, so many domestic and foreign tourists visit it. During school holidays, the zoo recreation area is a destination for study tours, especially for kindergarten and elementary school children. The existence of the Bali Zoo Park recreation area in Gianyar enriches the list of tourist attractions in Gianyar, increasing the destination of tour packages. This small island has beautiful natural coastal scenery, temples, lakes, valleys, and mountains. But the zoo in the middle of large gardens and tropical trees is a special place for tours and to fill your holiday activities with family, especially children. The atmosphere of the Bali Zoo Park recreation seems natural as a habitat for forest animals to live and even breed well.

During the Covid-19 pandemic, Zoo Park provided services to visitors to prevent the spread of the virus in the new normal era by providing emergency posts on each side of the zoo. This is also notified on the Bali Zoo Park website that the tourist place has special services to create a comfortable atmosphere for visitors. Examples of these services are the ease of finding face masks with health standards, a hand sanitizer for cleaning hands, a special place for washing hands, and a warning to keep a distance according to the new normal era health protocol. Besides being a tourist spot, Bali Zoo Park is also a means of education or research for science development. Bali Zoo Park in Singapadu, Gianyar was opened in 2002, starting with a collection of around 350 endangered species, mostly from groups of birds and birds such as peacocks, eagles, starlings, cassowaries, cockatoos, and various other Asian bird species. There is also a collection of mammals such as bears, African lions, Sumatran tigers, deer, camels, orangutans, and kangaroos imported from Australia. There is also a collection of reptiles, one of which is a Komodo dragon, which is a rare and protected animal from Flores. There is also a python, snake green, and iguanas.

The zoo tourism object, Bali Zoo, in Singapadu, Gianyar, was again opened to the public during the new normal period. Bali Zoo has passed the verification and received a New Era Life Order Protocol certificate. Since 11 July 2020 entering the new normal Bali Zoo, has started to open by implementing health protocols. Among them are doing extra cleaning and spraying disinfectant in all areas before opening operating hours, visitors must wash their hands, use masks, check their body temperature before entering the Bali Zoo area, and apply 1 meter of physical distancing (keep a distance).

Bali Zoo Park has implemented a digital marketing innovation strategy through marketing in the form of products that are owned according to the interests of visitors and offers with attractive offers, the zoo provides a very relevant, cheap offer price especially in the new normal era during the Covid- 19 pandemic with lowered prices previously, so as to attract the attention of visitors to visit these tours even during the pandemic because the prices offered are affordable for the community. The form of promotion carried out by Bali Zoo Park has a broad target from the public to rural areas, by using the promotion it is expected to be able to market its products to all people who have an interest in traveling to the zoo and of course with the best price and service. Promotion is carried out by uploading several promos in the form of discounted prices with various variations such as packages for students, and discounts for adolescents or adults and children. The zoo community or employees who work at the Bali Zoo Park have met the normal new era health standard protocol so that things that are not wanted by the company and the community as visitors to the Zoo Park tourism are reduced. This is shown by the clothes and appearance of the employees using masks as face coverings and pocketing antiseptic sprays, always using gloves in transactions, and keeping their distance when are. In addition, the zoo has a large and strategic building to facilitate visitor activities during excursions ranging from playgrounds, visits to various and many species of rare animals, easy-to-reach areas, large parking lots, providing waiting rooms, and walking spaces. The things above show that the company's process in providing recreational services has guaranteed the satisfaction of visitors, starting from the price offered, the services provided, the form of attractive promotions, large areas and places, and security guarantees in the new normal era during the pandemic. Covid-19 is marketed through social media and e-commerce. Through digital marketing, Bali Zoo Park can take advantage of new consumer opportunities, one of which is by providing price innovation or facilities for the products and services offered.

Bali Zoo Park's digital offers can be accessed through the website www.bali-zoo.com, which displays the complete products owned, the price offered, the services provided at the new normal, and other interesting things in the form of information for visitors before visiting the place. Zoo Park zoo tourism. In addition, on the website

visitors can order tickets online and deal directly with customer service if there is something that is not yet understood and needs to be asked. Actions to be taken by the Bali Zoo Park regarding questions and online interaction services are carried out through online media in the form of emails as sending messages or important information that needs to be notified to visitors who ask questions.

DISCUSSIONS

The results of this study were obtained through in-depth interviews. The informants in this study were the Head of Marketing, Marketing Staff, and Visitors who were right to be the speakers. Overall, there were five informants selected in this study.

TABLE 2. Research Informants

Informant	Role
Informant 1	Head of Marketing Bali Zoo Park, Putu Agus Setiawan, 40 Years Old.
Informant 2	Sales and Marketing Bali Zoo Park, Yulia, 25 Years Old.
Informant 3	Visitor, Panca, 29 Years Old
Informant 4	Visitor, Dewi, 35 Years Old
Informant 5	Visitor, Junihari, 22 Years Old

Research informants who come from the same company but have their own authority to manage their respective marketing strategies. Meanwhile, visitors who become informants have a variety of different backgrounds, with the same level of importance for this research. By choosing these companies and informants, researchers want to know the marketing and innovation strategies in the revitalization program that are carried out in the face of the new post-COVID-19 normal order. In the end, you get a comprehensive understanding of the readiness of the company in doing marketing through digital marketing. The first focus on informants is the company's strategy in marketing. The strategy carried out by the company is through digital marketing by utilizing social media and websites.

Marketing Strategy

A head of marketing on tour revealed that digital marketing is used through Facebook and Instagram in promotions during the Covid-19 pandemic. Besides, there is also competition for making videos through Tiktok and Instagram social media.

"... digital marketing, yes, if we are now more into social media, for example, we invite influencers, after that, we also have promos through social media Facebook, Instagram, then we also make Tiktok competition, Instagram competition, and so on. Such is our media ..." (Putu Agus Setiawan, 28 October 2020).

In addition to using social media as a marketing strategy, Bali Zoo Park also includes a website for digital marketing in flash sales (promos with time limits) and information related to discounted entrance tickets.

"... Bali Zoo is now using Instagram and we are also opening flash sales through our website. Meanwhile, through that, there will continue to be promos, for example, we give them, but the media is temporary via Instagram, Facebook, then the website ..." (Yulia, 28 October 2020).

Digital Marketing

Products implemented by the Bali Zoo Park company through a digital marketing strategy in the form of discount designs uploaded on social media that are described in accordance with the quality of the product content and are equipped with facilities or prices listed in the applicable promo.

"... we also upload interesting offers via Instagram. The contents are promo offers offered during the COVID-19 pandemic, such as promos for students through price packages or ticket discounts and others. There are examples of animal products, for example, lions, offering discounted prices for visitors who participate in promos during the start of ticket bookings via Instagram or usually flash sales. Sometimes the flash is 6 hours; sometimes it's just 2 hours ..." (Yulia, 28 October 2020).

The results of interviews with three informants who were visitors related to marketing achievements through digital marketing by the Bali Zoo Park tourism. The aim is to find out where visitors get information about the promos that Bali Zoo Park applies to tourists.

"... if I go through social media, yes, Instagram, Facebook, or information from friends who have been there ..." **(Panca, 28 October 2020).**

"... through social media ..." **(Dewi, 28 October 2020).**

From the two interviews, it can be described that the achievement of the digital marketing strategy by Bali Zoo Park has been conveyed to visitors through social media Facebook and Instagram. In addition, there was a visitor who said that information related to promos was obtained not only through the website or Facebook and Instagram, but through the Traveloka application, which is an application for tourism or vacation service providers. The following are the results of the interview:

"... yesterday saw the promo on Instagram, I also saw the error on the official website, so I went through Traveloka ..." **(Junihari, 28 October 2020).**

Awareness of several informants about the application of technology to help develop the company's marketing. This relates to (Sanjaya & Tarigan, 2018) Digital marketing is a marketing activity, including branding using various web-based media such as blogs, websites, e-mail, Ad Words, or social networks. This strategy is carried out consistently to maintain its existence by always actively posting content that has been provided on a daily basis. Daily content will be distributed on the Bali Zoo Park social media account. Sales and marketing employees who have the authority and responsibility for this are free to explore the use of social media in order to attract visitors as expected. The following are the results of an interview with the head of marketing for the tourism place.

"... the first is awareness, the second also helps our close engagement with Bali Zoo's followers, our consumers. Design, the challenge is designed to make an attractive design, that's all I think..." **(Putu Agus Setiawan, 28 October 2020).**

From the results of these interviews, it can be interpreted that the role of social media in digital marketing is able to help inform what social media users need to know regarding the information on Bali Zoo Park. Besides that, it can also strengthen the relationship between the marketing party and Zoo Park's followers.

"... of course to target, attract more visitors, so that we can run normally again as before ..." **(Marketing Staff, Yulia 25 Years, 28 October 2020).**

The results of interviews with visitors to find an assessment of the affordable prices available at Bali Zoo Park during the Covid-19 pandemic or vice versa. The following are the results of the interview.

"... very affordable, especially in the new normal, from what price it was, Rp140,000, now it becomes Rp110,000 for non-Balinese. Before we visit the place, we must find information first so that we can anticipate what to bring, and not be too disappointed if, for example, the place does not match our expectations. My expectations are that the place is so comfortable, the people are friendly, all kinds of things, and the facilities..." **(Visitor Panca, 29 years, 28 October 2020).**

From the results of the interview, it can be concluded that the price offerings during the Covid-19 pandemic to affordable consumers are cheaper, this is indicated by the price reduction which previously was Rp. 140,000 to Rp. 110,000 only.

"... yes, it's affordable, but on the web, the error keeps on ordering. So, I just passed through to Traveloka, where the price was different from IDR 20,000. Because I happen to want to see animals. It's easy to keep this very spacious, the parking lot is also really amazing, the car can also enter, anyway it's affordable from whichever side ..." **(Dewi, 28 October 2020).**

From the results of an interview with one of the Bali Zoo Park visitors, it was found that there were deficiencies in the ticket booking service facilities. But on the other hand, it is stated that the zoo company gets a sense of satisfaction from visitors as shown by the extensive vehicle parking service, the ease of ordering tickets via the Traveloka website is the second option after the difficulty of ordering on the company's official website and shows good quality in everything.

"... Yes, very affordable. The place and facilities provided are very satisfying. Because all of the

employees have used masks and social distancing, besides that, there is also a special place for washing hands and providing cheap masks. And there are many, you know. But what is a bit lacking is why there are no special forces to inspect visitors who are still wearing one-layer masks, then there are those who don't heed the rules, they have to wash their hands... " (**Junihari, 28 October 2020**).

Marketing Innovation

Based on the interview, the research results have a correlation with the theory (Joueid and Coenders 2018) marketing innovation can be defined as the implementation of new advertising and marketing methods involving great adjustments to a firm's marketing mix: product format or packaging, product placement, product promotion, or product pricing.

"... The measure of that range is an indicator. Then the engagement, how many do they like, how much do they comment, it's a KPI (Key Performance Indicator) ..." (**Putu Agus Setiawan, 28 October 2020**).

From the results of the interview, it was explained how to measure the effectiveness of digital marketing carried out by the Zoo Park company through measuring the development of the results of likes and comments related to promos carried out via Instagram, Tiktok, and Facebook.

In addition, it was explained by Zoo Park's marketing staff how to measure the effectiveness of marketing through social media or digital marketing through the following interview results:

"... to measure its effectiveness, we usually do an evaluation based on the number of visitors. Like the last time we flash sale through the website for only 2 days, we spread the info through the website, and we also collaborate with media such as Denpasar right now, Denpasar info, and so on, so we can share it there. Then because the flash sale was only 2 days, the impact was seen after the flash sale day, whether there was an increase or not. If for example we only have 100 people on weekdays, then after the flash sale it turns out that it increases, that means we see it as successful ..." (**Yulia, 28 October 2020**).

From the interview data above, it is concluded that it is related to Kotler and Armstrong's (2012: 72) theory of marketing strategy is a marketing logic in which companies hope to create value for customers and can achieve profitable relationships with customers. Bali Zoo Park has a way to measure the effectiveness of its digital marketing strategy. It can be seen from the number of visitors who come, or how many likes and comments on social media. The use of social media as a strategy in digital marketing has benefits that make it easier for Bali Zoo Park to offer products to the public in remote areas. The following are the results of the interview related to the benefits of using social media as a tool to promote products owned by the company.

"... the benefit of course is to facilitate marketing performance in targeting the public, of course, the target becomes very easy because we don't need to go to remote areas, but only spreading through the media can touch all levels of society because those young people also already use the internet, right? ..." (**Putu Agus Setiawan, 28 October 2020**).

Zoo Park's marketing staff explained that marketing through social media or digital marketing has a big impact, besides that it is also relatively cheap compared to marketing using other media.

"... because based on what we have researched and surveyed, the impact is greater through social media than other media, and the costs are also cheaper ..." (**Yulia, 28 October 2020**).

Mentioning the benefits of digital marketing above can be tolerated by the theory According to (Riyadi et al. 2019), Digital Marketing is a regularly occurring period for advertising things to do of targeted, scalable, and service products or interactive products or by using digital science to reap. And grant a direction of exchange for clients and retain them. By utilizing digital marketing, Bali Zoo Park can easily target the public without having to go through conventional marketing. From the following discussion, strengthening the theory (Kaur, 2017) can be seen in Table 2. as follows:

TABLE 3. Comparison of Theory and Research Results

Teori (Kaur, 2017)	Research Result
There are six characteristics of a successful digital marketing campaign, including:	Digital Marketing Campaign used by Bali Zoo Park:
Quality Website	A good quality website makes it Make a good quality website and a good design to

easier for consumers to access the website every day, or every second.	make it easy for consumers to access it.
Strong Social Media Presence Social Media platforms like Instagram, Twitter, LinkedIn, and others enable groups to immediately discuss their users. The presence of these structures not only helps manufacturers to establish credibility, and enhances purchaser offerings, but also affords insights into what your clients are up to.	Using social media such as Instagram, Facebook, Tiktok to market their products.
Search Engine Optimization The ranking of an online business on a range of search engines determines online popularity and helps enlarge website traffic.	Already entered in the top search rank
Email Marketing The use of e-mail advertising and marketing creates the opportunity to offer any workable involved visitor to arrive at the proper time at a minimal cost.	Take advantage of mail marketing by sending commercial messages such as promos, product offers, discounts, membership offers, and so on to a group of people using email media.
Engaging Content Content is the essence of digital marketing. Good, fantastic content has to be attractive and add fees to the everyday lives of the audiences.	Contextual content uploaded on social media will build engagement with followers.
Mobile Friendly Everything that an enterprise does digitally today be mobile friendly.	From the website, social media is very mobile-friendly, especially for parents and teenagers.

Research GAP

Based on statements from research results related to the 7P marketing mix (Product, Price, Place, People, Promotion, Process, and Physical Evidence), the **products** offered during the COVID-19 pandemic vary widely, such as promotions via Instagram and Facebook which equipped with discount information or packages for adults, children, and students. The **price** that was applied during the pandemic period and during the New Normal period was very affordable, this was indicated by the reduction in ticket prices from IDR 140,000 to IDR 110,000 only. **Promotion** is informed to the public by marketing it through websites and social media with the aim that all the public and those in remote villages can access and receive the promotion. The **place** offered at Bali Zoo Park is shown to be able to show satisfactory results with extensive parking facilities, vehicle users in the form of motorbikes, cars, and tourist buses can park their vehicles freely at these tourist attractions, the zoo has a large land area, and, on each side, there is hand wash area. In terms of **people** or employees in tourist areas, they have implemented social distancing equipped with attributes such as masks and gloves. However, there are several points that have not shown that the marketing mix has been carried out as expected.

The points that are inconsistent with the company are **process and physical evidence**. This point in the process is indicated by the existence of internal obstacles accessing the official website of Bali Zoo Park which sometimes still gets an error when visitors want to order an entrance ticket, so it is redirected to the Traveloka website.

CONCLUSIONS AND SUGGESTIONS

CONCLUSIONS

Based on the results of research and discussion conducted by researchers with the title "Revitalization of Bali Zoo Marketing Strategy in Facing the New Normal Post-Covid-19 Pandemic through Digital Marketing". So, the researchers concluded that the strategy to revitalize Bali Zoo Park through the role of digital marketing is very influential in improving marketing performance in promoting its products with relevant and timely consumer reach with digital electronic devices intermediaries.

Digital marketing carried out by Bali Zoo Park is carried out in the form of product offers, prices, service provision, information about promotions, facilities provided, and guarantees of visitor satisfaction promoted through social media and websites. The website is www.Bali-Zoo.com which contains information contained in the Zoo Park, prices, promotional packages for teens and adults, and even students, company location information, and customer service. There is also Facebook which is used as a product promotion and a measurement of how large the range of visitor interest through the promo is. Things that attract visitors are uploaded and used as a measuring tool for how much visitors are interested in products that are introduced to the online community, in which discounted packages are promoted for visitors aged children to adults, as well as special prices when new normal. Making it easier for people to visit vacation spots during the Covid-19 pandemic.

The marketing strategy carried out by Bali Zoo Park is in the form of introducing products that are quality and attracting people's attention to visit the company location. The price offered is very affordable, making it easier for people to buy entrance tickets with various price variants according to age ranging from children, teenagers, or students, to adults. Promotions are carried out to introduce visitors to the company's products, discounts given to the public, and services during a pandemic are also a form of promotion for the community. In addition, the company also embraces the community by sending messages privately to several people via email, to inform current promotions or to announce notifications about interesting things at the zoo. Bali Zoo Park implements services in accordance with health protocols for the community in the form of wearing masks, and gloves, places to wash hands, use of antiseptics, and so on. The marketing strategy process is carried out with the aim that visitors have the impression of being satisfied and guaranteed their health and safety because they have visited the zoo.

The following are marketing strategies and innovations in the revitalization program carried out in the face of the New Order normal during the Covid- 19 pandemic:

1. Products offered during the COVID-19 pandemic vary widely, such as promotions via Instagram and Facebook which are equipped with information on discounts or packages for adults, children, and students.
2. Prices that were enforced during the pandemic period and during the New Normal period were very affordable, this was indicated by the reduction in ticket prices from IDR 140,000 to IDR 110,000 only.
3. Promotions are delivered to the public by marketing them via email, website, or social media with the aim that all the public and those in remote villages can access and receive the promotion.
4. Places offered at Bali Zoo Park are shown to be able to show satisfactory results with extensive parking facilities, vehicle users in the form of motorbikes, cars, and tourist buses can park their vehicles freely at these tourist attractions, the zoo has a large area of land and every side there is a hand washing area.
5. People or employees in tourist areas have implemented social distancing equipped with attributes such as masks and gloves. However, there are several points that have not shown that the marketing mix has been carried out as expected.
6. Process and Physical Evidence. This point in the process is indicated by the existence of internal obstacles accessing the official website of Bali Zoo Park which sometimes still gets an error when visitors want to order an entrance ticket, so it is redirected to the Traveloka website.

Meanwhile, the impact of the revitalization program carried out through the role of digital marketing on the new post-Covid-19 sequence is enormous, because it is able to occupy the top position in the category of the popularity of search for recreational places during the Covid-19 pandemic.

SUGGESTIONS

Based on the results of the research and discussion above, the suggestions that can be submitted are as follows:

1. The content provided on Instagram is more varied so that followers see the renewal.
2. Bali Zoo Park maximizes the promotion that can be done in order to attract foreign tourists.
3. To make effective and sustainable use of online and offline media for the development of knowledge of visitors and potential visitors.
4. From a visitor's point of view, the Bali Zoo Park website often experiences errors. So, it needs to be improved to optimize the website users.

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