

***Human Resource Development Strategies for Optimizing Digital Promotion of
Tlocor Sidoarjo Marine Tourism***

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ABSTRACT

Tlocor Sidoarjo Marine Tourism has significant marine tourism potential, supported by its mangrove areas, the Porong River, and access to Lusi Island. However, digital promotion of this destination has not been optimal due to limited human resource (HR) competencies, inconsistent social media management, and the lack of a structured digital promotion framework. This study aims to analyze the current state of HR competencies in digital promotion and formulate HR development strategies to optimize digital promotion for Tlocor Sidoarjo Marine Tourism. This study employs a descriptive method with a qualitative approach. Data collection was conducted through observation, in-depth interviews, and documentation, and the data were analyzed using qualitative data analysis techniques and SWOT analysis. The results indicate that HR competencies in terms of knowledge, skills, and attitude are still suboptimal. Managers understand the importance of digital promotion but have not been able to implement it sustainably; their ability to create and manage digital content remains limited; and creativity, consistency, and task distribution in social media management still need improvement. This study resulted in human resource development strategies that include the implementation of ongoing digital marketing training; the formation of a dedicated digital promotion management team; the reactivation and consistent management of social media; the development of creative content based on local potential; the improvement of organizational governance through task distribution and periodic evaluations; and the strengthening of collaboration with the government, universities, communities, influencers, and digital marketing practitioners. These strategies were formulated based on the results of a SWOT analysis as an effort to improve human resource competencies so that the digital promotion of Tlocor Marine Tourism can be carried out more effectively, professionally, and sustainably.

Keywords: *human resource development, digital promotion, human resource competencies, SWOT analysis, Tlocor Marine Tourism*