

**Analysis of the Use of Websites and Social Media as Digital Promotion Tools
on Bunaken Island**

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ABSTRACT

Advances in digital technology have driven the use of websites and social media as tourism promotion strategies, including for Bunaken National Park as a world-class marine tourism destination. This study aims to analyze the effectiveness of the website and social media managed by the Bunaken National Park Office in promoting marine tourism while disseminating conservation messages. The study employed a descriptive qualitative method through observation, in-depth interviews, and documentation, with data analysis following the Miles and Huberman model (reduction, presentation, and drawing conclusions). The results indicate that the utilization of these two digital channels has not been optimal. The website remains one-way in nature, lacks interactivity, has not effectively implemented SEO/SEM, and is rarely updated (outdated). Social media has the potential for wide reach, but is hampered by a lack of specific promotional content, low visual consistency, and weak audience engagement. Additionally, a disparity was found between the functions of commercial tourism promotion and conservation/zoning education. This study concludes that the management of Bunaken National Park's digital channels requires comprehensive improvement, including enhancing content quality, optimizing interactive features and SEO/SEM, and strengthening the synergy between tourism promotion and conservation education to support sustainable marine tourism.

Keywords: Digital Marketing, Website, Social Media, Bunaken National Park, Marine Tourism, Conservation.