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Digital Marketing Strategy for Sustainable Ecotourism Development: A BCG Matrix Analysis to Support SDG 8 and SDG 11

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ABSTRACT

Objective: To identify the business position of Ciwaluh Ecotourism Village and formulate an appropriate digital tourism marketing strategy to support its development and competitiveness. **Method:** A case study approach was employed using digital marketing strategy analysis through the Boston Consulting Group (BCG) Matrix. The analysis assessed market growth rate and relative market share by comparing Ciwaluh Ecotourism Village with its competitors. **Results:** The BCG Matrix analysis revealed a market growth rate of 12.81% and a relative market share of 1.82, placing Ciwaluh Ecotourism Village in the "Star" quadrant. The findings indicate the need for business expansion, government support, infrastructure development, and the utilization of digital platforms to improve tourism information access and marketing effectiveness. **Novelty:** BCG Matrix as a strategic digital marketing framework to support sustainable ecotourism village development. By integrating market growth and competitive positioning with digital marketing strategies, the study provides a data-driven decision-making model that contributes to the achievement of SDG 8 (Decent Work and Economic Growth) and SDG 11 (Sustainable Cities and Communities) through sustainable tourism development and improved destination competitiveness.

INTRODUCTION

Bogor is one of the most popular tourist destinations for tourists to spend their holidays, this can be seen from the dense number of tourists who come during the holidays. However, Bogor faces challenges, the lack of facilities and infrastructure to accommodate the high number of tourists. The absence of planning in the development of tourist villages, low human resources, and poor institutional governance have caused some of the potentials of these tourist village to be poorly managed and competitive (Balqis & Saroso, 2024; Yuliarni et al., 2023).

To increase the number of tourists visiting Ciwaluh Village, it is necessary to design a unique and interesting type of tourism that characterizes the village. One type of tourism that can be explored is ecotourism. To ensure the success of the ecotourism business, the ecotourism development strategy must be designed properly, in detail integrated with other related programs, and involve various stakeholders. The ecotourism ecosystem needs to be designed and created together by the local government, central government, business people, and other related parties (Gul, 2020). One of the ecosystem efforts that is built is the development of a program to build attractive promotions to attract visitors. Ciwaluh Tourism Village is managed by a group of young people from Ciwaluh Village, who together manage Ciwaluh Village into an innovative and competitive agrotourism destination. The young people believe that their village area has enormous agribusiness potential (Green et al., 2021). With the background of the conditions above, this study aims to analyze the ecotourism business map of Ciwaluh Village to develop the right marketing strategy according to business trends and market needs. The research analysis was carried out using the BCG Matrix analysis approach or the Boston Consulting Group.