PARTICIPATORY MARKETING COMMUNICATION: IMPROVE THE IMAGE OF TOURISM DESTINATIONS IN NORTH LOMBOK

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Abstract

Keywords:
Marketing Communication; Participatory Marketing; Destination Image; Tourism Marketing; Digital Marketing

As a tourist destination, North Lombok possesses substantial natural and cultural potential; however, the challenges in constructing the destination's image are primarily associated with the digital literacy of the local populace. This article examines the efficacy of participatory marketing communication in integrating the image of tourism destinations in North Lombok through community empowerment and community-based digital strategies. Utilizing a case study approach, this research investigates the effectiveness of community-based marketing in reinforcing destination branding. The study's findings indicate that the community's active engagement in promoting tourism plays a crucial role in shaping destination branding, wherein destinations that combine natural and cultural elements exhibit significant potential for development as sustainable tourism assets. Furthermore, the suboptimal synergy among government entities, the community, and tourism industry stakeholders represents a considerable impediment to achieving integrated and sustainable destination promotion. The wisdom of Wetu Telu serves as a foundation for fostering social harmony amidst diversity and multiculturalism, maintaining social stability, and encouraging the development of a tolerant society prepared to accommodate diverse tourist backgrounds in inclusive and sustainable tourism development.

Abstrak

Kata kunci:
Komunikasi Pemasaran; Pemasaran Partisipatif; Citra Destinasi; Pemasaran Pariwisata; Pemasaran Digital

Sebagai destinasi wisata, Lombok Utara memiliki potensi alam dan budaya yang besar; namun, tantangan dalam membangun citra destinasi terutama terkait dengan literasi digital penduduk setempat. Artikel ini mengkaji efektivitas komunikasi pemasaran partisipatif dalam mengintegrasikan citra destinasi wisata di Lombok Utara melalui pemberdayaan masyarakat dan strategi digital berbasis masyarakat. Dengan menggunakan pendekatan studi kasus, penelitian ini menyelidiki efektivitas pemasaran berbasis masyarakat dalam memperkuat pencitraan destinasi. Temuan penelitian menunjukkan bahwa keterlibatan aktif masyarakat dalam mempromosikan pariwisata memainkan peran penting dalam

membentuk pencitraan destinasi, di mana destinasi yang menggabungkan unsur alam dan budaya menunjukkan potensi yang signifikan untuk dikembangkan sebagai aset pariwisata berkelanjutan. Lebih jauh, sinergi yang kurang optimal antara lembaga pemerintah, masyarakat, dan pemangku kepentingan industri pariwisata merupakan hambatan yang cukup besar untuk mencapai promosi destinasi yang terpadu dan berkelanjutan. Kearifan Wetu Telu berfungsi sebagai landasan untuk membina keharmonisan sosial di tengah keberagaman dan multikulturalisme, menjaga stabilitas sosial, dan mendorong pengembangan masyarakat yang toleran yang siap mengakomodasi latar belakang wisatawan yang beragam dalam pembangunan pariwisata yang inklusif dan berkelanjutan.

Introduction

Indonesia as an archipelagic country in the Southeast Asian region has diverse potentials in the tourism sector. Its natural beauty and cultural diversity are important for this sector and the government has been actively promoting these destinations to attract domestic and international visitors. The government has implemented strategic initiatives, including infrastructure development and marketing campaigns, to increase the country's tourism offerings (Holder et al., 2024). Modern travellers (especially Millennials and Gen Z) are more interested in authentic, sustainable, and community-based experiences (Bire & Nugraha, 2022).

North Lombok is the youngest district in West Nusa Tenggara with rich natural and cultural tourism potential. Its natural beauty, such as Mount Rinjani National Park and three Gili's (Gili Trawangan, Gili Meno, and Gili Air), has made this area a leading destination for domestic and foreign tourists (Rahima et al., 2023). In addition, the uniqueness of local culture, such as the wisdom of Wetu Telu, which reflects the acculturation of three religions (Islam, Hinduism, and Buddhism) that has lasted for hundreds of years, gives North Lombok its own identity. This tradition shows a harmonious cultural diversity (Sudiartawan & Sutama, 2022), while contributing to shaping the image of a destination that is friendly and inclusive for tourists.

North Lombok, with its pristine beaches, lush landscapes, and rich cultural heritage, has emerged as a promising destination that aligns with the national tourism development goals. Local governments have been working to capitalize on this national momentum by developing unique tourism products and experiences that showcase the

region's natural beauty and rich culture. Efforts have been made to improve accessibility, improve accommodation options (Hassanli & Williamson, 2024), and promote sustainable tourism practices that benefit local communities (Dwyer, 2023; Sayuti, 2023) This initiative aims to position North Lombok as a competitive and attractive destination in Indonesia's diverse tourism landscape, contributing to the growth of the country's tourism industry as a whole (Sayuti, 2023).

To meet this changing trend, North Lombok as the youngest district in NTB began to offer experiential tourism that emphasizes authentic cultural encounters and community-based activities. The local government collaborates with villages to create immersive experiences where tourists can participate in traditional crafts, culinary workshops, and sustainable farming practices. These initiatives provide a unique and meaningful experience for visitors, ensuring that the benefits of tourism are distributed more evenly among local communities, aligning with the preferences of modern travelers seeking an authentic and sustainable travel experience (Bishwokarma et al., 2023).

The development of communication and information technology and the equitable distribution of its infrastructure have the opportunity to become destination promotion capital (Cunha, Mendonça, et al., 2022). This digital initiative allows North Lombok to showcase its natural wonders such as Mount Rinjani and the three Gili islands, as well as Sasak rich cultural traditions, to a global audience. By integrating virtual experiences with traditional marketing methods, the region has been able to maintain and even expand its appeal to potential visitors (Cunha, Lopes, et al., 2022). This blended approach not only addresses current travel issues but also positions North Lombok as a forward-thinking destination that balances modern tourism trends with its authentic cultural and natural heritage. The use of this digital technology has allowed North Lombok to promote its natural beauty more widely and effectively. Through online platforms and social media, potential tourists can explore the uniqueness of Mount Rinjani, the charm of the three Gili islands, and get to know the tradition of Sasak Wetu Telu more closely before visiting directly. This marketing strategy that combines virtual experiences with traditional methods not only helps North Lombok adapt to modern tourism trends, but also strengthens its position as a tourist destination that offers a balance between innovation and preservation of cultural and natural heritage.

However, despite having a large tourism capital, the image of North Lombok destinations has not been optimally integrated. One of the main challenges is the low digital literacy of the community, which hinders the active involvement of the community in digital-based tourism promotion (Abdullah et al., 2022). In the current era of digitalization, tourist destinations are not only judged by their physical beauty, but also by how tourism information and experiences are produced and disseminated through various digital media channels (Zawieska et al., 2022). Unfortunately, the lack of a strong narrative and an inclusive marketing communication strategy has caused the image of North Lombok destinations to be less widely known than other destinations in Indonesia, such as Bali or Yogyakarta. In addition, the lack of synergy between local governments, tourism industry players, and local communities is also an obstacle in building a strong destination identity (Sayuti, 2023; Verduzco Villaseñor et al., 2023). Tourism management that is still oriented towards a top-down approach results in the community being less empowered as the main actor in building the destination image. In fact, research shows that the success of destination marketing is highly dependent on the involvement of local communities in producing and disseminating information authentically. Thus, a more participatory marketing approach is needed, in which the community plays an active role in defining and communicating the uniqueness of their destination.

The concept of participatory marketing communication offers a more inclusive approach in building a destination image by involving local communities in community-based marketing strategies. This approach not only increases community involvement in tourism management, but also creates a more authentic and credible narrative for tourists. In addition, the use of digital technology and social media can be an effective tool to expand the reach of promotions, connect local communities with the wider tourism market, and increase the competitiveness of destinations. Therefore, this study aims to analyze participatory marketing communication strategies in building the image of North Lombok destinations. This study aims to explore how community involvement in digital marketing can contribute to the formation of a strong destination identity, as well as identify the challenges and optimal strategies in implementing community-based marketing. By understanding the dynamics of participatory marketing communication, this research is expected to provide recommendations for local governments, local

communities, and other stakeholders in developing more inclusive and sustainable marketing strategies.

Participatory Marketing Communication

Participatory marketing communication refers to the active involvement of the community in marketing strategies, both in content creation, promotion, and delivery of destination narratives (Silva et al., 2022; Spadaro et al., 2023). According to Kotler & Keller (2016), participatory marketing allows tourist destinations to create an authentic and more credible brand identity in the eyes of consumers (Burrai et al., 2023). Participatory marketing communication is a strategy that places the community as the main actor in the marketing process of tourist destinations. This approach departs from the concept that local people have authentic knowledge, experience, and narratives that can shape the image of the destination in a more credible and attractive way for tourists. Kotler & Keller (2016) mentioned that participatory marketing not only increases people's involvement in destination promotion, but also creates a stronger and more sustainable brand identity. In the context of tourist destinations such as North Lombok, participatory marketing communication is a strategic approach that can overcome challenges in building a fragmented image due to low digital literacy and lack of marketing integration between stakeholders. Through pro-fracking messages that emphasize the relationship with the audience's life experience, show the form of audience engagement in the messaging process. This is in line with the idea of engaging the public in marketing strategies, as it highlights the importance of resonance and values in communication (Quichocho & St. John, 2022) as a participatory marketing effort, through mediating attitudes, norms, and self-efficiency (Wang & Lin, 2023). In practice, participatory marketing relies on the active participation of local communities in maximizing social media, content production, and direct interaction with tourists (Burrai et al., 2023). For example, people can use social media to share unique experiences that not only promote natural beauty, but also elevate local cultural values and traditions as tourist attractions. The concept of co-creation in digital marketing is a key element in this strategy, where tourists can also contribute by sharing their experiences, thus forming a broader and more diverse narrative about destinations (Angeloni, 2023; Wieczerzycki & Deszczyński, 2022). Thus, participatory marketing allows for the organic exchange of messages and information**,** which is more effective

than conventional one-way promotion. While participatory marketing offers many advantages, its implementation is not always without challenges.

Image of Tourism Destinations

The image of a destination is a traveler's perception of a location based on direct experience or information received through various media (Choe et al., 2024; Ndubisi & Nair, 2023). According to (Echtner & Ritchie, 2003), the image of a destination consists of cognitive (factual information) and affective (emotional) elements. The cognitive element includes factual information about the destination, such as natural attractions, culture, and tourism facilities, while the affective element deals with the subjective emotions and experiences that tourists feel during their visit. In the context of North Lombok, the image of a destination does not only depend on the natural beauty such as Mount Rinjani National Park and the three Gili, but also on how tourists feel the warmth of social interaction, local cultural values, and the uniqueness of the community's traditions. Therefore, building a strong and positive image requires an approach that goes beyond visual promotion; A marketing communication strategy based on narrative and authentic experience is needed. (Peña et al., 2012) applied the composition of cognitive components to his research, which consists of three dimensions. These dimensions are: (1) functional—based on more tangible sensations, such as the surrounding environment, lodging, and price level; (2) psychological—based on more abstract attributes, such as atmosphere and friendliness; and (3) mixed—based on the characteristics of destinations that fall somewhere between functional and psychological, such as gastronomy. Referring to the elements above, one of the effective ways to build and strengthen the image of a destination is through cultural storytelling. Storytelling allows tourists to understand and feel the deep meaning of the traditions and lives of the local people. In the context of North Lombok, the wisdom of Wetu Telu is part of the cultural heritage that can be a unique attraction in shaping the image of the destination. Tourists tend to seek an experience that goes beyond just seeing beautiful scenery; they want to engage in cultural activities, understand local philosophies, and experience community life firsthand (Pezeshki et al., 2023; Yang et al., 2023) significantly contribute to fulfilling travelers' desire for meaningful interactions with local cultures and philosophies.

Digital Literacy and Tourism Marketing

Digital literacy is a key factor in the effectiveness of community-based marketing, especially in an increasingly competitive digital era where strong community connections and interactions among consumers increase brand loyalty and co-creation behavior (Jiang et al., 2022), increasing the credibility and impact of marketing campaigns (Moore & Hancock, 2022) This suggests that effective engagement in the community requires a certain level of digital proficiency. Several other studies show that the use of digital technology in destination marketing increases global competitiveness. Digital literacy supports social connectivity, which is essential for community-based marketing. For example, older adults with higher levels of digital literacy are better able to connect with community services and participate in social marketing campaigns, thereby increasing the reach and effectiveness of these campaigns (Shah et al., 2023). (Baek et al., 2022; Consavage Stanley et al., 2022) showed that demographic disparities, i.e. significant differences in digital literacy across different demographic groups, can have an impact on the effectiveness of community-based marketing, which can hinder their participation in digital marketing campaigns. In addition, Cultural and Contextual Factors where the effectiveness of digital literacy interventions can vary based on cultural and contextual factors (Turmaine et al., 2022). In areas with low levels of digital literacy, such as some local communities, marketing strategies need to be adapted to a more inclusive and empowerment-based approach. The public needs digital training in order to actively participate in destination marketing, for example in creating promotional content, managing social media, or interacting with tourists through digital platforms. Without this kind of intervention, opportunities to optimize community-based marketing communications are limited, and tourist destinations will rely more on external parties, such as travel agencies or influencers, who do not always reflect the authenticity and values of local culture in the destination narrative. Therefore, digital literacy must be used as part of sustainable tourism development policies in North Lombok. In addition, low digital literacy can also affect the community's ability to manage the reputation of destinations (Inversini et al., 2009). In the context of tourism, traveler reviews and testimonials on platforms like Google Reviews and TripAdvisor have a huge impact on the perception of potential travelers. If people are unable to manage responses to negative reviews, create engaging promotional content, or take

advantage of other digital features, destinations could lose their competitiveness. Therefore, in addition to technical training, the public also needs to be given an understanding of effective digital communication strategies, including how to handle tourist feedback and maintain positive interactions with potential visitors.

Theoretical Framework

The Integrated Marketing Communication (IMC) theory emphasizes the importance of coordination between various communication channels in building a strong and consistent destination image (Qi et al., 2024; Šerić & Mikulić, 2023). In the context of participatory marketing communication in North Lombok, the IMC approach can be applied by harmonizing community-based marketing strategies, digital media, and word-of-mouth (WOM) promotion. The success of destination marketing does not only depend on advertising and promotion from the government or tourism industry players, but also on the active participation of local communities in spreading the narrative about the cultural and ecotourism attractions of North Lombok. By using social media, digital storytelling, and direct interaction with tourists, local communities can play a role as co-creators in shaping a more authentic and highly competitive destination image. The Destination Branding theory emphasizes that the creation of a unique and authentic destination identity is a key factor in distinguishing a tourist attraction from other destinations (Pike, 2004, 2005). In the context of North Lombok, destination branding does not only depend on natural attractions such as Mount Rinjani National Park and the three Gili, but also on cultural narratives that live in the community, such as the Wetu Telu tradition that reflects the acculturation of the three religions. Participatory marketing communication plays an important role in strengthening this identity by involving local communities as the main narrator, both through digital media, cultural events, and community-based tourism experiences. By building direct community involvement in the branding process, the destination image can be more competitive, authentic, and sustainable, as tourists will get a more immersive and personalized experience.

Methods

The case study approach in this study was chosen to gain a deep understanding of how participatory marketing communication can integrate the image of tourism destinations

in North Lombok. Case studies allow for a contextual and holistic exploration of the involvement of local communities in destination marketing as well as the challenges faced in the implementation of community-based strategies. Using in-depth interviews, participatory observation, and digital media analysis, this study examines how destination narratives are built through direct community involvement, how digital literacy affects marketing effectiveness, and the extent of synergy between communities, governments, and external actors in strengthening the destination image. This approach also allows for the identification of patterns of interaction and negotiation between stakeholders that affect the sustainability of participatory-based marketing strategies. Data Collection Techniques were conducted by (1) in-depth interviews with tourism actors, local governments, and local communities to understand their role in destination marketing, (2) participatory observation in community-based tourism activities, such as cultural festivals and ecotourism around Mount Rinjani and Gili, (3) Digital media analysis, including social media platforms, tourism websites, and content created by the community or influencers. Data analysis was carried out thematically which included the identification of participatory marketing communication strategies that have been implemented, Evaluation of the impact of participatory marketing communication on the image of the destination, and identification of challenges and opportunities in the implementation of community-based digital marketing strategies.

Results and Discussion

Local Community Involvement in Destination Branding

The involvement of local communities in promoting tourism in North Lombok shows how participatory marketing communication plays a role in the development of destination branding. According to (Kotler & Keller, 2016) in the theory of Integrated Marketing Communication (IMC), effective marketing requires synergy between various communication channels as well as the involvement of various stakeholders, including local communities. In the context of North Lombok, community participation in destination promotion, both through digital media, cultural events, and direct tourist experiences, is part of an integrated marketing strategy that strengthens the destination brand image. The uniqueness of the culture and natural beauty offered is the main

narrative in marketing communication that is carried out in a participatory manner by the community.

In developing effective communication, it is necessary to synchronize marketing messages and consistency of branding narratives. (Pike, 2005) in destination branding theory emphasizes that a destination needs to have a clear and authentic identity in order to compete with other destinations. In North Lombok, community-based promotion should be supported by an integrated communication strategy, where messages about natural beauty, traditions, and community friendliness are communicated in harmony through various channels, including social media, official tourism websites, and tourist recommendations through word-of-mouth. Without good coordination, sporadic promotions can actually weaken the competitiveness of destinations in the global market.

Furthermore, active community involvement in tourism marketing can increase tourist brand loyalty. When travellers experience an authentic experience built by the local community, they will be more likely to return or recommend the destination to others, in line with IMC's concept of emphasizing customer experience as an element of sustainable marketing. Therefore, it is necessary to strengthen community capacity in digital marketing, *storytelling*, and destination reputation management so that their participation is not only spontaneous but also has a strategic impact on the long-term image of the destination.

Natural Capital and Local Wisdom as the Basis for Tourism Sustainability

North Lombok Regency already has potential natural and cultural capital. The sustainability of tourism in North Lombok is highly dependent on natural capital combined with local wisdom, especially in maintaining ecological and cultural balance. In the theory of destination branding, (Kavaratzis, 2004) emphasizes that the branding of a destination must reflect local values and sustainability in order to have a strong competitive advantage. The wisdom of Wetu Telu, which regulates the relationship between humans and nature, plays an important role in preserving tourist destinations such as forests, spring water sources, and mountains. This approach not only strengthens the attractiveness of ecological tourism, but also becomes part of the differentiation of destinations compared to other destinations that only rely on the exploitation of natural resources.

From the perspective of IMC, this approach based on local wisdom can be integrated into destination marketing strategies so that tourists understand that they are not just visiting tourist attractions, but also supporting the sustainability of local ecosystems and cultures. (Kotler & Keller, 2016) emphasizes that marketing communication must be able to create emotional engagement with the audience, so that tourists feel attached to the destination they are visiting. Therefore, in North Lombok marketing, it is necessary to emphasize how tourists can participate in community-based ecotourism, such as reforestation programs, spring water conservation, or following traditional rituals that respect nature.

However, the main challenge of the sustainability-based tourism model is the conflict of interest between conservation and economic exploitation. UNWTO in (Ministry of Tourism and Creative Economy, 2021) emphasized that tourism sustainability requires strict regulation and supervision to ensure that the growth of the tourism sector does not damage the ecological and social balance. Therefore, strengthening community-based policies and increasing sustainability literacy in marketing communication is an important step in maintaining harmony between tourism and the environment. These challenges require a strategic approach involving education, digital training, and community capacity building in utilizing digital media as a marketing tool. Local governments and tourism organizations can play a role in facilitating digital storytelling training, creative content production, and managing community-based marketing platforms. In addition, collaboration with influencers, travel bloggers, and local media can help expand marketing reach and provide validation of the image of the destination being built. With the right strategy, participatory marketing communication can be an effective tool in building a more consistent, inclusive, and highly competitive destination image at the global level. The concept of participatory marketing communication has great potential in supporting the sustainable development of the image of tourist destinations, by involving local communities as the main narrator in marketing. This strategy can create emotional connectivity between tourists and the destinations visited. However, for this approach to be successful, infrastructure support, increased digital literacy, and strong synergies between stakeholders are needed. Therefore, participatory marketing communication is

not just a promotional tool, but also a strategy that can strengthen cultural identity, improve people's welfare, and ensure the sustainability of tourism in a destination.

Cultural Tourism and Social Stability in a Multicultural Society

Cultural tourism based on social harmony and wisdom of Wetu Telu is one of the main advantages of North Lombok in destination branding. According to (Pike, 2004) the social and cultural elements of a destination have a big role in creating a brand identity that distinguishes one destination from another. The implementation of Wetu Telu values not only functions as a tourist attraction, but also as a mechanism for social integration between multicultural groups. In the context of tourism marketing, narratives of harmony and cultural diversity can be key elements in a destination communication strategy, attracting tourists seeking an authentic and inclusive cultural experience. From the perspective of IMC, social stability in a multicultural society is an important capital in building a reputation for safe and tourist-friendly destinations. In this context, (Kotler & Keller, 2016) emphasizes that a traveler's positive experience in a destination will contribute to word-of-mouth marketing, where travelers will recommend the destination to their social networks. Thus, community-based tourism management in North Lombok must ensure that tourists feel the hospitality and openness of the local community, thereby strengthening the image of the destination as a tolerant and pleasant place to visit.

However, in the context of destination branding, the challenge in managing the narrative of diversity in the global era is not only a marketing slogan, but truly reflects the existing social reality. (Kavaratzis, 2004; Kavaratzis & Hatch, 2021) emphasizes that a destination's brand identity must be supported by real policies and practices, not just promotional campaigns. Therefore, there needs to be a strengthening of intercultural dialogue at the local level, so that the community can continue to maintain social harmony in the midst of dynamic tourism dynamics. With marketing communications that showcase a harmonious and inclusive multicultural life, North Lombok can further strengthen its image as a destination that is not only rich in natural beauty, but also has strong social and cultural values in welcoming tourists. The image of a tourist destination is not formed instantly, but is the result of a long process of complex interaction between cognitive, affective, and marketing strategies applied. In the case of North Lombok, strengthening the destination image requires a community-based

approach that prioritizes cultural storytelling, authentic tourism experiences, and active community involvement in marketing communications. In addition, the quality of the tourist experience must be maintained consistently so that there is no gap between expectations and reality on the ground. By leveraging digital technology and participatory marketing strategies, North Lombok can build an image of a destination that is not only attractive but also sustainable, making it a top choice for tourists looking for a blend of natural beauty and cultural richness.

Cultural Diversity and Community Readiness in Receiving Tourists

The cultural diversity in North Lombok has formed a society that is more open and ready to receive tourists from various backgrounds. In destination branding theory, differentiation based on social inclusivity can be the main factor in the attractiveness of a destination. The coexistence of ethnic and religious diversity creates a welcoming social environment for tourists, especially those looking for an authentic cultural experience and appreciating diversity. In tourism marketing, this can be communicated through tourist testimonials, experience-based promotions, and digital campaigns that showcase people's openness to various cultures.

In the perspective of the IMC, the message of tolerance and diversity must be packaged in a compelling and consistent narrative across multiple communication channels. Tourists tend to choose destinations that have a positive reputation in terms of safety and hospitality, so crisis communication management also needs to be prepared to deal with various issues that have the potential to damage the image of the destination. Therefore, a marketing communication strategy should be more than just promotion, but also manage the perception and expectations of tourists towards the experience they will have in North Lombok. Thus, strengthening the branding of destinations based on cultural diversity can be the main competitiveness of North Lombok in the global tourism industry.

Based on the above explanation, the findings of the study show that the active involvement of the community in promoting tourism plays a significant role in shaping destination branding, where destinations that combine natural and cultural elements have great potential to be developed as sustainable tourism capital. Natural capital, such as springs, forests, and mountains, can be maintained through collaboration with traditional customs and adherence to local wisdom of Wetu Telu, which not only

preserves nature but also strengthens regional cultural identity. In the context of cultural tourism, indigenous peoples play an important role in implementing the wisdom of Wetu Telu, which serves as the basis for building social harmony in the midst of diversity and multiculturalism, maintaining social stability and developing a spirit of togetherness in accepting differences. The diversity of existing cultural traditions encourages the creation of a tolerant society that is ready to accept various tourist backgrounds, so as to not only promote destinations but also improve the quality of intercultural interaction in inclusive and sustainable tourism development.

Conclusion

This study concludes that participatory marketing communication can be an effective strategy in integrating and developing the image of North Lombok destinations. The importance of participatory marketing communication in shaping the image and competitiveness of North Lombok destinations, by emphasizing the central role of local communities in tourism promotion. Active community involvement, especially in the context of storytelling based on Wetu Telu's local wisdom, has proven to be a force that can strengthen the identity of the destination, but this is hindered by the challenge of low digital literacy. Therefore, digital training is an important strategic step, even though its implementation requires considerable resources and a long time to achieve optimal impact. In addition, the suboptimal synergy between the government, the community, and tourism industry players is also a significant obstacle in achieving integrated and sustainable destination promotion. While strong branding potential can be created through a combination of nature, culture, and local wisdom, success in destination marketing requires better cross-sector collaboration.

This study identifies a number of practical limitations that hinder the effectiveness of community-based marketing strategies such as 1) low digital literacy among local communities, which hinders the adoption of technology and the maximum implementation of digital marketing, 2) lack of synergy between stakeholders, such as the government, industry players, and the community, which is an obstacle in creating effective collaboration to promote destinations, 3) equitable distribution of infrastructure digital, including uneven internet accessibility so that access to information is not optimal, and 4) readiness to receive multicultural tourists which has an impact on the image of the destination itself. The theoretical limitations in this study include the

application of existing theories, especially the application on a local scale with various existing challenges. The emphasis on local wisdom and culture of Wetu Telu in destination branding, while important, must take into account external factors such as global trends in sustainable tourism and digital technologies that influence tourist behaviour. Therefore, the destination branding theory used needs to be updated to take into account the evolving global dynamics. Although these theories provide a strong framework, their application in local contexts that have distinctive social and cultural characteristics such as North Lombok requires a more in-depth study to ensure that the findings of this study can be generalized or transferred to other regions with different conditions. These limitations emphasize the importance of theoretical adaptation in order to ensure proper application and relevance for the development of community-based tourism in North Lombok. In the future, topics on the challenges of digital literacy, cross-sector synergy, exploration of local wisdom, and consumer response, especially tourists, need to be further researched to map and position the digital-based tourism sector will open up opportunities to increase the effectiveness of marketing communication for North Lombok destinations in the digital and multicultural era.

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