Marketing Strategy Through Digital Marketing Efforts to Increase Occupancy in Homestay in Kuta Lombok

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Abstract:

This research aims to find out what strategies are used by the homestay managers in an effort to increase occupancy for visits to homestays in Kuta Mandalika, Central Lombok. This research also aims to find out what The influence of online reservations on increasing visits to the Kuta Mandalika Lombok homestay Middle. This research uses a qualitative descriptive method. Data collection was carried out using interview, observation and documentation techniques. Meanwhile, data analysis is used by identifying, understanding, and organizing the data that has been obtained through observations, interviews, literature reviews, focus group discussions and documentation. Through p It can be stated that the homestay manager in Kuta Mandalika, Central Lombok using strategies in homestay marketing through digital marketing as well Online reservations have a significant influence in increasing occupancy visit the Mandalika Kuta homestay, Central Lombok. It can be concluded that the manager Many homestays use the Facebook platform to market homestays in Kuta Mandalika Lombok

Keywords: *Marketing Strategy, Homestay, Kuta Mandalika, Digital Marketing*

1. Introduction

Communication plays a crucial role in the growth of tourism. The marketing process in tourism is essential in providing relevant information to potential tourists, helping them choose destinations and make informed decisions. Over time, this process has evolved significantly, and technological advances have played a key role in reshaping tourism marketing. In the digital age, the internet has become an indispensable tool for tourism businesses to quickly and effectively reach a broad audience. E-commerce platforms such as Traveloka, Airbnb, Agoda, and Booking.com have become vital marketing tools, allowing businesses in the hospitality sector to promote their offerings, including accommodations, travel tickets, and local attractions. These platforms not only help businesses market their products but also serve as resources for tourists, offering a convenient way to plan and book their trips (Hassan & Gazi, 2021; Zhang & Wu, 2020).

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E-commerce platforms in the tourism sector, also known as e-tourism, represent a significant shift in how tourism products are marketed in the era of globalization. This transformation is reflected in the increasing use of digital platforms, where technology and mobility are more integrated into daily life. The more digital the process, the more personal and interactive it becomes, enhancing the customer experience (Isdarmanto, 2020). Moreover, these e-commerce platforms are no longer limited to computers but are also accessible via smartphones, making it easier for tourists to book accommodations and make reservations from anywhere. This development benefits both tourism business managers and tourists by improving convenience and time efficiency. Managers can now focus on digital marketing and transactions via e-commerce platforms, reducing the need for traditional, direct marketing (Lee & Choi, 2022).

In recent years, the rise of digital platforms has become evident in various tourism regions. For instance, in Central Lombok, particularly in Kuta Mandalika Village, the use of e-commerce for marketing homestay accommodations has significantly increased. As of 2024, multiple homestays in the area have been listed and registered on platforms like Booking.com, reflecting a growing trend toward online visibility and reservations. Ten types of homestay accommodations in the village have received recognition on these platforms for their quality and service (Febdilan et al., 2023). This trend demonstrates the importance of e-commerce in boosting tourism and enhancing the visibility of local businesses in a highly competitive market.

The success of e-tourism and the increase in homestay bookings in Kuta, Lombok, can be attributed to the accessibility and convenience provided by digital platforms. Furthermore, evidence from sources such as victorynews.id highlights the increasing occupancy rates of homestays in Kuta Village, with several reaching 100% occupancy (Gameliel et al., 2024). This phenomenon underscores the importance of adopting digital marketing strategies in the hospitality sector, particularly for homestay managers aiming to improve their occupancy rates.

Despite the growing reliance on digital platforms in tourism marketing, there is a research gap in understanding the specific strategies employed by homestay managers in utilizing e-commerce to increase occupancy. Existing studies have focused on general trends in e-tourism (Hassan & Gazi, 2021; Kim & Lee, 2021), but little attention has been given to the specific strategies that contribute to the success of homestays in regions like Lombok. This research aims to address this gap by examining the digital marketing strategies implemented by homestay managers in Kuta, Lombok, and how these strategies contribute to increased tourist occupancy.

The novelty of this study lies in its focus on the homestay sector, a growing segment of the tourism industry that has not received as much attention as larger hotel chains. Additionally, this research contributes to the body of knowledge on the effectiveness of digital marketing strategies tailored to small-scale accommodations in Indonesia. By identifying key strategies and best practices, this study aims to offer valuable

insights for homestay managers and tourism marketers looking to enhance their online presence and improve business efficiency in the digital era.

The purpose of this research is to identify and analyze the digital marketing strategies, including reservation systems, implemented by homestay managers in Kuta, Lombok. The goal is to explore how these strategies increase visibility, improve affordability, and enhance the overall competitiveness of homestays in the online tourism market.

2. Theoretical Background

Tourism
Tourism can be considered as a phenomenon or symptom of a society related to humanity, groups, communities, organizations and culture. The meaning of tourism has a general nature, namely the overall activities of the government, the world of business and society in organizing, managing and providing services regarding their needs (Hakim & Kunci, 2024).

Marketing strategy
According to Ginting et al. (2017) in (Sope et al., 2023) marketing management in its management is analyzing, planning, implementing and controlling a program that will be designed to create, maintain and form and maintain an exchange with the aim of making a profit with those who will buy as the target object . This is intended to achieve operational goals. So, according to Kotler and Armstrong in (Sope et al., 2023) marketing strategy is marketing that is *logic,* a company which has the hope of realizing a level of value *customer* and achieve mutual benefits. Therefore, according to Irfan (2021), by carrying out the strategy implementation level. Appropriate and accurate marketing can be achieved through exploiting opportunities to increase sales with the aim that the company's position can be improved or maintained in the business market (Daud & Yusri, 2022). The basic concept of marketing according to Kotler in (Nurhabibah, 2021, p.13) marketing theory is the key for a company to achieve goals in determining the level of needs and desires of customers or customers. So, it can provide satisfaction value compared to competitors or *competitor*. Another thing can also be interpreted as a whole theory or concept of how a company can organize its own company so that

Digital Marketing
According to Wati et al. (2020) in (Mulyati et al., 2023) Digital marketing is the marketing of goods and services through digital technology. In addition, digital marketing refers to marketing that is electronic and internet-based. It can be concluded that digital marketing is based on internet technology which has reach outside the city and even abroad. By utilizing marketing technology, marketers can offer their products with a wider reach. All business activities carried out achieve success by conducting competition and implementing returns to shareholders (Mulya, 2024). According to Wati et al. (2020) referred to (Mulyati et al., 2023) digital has advantages and disadvantages. The advantages of digital marketing are (1) cost and time efficiency, because digital marketing tends to be more time efficient and cost

efficient because marketers do not need to print brochures, flyers and so on to offer their products and services. Furthermore, (2) Interactive, marketers can market their products and services for an unlimited period of time, anywhere and at any time. Then (3) Opportunities for much wider market penetration and reach so there are great opportunities for MSMEs. Furthermore, (4) Interesting content, digital marketing provides various kinds of interesting content to promote their products and services, (5) easy to measure, digital marketing allows marketers to measure the extent of promotions that have been carried out, and finally (6) Audience unlimited, with digital marketing it is possible for various groups to access online platforms that have been created by marketers. Apart from the various advantages that digital marketing has, this system also has various disadvantages, namely (1) internet access, internet access is a very important pillar because when internet access is slow then the marketing process will be hampered, (2) payment problems, even though technology is now available. growing rapidly, but many marketers still don't understand the online payment process. (3) lack of public trust, this is due to the large number of frauds that occur online.

Homestay
Homestay is accommodation that comes from people's homes that have been refurbished in such a way that it meets the requirements as a temporary residence for a not too long period of time (Wilson, 2019). It can be concluded that homestays are people's houses that are used as accommodation for a short period of time and of course must meet various existing requirements. Generally, homestays are often found in tourism areas, homestays can be an option for tourists to provide accommodation when carrying out tourism activities. Homestays are now the right choice because they have affordable prices. (Wilson, 2019). The development of this homestay is also expected or expected to achieve an increase in selling prices for national tourism because *homestay* Not only is the program just offering guest room facilities, but it can also sell local attractions and culture from the area to visiting tourists. Therefore, a tourist village with a homestay will attract many tourists if the tourist attractions are interesting and unique, the distance traveled is reachable, the facilities and carrying capacity are adequate for tourists visiting the village, there is a culture and belief system, and again the infrastructure. the ideal. (Ningrum, 2019).

3. Methodology

The research design for this study adopts a descriptive qualitative method. The research was conducted in Kuta Mandalika Village, Central Lombok, focusing on several homestays that actively manage guests and engage in daily operations. The estimated duration for this research is six months, from January to June 2024. Data collection techniques include interviews, questionnaires, direct observation, and interaction with homestay managers to explore the marketing strategies they employ to sell their products. The researchers will conduct interviews and distribute questionnaires directly to the homestay managers in Kuta Mandalika Village, where they will ask questions related to their marketing strategies and usage of online platforms for promoting their businesses.

The research was carried out in 10 homestays located within the Kuta Mandalika Tourism Village, Central Lombok, including Pondok, Honey Bee, Tri Putri, Sammy, Kuta Lodge, Sasak Bungalows, Robby, Ideal, Edelweiss, and Join Homestay. These locations were selected as they are actively operating and managing guest accommodations.

The data sources for this research are divided into primary and secondary data. Primary data consists of firsthand information gathered directly from observations and interactions with homestay managers. This includes interviews where researchers ask homestay managers about their marketing strategies, particularly through digital platforms they use in their operations. During the interviews, researchers also documented their visits to the 10 homestays to strengthen the validity of the data. Secondary data, on the other hand, refers to information collected from existing sources such as previous research, books on marketing strategies, tourism articles, and journals related to tourism marketing.

For data collection, the techniques used include interviews, observation, literature study, and documentation. Interviews were conducted to gather direct insights from homestay managers, while observation provided contextual understanding of their operations. Literature studies and documentation helped provide a theoretical foundation and contextualize the primary data within existing knowledge on marketing strategies in tourism.

Data analysis in this research involved identifying, organizing, and understanding the collected data from interviews, observations, and literature reviews. The data underwent pre-processing activities, including note-taking, typing, and editing. The qualitative research method emphasized the use of words and extended text to present findings in a structured manner. The data analysis process involved several steps, including data reduction, data presentation, and verification to ensure that conclusions drawn from the research were well-supported and clearly understood by both researchers and readers.

4. Empirical Findings/Result

General Description of the Research Area
The following is a map of the Kuta Mandalika area taken from the Kuta Mandalika Village Tourism Awareness Group, Central Lombok.
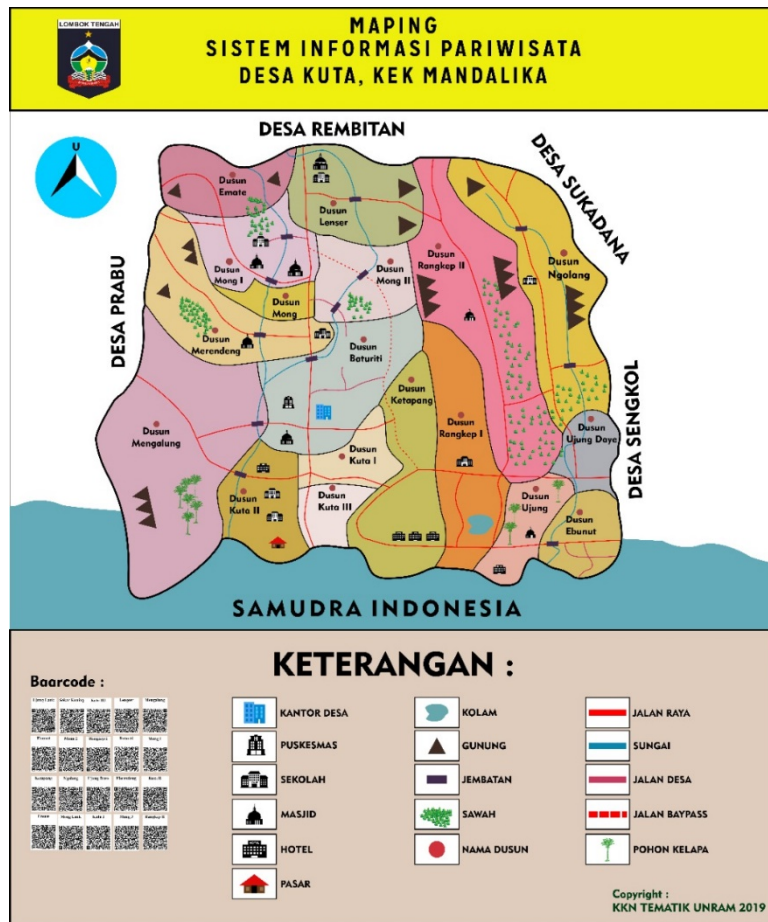
Figure 1. Map of Kuta Mandalika

Kuta Mandalika Village itself has been a Special Economic Zone since the issuance of Government Regulation (PP) Number 52 of 2014 which was stipulated by Former President Soesilo Bambang Yudhoyono to increase tourism potential in Kuta specifically and Lombok in general. In this study, researchers chose ten homestays as research samples, namely Edelweiss homestay, Kuta Lodge homestay, Sasak Bungalow, Robby Homestay, Idaman Homestay, Sammy homestay, Trii Putrii homestay, Honey Bee homestay and The Pondok homestay.

Results of Observations and Interviews in Kuta Mandalika

In the description of the results of observations and interviews conducted by the researcher, there are three important items that have been prepared and processed by the researcher based on the practicum module at the Tourism Polytechnic, the ASEAN Homestay Standard guidelines and two reference Homestay Modules with Homestay Guidelines in implementing CHSE issued by the Ministry of Tourism and the Creative Economy/Tourism and Creative Economy Agency of the Republic of Indonesia which have been applied as basic instruments in collecting primary data, such as:

1. **Homestay management strategy in increasing visits tourists by utilizing the online reservation system.**
   a. E-commerce Website Application
   b. Promotion via the Facebook platform
   c. Marketing via mobile phone
   d. Collaborate with local influencers
2. **The effect of online reservations on tourist visits**
   a. Accessibility and ease of reservation
   b. Increased occupancy rate
   c. Marketing and promotions are more effective
   d. Secure and easier payment
   e. Communication and updates

Homestay management strategy in increasing tourist visits by utilizing an online reservation system.

a. E-commerce Website Application
In digital marketing, homestay managers in Kuta Mandalika use the E Commerce website. This strategy is used to expand the market network. One of the platforms used by homestay managers in Kuta Lombok is Traveloka. This platform provides booking services for plane tickets, hotels, tourist destinations, as well as land and sea transportation. Through this platform, users carry out promotions and special offers for prospective appointments by providing discounts or special offers. However, there is a lack of understanding from the managers about how the Traveloka platform works, the managers use the services of other people to access the website on this platform, so not many managers use this strategy to market their homestays.

b. Promotion via Facebook
Researchers found that many managers use the Facebook page platform to promote their homestay, this Facebook page is called *"Living Loving Kuta Lombok Expat Community".* Based on the results of interviews, many people use the Facebook platform because it has a wide reach. Facebook has millions of followers who are still active every day. Managers can get a more significant audience both locally and abroad. The Facebook platform is also said to have low costs because to access this platform you only need internet network access and quota. In fact, actors can access this platform only with a Wifi network, so many homestay managers use the features on Facebook to promote homestays. They are like Facebook groups, post photos and videos and even have paid advertising that can be adjusted to suit your budget. Facebook is also able to target the right audience through demographics and interests. Facebook also provides a feedback feature between managers and potential guests. They can communicate and carry out transactions by replying to comments, here the managers can provide information about room availability, provide information about existing room facilities and exchange Whatsapp numbers to continue their negotiations. Homestay managers also think that this platform is very easy and easy to manage. Homestay managers can quickly post their latest photos, update room availability and can even hold attractive promotions and offers to attract the attention of potential future guests.

On Facebook Page *"Living Loving Kuta Lombok Expat Community"* Not just anyone can join because this community has several conditions that must be met by prospective members, namely;

1. Not all ads posted (admin discretion)
   Not all ads are posted (admin discretion)
2. All posts must be in english or have translation.
   All posts must be in English or have an English translation.
3. Each post that is offering a service or sale, must have a price or value attached (will not be posted if not)
   Every post that offers services or sales must include a price or value (it will not be posted if not)
4. We are not an advertising site so it's at administration discretion if it be posted, so must be of some benefit, value and interest to our members.
   We are not an advertising site so it is the administration's discretion if it is posted, so it must provide benefits, value and interest for our members. 5. Repetitive posts will not be posted.
   Repeated posts will not be posted.
6. Scams or spam post will be blocked.
   Fraudulent or spam posts will be blocked.
7. We are not a real estate site. I will post land or house sales if I feel they are of interest and priced accordingly, with reputable people. I will try for full transparency. We are not a real estate site. I will post a land or house sale if I find it interesting and the price is right, with a reputable person. I will try for full transparency.
8. I do not endorse any of these posts personally and have no financial interest. I do not personally endorse this post and have no financial interest.
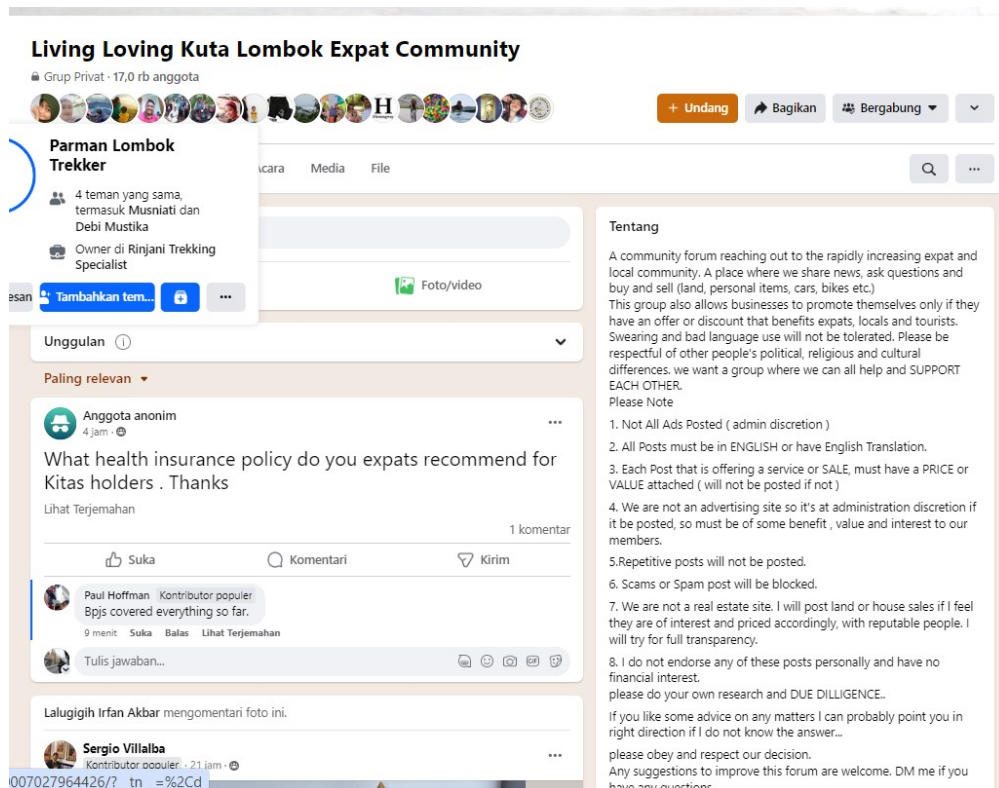
Figure 1 2. Community Kute Mandalika at Social Media

c. Marketing via mobile phone

Based on the results of interviews conducted by the author, one of the ways homestay managers promote their homestays is by using smart phones. Homestay managers work together with each other. When guests come to visit and find something that is not suitable, the homestay managers will exchange information via smart phone and find a room that suits the prospective guest's request. Smart phones are one of the options used because they have easy access considering that most managers already have smart phones.

d. Collaborate with local influencers

Homestay managers in Kuta Lombok also collaborate with local influencers. One of these options was chosen because the managers thought that there were several benefits to be gained, such as;

1. Wide reach

    Influencers have a large following so the potential to become better known can increase. By collaborating with influencers, homestay managers can reach the target audience, namely those who are interested and interested in the homestays being offered.

2. Credibility

    Endorsements from influencers can increase the credibility of the homestay that goes viral. Opinions or reviews from people we follow and trust can help

build trust and good performance.
3. Interesting visual content and story telling

Influencers usually have good creativity in promoting a product and tourism destination. They can produce videos and photos of good quality and packaged as attractively as possible to reach the right target market.
4. Promotion is more personal

In general, influencers promote their personal experiences personally to their followers so that they are able to connect their personal experiences while staying at the homestay emotionally with their followers on social media.
5. There is viral potential

If the content shared by the influencer is interesting and good, it does not rule out the possibility that the homestay being promoted will go viral, so this could potentially increase future visits. Viral content can also be seen by other influencers, not only local influencers but also international influencers can also see the content posts.
6. Long-term relationships

Collaborating with influencers can be done many times, if the collaboration goes well, the managers and influencers can collaborate on an ongoing basis so that the managers benefit from a long-term collaborative relationship in terms of promoting and marketing their homestay.

The influence of online reservations on tourist visits
a. Accessibility and ease of reservation
The existence of an online reservation system can make it easier for prospective guests to access information and make reservations wherever and whenever they want without must go directly to the homestay location. Managers must also ensure that the features used are easy for users to access to make online reservations easier.
b. Increased occupancy rate
According to the managers, based on the results of interviews conducted by the author, the increase in occupancy at their homestay reached the target before implementing the online reservation system.
c. Marketing and promotions are more effective
Through a digital marketing system, managers believe that marketing is easier because it can increase attraction to potential guests.
d. Data analysis and strategy adjustments
Online reservation platforms provide very useful analytical data for homestay managers. This information can help homestay managers analyze preferences and understand consumer behavior and can help optimize their strategy and marketing to the next stage.
e. Secure and easier payment
Online reservations also provide access to make it easier for prospective guests to make payments such as transactions via credit card, funds, bank transfer or other electronic payments. This can also reduce potential risks in the transaction process. thus providing very satisfying service according to the expectations of tourists in this digital era.

Communication and updates

The managers can provide updated information regarding reservations or rescheduling which have been determined by both parties, namely the management and prospective guests. According to homestay managers who have been interviewed, online reservations have a significant influence in increasing the number of visitors because using an online reservation system can help homestay managers improve the completeness of homestay facilities and increase homestay comfort for visitor satisfaction. Homestay managers can also assess their respective strengths and weaknesses through reviews provided by visitors who have used their services. Therefore, according to homestay managers, online reservations are very helpful.

5. Discussion

Homestay Management Strategy in Increasing Tourist Visits by Utilizing the Online Reservation System.

Based on the results of interviews and observations conducted by researchers at several homestays in Kuta Mandalika, Central Lombok, researchers concluded that several homestays have not implemented marketing through digital marketing. This is influenced by a lack of knowledge about digital marketing. Referring to the lack of knowledge possessed by homestay managers, to improve digital marketing strategies there are several aspects that need to be understood, namely as follows;

1. Get to know digital platforms and channels

Managers must be familiar with digital platforms and channels such as digital marketing via social media (Instragram, Facebook, YouTube). Ecommerce sites such as Traveloka, Airbnb, Agoda and Booking.com. Websites, blogs, articles and search sites such as Google or Bing. Managers must have knowledge of the platform and existing digital channels because each platform has different characteristics and audiences so that managers can design the right strategy according to the characteristics of the platform.

2. Target Audience

Managers must be able to understand and identify the audience they will target with digital campaigns. This includes age, gender, income, interests, online behavior and geographic location. If the manager is able to understand the target audience, this can help in digital marketing.

3. SEO (Search Engine Optimization)

Homestay managers must know the basic principles of *Search Engine Optimization* to increase the platform's visibility in search results such as on Google. Make sure the homestay search keyword has relevant words so it is easy to find, such as *Homestay Kuta Lombok.*

4. SEM (Search Engine Marketing)

Homestay managers must know how to use advertising paid to improve the performance of the platform used. Understand concepts such as cost per click (CPC), keywords and search engine marketing optimization.

5. Social Media Marketing

Homestay managers must also understand and study the flow of social media marketing so that it can become a reference for promoting their homestay. Through social media marketing and content marketing, homestay managers can increase awareness of homestay managers to actively utilize social media sites such as Facebook, Instagram, YouTube or other social media sites to increase occupancy, such as posting interesting photos and mentioning related hashtags. The photo will attract the interest of potential guests who will visit.

6. Content Marketing

Homestay managers can also promote their homestay through content marketing by sharing guests' activities and experiences through blogs or articles and packaging it attractively so that potential guests look for information about the destination. Apart from that, social media and content marketing can increase engagement between homestay managers and potential guests through the comments column or direct messages. This can build close relationships and involvement with potential guests so that it can encourage them to choose the homestay. Through social media and content marketing, homestay managers can also create strong branding, such as by choosing interesting content in a visual style to introduce and promote their homestay, they can strengthen the homestay's image as a destination worth visiting. Unique content can also be competitive with existing competitors.

7. Email Marketing

Homestay managers must know and understand how to manage quality emails to build relationships with customers. This includes email design, email sending schedule and message personalization.

8. Latest trends and developments

Managers must understand that digital marketing continues to develop over time, so homestay managers must be able to follow the trend and follow the platform algorithms used. Having an understanding and being able to master the aspects above will help in designing strategies that will be carried out to increase visitor occupancy.

The Effect of Online Reservations on Tourist Visits

Online reservations have had an impact *significant* towards tourism actors and the tourism industry, especially homestay managers, because overall online reservations make it easier for tourists to plan their trips to their destinations. Although there are several stages that must be fulfilled, the use of this technology provides significant benefits in increasing overall tourist access. Several aspects that can influence online reservations on tourist visits are as follows;

1. Technology and internet access

Technology and good internet access greatly influence online reservations for future tourist visits. Managers must upgrade the technology that will be used and ensure that the internet access used must have a stable network and have wide coverage to facilitate the online reservation process that will be made by tourists.

2. Ease of use of the platform
The platform used must be familiar and mastered by homestay managers. Avoid using digital platforms that are not well understood to avoid errors and obstacles when guests make online reservations. If you want to use a new platform, homestay managers must understand the procedures and characteristics of the platform.

3. Reviews and recommendations
From the reviews and recommendations available on the platform, it can be used as a reference for future consumers so that homestay operators must be responsive, positive and friendly when responding to reviews from consumers who have used their services. So this can be an attraction for consumers who will make online reservations.

4. Promotions and special offers
Homestay managers also have to be smart in reading market desires. Promotions and special offers can be an option to attract visitors to make online reservations. Offers such as discounts, holiday packages, attractive facilities can also attract potential visitors.

Based on the results of observations and interviews, researchers found that there were several homestays that experienced significant occupancy and there were also homestays that had not yet reached the maximum occupancy target. Researchers also found that there are several factors that influence this, namely as follows;

Internal factors
a. Quality of service and homestay facilities
Based on the results of observations made by researchers, there are several homestays that still have deficiencies in homestay services and facilities. The quality of service is still below standard and the room facilities are still not complete. This is very important to understand because consumer satisfaction greatly influences guest satisfaction and comfort. If guests feel satisfied and comfortable then there is no possibility that guests who have come will visit again and it will even be a place where they will often go to accommodation. Guests who have interesting experiences will definitely promote the homestay and share their experiences and activities on social media.

b. Guest Experience and Reservation Management
There are several homestays that are still not active in reservation management and there are still homestay employees who cannot respond responsively to guest requests. This could also be an obstacle to increasing their homestay occupancy.

c. Availability and easy access to reservations
The availability of rooms and clear facilities and the flexibility of online reservations will create comfort for guests to come and stay. d. Condition and cleanliness of facilities. After observing the cleanliness and facilities at the homestay, researchers still found homestay rooms such as bed floors that were still dusty, spots on the walls, bathroom ceilings that were still dirty, and there were also bed sheets and bed covers

that had stains. Meanwhile, the cleanliness of the homestay room influences the assessment and comfort of visitors. A clean and well-maintained homestay will be a plus point for guests who come to visit.

External Factors
a. Economic and travel conditions
Economic conditions and travel situations, including tourism trends in a location, can influence consumer interest.

b. Competition and Competitors
Based on the results of observations, the author found that there is competition between accommodation around homestays such as hotels and other accommodation. This can influence the existence of their homestay because many other accommodations provide and offer attractive facilities and prices so this can be a reference for homestay managers to be able to compete with other accommodations.

c. Development of tourist destinations and attractions
Destination developments and local tourist attractions can influence the interest of potential guests in coming to visit the area.

d. Tourism policies and regulations
Government policies regarding tourism regulations can influence the accommodation industry in the area. By managing to pay attention to these internal and external factors well, it will really help homestay managers to design strategies that will be applied to increase occupancy at their homestay.

5. Conclusion

Based on the results of the discussion which refers to the problem formulation described in the previous chapter, the researcher draws the conclusion that;

1. Several homestay managers carry out promotions through digital marketing. Platforms. The most widely used digital marketing by homestay managers in Kuta Lombok is the Facebook platform. This platform was chosen because the average homestay manager has a Facebook account on their smart phone and is considered to have the easiest access. Homestay managers post and promote their homestays through a Facebook group called "Living Loving Kuta Lombok Expat Community". Other platforms used by managers to market their homestays are platforms such as Agoda and Instagram. Homestay managers also collaborate with several local influencers in Lombok to promote their homestays through social media owned by local influencers. Apart from that, there are also several homestay managers who have not implemented marketing strategies through digital marketing due to their lack of knowledge about marketing through digital marketing. This also affects the occupancy rate that occurs in homestays that do not implement marketing strategies through digital marketing to be less than optimal.

2. Homestay managers who apply digital marketing in Kuta, Central Lombok experience significant visitor occupancy. This happens because of the influence

of online reservations. Several aspects that influence online reservations at homestays in Kuta Lombok, namely a stable internet network system and wide coverage, can make it easier for prospective visitors to make online reservations. The platform used has fast accessibility and is easy to operate. Mastery of platform users also plays an important role in attracting potential visitors. On the platform used, there are also reviews that can be left by tourists who have come to visit. In this review they can write about their experiences while staying at the Kuta homestay, Central Lombok. They can also provide input and complain about the management, employees and facilities available at the homestay itself. Here, platform managers must respond to reviews well to avoid negative impressions. Homestay managers also provide several offers on the platforms they use, such as discounts, holiday packages, and even extending their stay by one day.

3. There are factors that influence the level of visits to homestays in Kuta Lombok, namely internal and external factors.
    a. These internal factors relate to the quality of homestay services and facilities, guest experience and reservation management, availability and easy access to reservations, condition and cleanliness of facilities.
    b. These external factors relate to economic and travel conditions, competition and competitors, development of destinations and tourist attractions as well as tourism policies and regulations.

Based on the conclusions above, it can be recommended to homestay managers to pay attention to the steps they will take when implementing a digital marketing system through online reservations, namely as follows;

1. Homestay managers must have prior knowledge of the platform that will be applied for online reservations.
2. Homestay managers must ensure that the network and internet access are stable.
3. Homestay managers must update and upgrade their knowledge regarding digital marketing.
4. Homestay managers must be able to identify factors that influence the occupancy of visiting guests, both internal and external factors.

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