



RESEARCH ARTICLE

Marketing Strategies to Increase Visits to Natural Tourism and Promote Local Products

Moh. Samsul Arifin ^{1*} | Heny Hidayati ² | Elizabeth ³ | Faizatul Fajariah ⁴ | Ita Nurcholifah ⁵

^{1*} Financial Management Study Program, Universitas Islam Zainul Hasan Genggong, Probolinggo Regency, East Java, East Java, Indonesia.

^{2,5} Sharia Business Management Study Program, IAIN Pontianak, Pontianak City, West Kalimantan, Indonesia.

³ Management Study Program, Universitas Budi Luhur, South Jakarta, Special Capital Region of Jakarta, Indonesia.

⁴ Management Study Program, Sekolah Tinggi Ilmu Ekonomi AMM, Mataram City, West Nusa Tenggara, Indonesia.

Correspondence

¹ Financial Management Study Program, Universitas Islam Zainul Hasan Genggong Probolinggo Regency, East Java, Indonesia.
Email. mohsamsularifin70@gmail.com.

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Universitas Islam Zainul Hasan Genggong.

Abstract

Marketing strategies in the tourism business are essentially centered on creating, managing, and communicating a high-value experience, because the product being sold is not a physical object but rather memories and emotional satisfaction. In a highly competitive industry landscape, a tourism business must be able to build a strong and unique brand identity to be instantly recognizable amidst a sea of other destination options. The purpose of this research is to describe marketing strategies to increase visits to natural tourism and promote local products. This presentation is explained using a descriptive approach. This descriptive approach uses secondary data such as books, journals, and related sources. The research results show that developing a marketing strategy to increase visits to natural tourism while promoting local products is a smart move. The two have a symbiotic relationship: natural beauty attracts tourists, while unique local products provide authentic experiences that encourage them to spend more. A comprehensive marketing strategy that combines the promotion of natural tourism destinations and the economic empowerment of local products includes branding and positioning strategies, digital and content marketing, and on-site experiences.

Keywords

Marketing Strategies; Natural Tourism; Promote Local Products.

1 | INTRODUCTION

Marketing strategies in the tourism business play a vital role because the products offered are intangible and highly dependent on consumer experiences and perceptions (Mariani *et al.*, 2023; Tambunan *et al.*, 2024). In the modern era dominated by digital technology, the success of a destination or tourism service provider is largely determined by their ability to build a compelling narrative through comprehensive digital marketing. This begins with the use of social media and interactive websites that serve as visual showcases, where tour operators authentically present the natural beauty, cultural uniqueness, or comfort of facilities to spark travel desires in potential tourists. In addition to aesthetically pleasing visuals, this strategy requires search engine optimization to ensure that digital platforms are easily found when potential consumers search for vacation resources. Positive reviews from previous visitors are also a valuable asset in strengthening market trust, given that today's travelers tend to conduct in-depth research and rely heavily on recommendations from fellow travelers before making purchasing decisions.

On the other hand, effective tourism business marketing must not overlook the importance of product differentiation and sharp market segmentation (Utama, 2017). Managers cannot treat all travelers the same; instead, they must be able to design personalized travel packages tailored to the preferences of specific groups, such as adventure tours for the younger generation, wellness tours for the upper class, or educational tours for families. This personalized approach is then reinforced with dynamic and flexible pricing, adjusted to the visiting season, to maintain occupancy rates while maximizing profits. To expand market reach, strategic collaboration with various parties in the tourism ecosystem, such as airlines, hotels, content creators, and online travel agents, is essential to create mutually beneficial joint promotional programs. Through a thorough integration of digital visual appeal, an understanding of audience characteristics, and synergy between industry players, tourism business marketing strategies can not only attract first-time visitors but also successfully foster long-term loyalty that encourages repeat visitors.

Marketing strategies in the tourism business are essentially centered on creating, managing, and communicating a high-value experience, because the product being sold is not a physical object but rather memories and emotional satisfaction. In a highly competitive industry landscape, a tourism business must be able to build a strong and unique brand identity to be instantly recognizable amidst a sea of other destination options. This uniqueness can be derived from local cultural heritage, untouched natural beauty, and excellent service standards not found elsewhere. Once this identity is successfully formulated, the next crucial step is to develop a creative storytelling strategy or narrative that is consistently delivered through digital platforms. This narrative must be able to touch the psychological side of potential travelers, making them feel that visiting the destination is the answer to their need to unwind, seek new adventures, or spend quality time with loved ones. Tactical implementation of this strategy requires a comprehensive and integrated mastery of the digital ecosystem (Yacob *et al.*, 2021). This involves the use of high-quality, interactive video content, the use of social media algorithms to reach specific audiences, and the application of artificial intelligence to manage initial communications with potential customers, such as smooth ticket bookings and responsive information services. More than just one-way promotion, modern tourism marketing relies heavily on user-driven content marketing, where honest reviews, photos, and videos shared by satisfied travelers serve as a far more credible promotional tool than conventional advertising. The purpose of this research is to describe marketing strategies to increase visits to natural tourism and promote local products.

2 | BACKGROUND THEORY

2.1 Marketing Strategies

A marketing strategy is the primary foundation for any organization in understanding, reaching, and retaining customers in a constantly changing and competitive market landscape (Dewi *et al.*, 2024). Essentially, this strategy involves an in-depth analytical process to identify the specific needs of the target market, followed by the development of integrated tactics to effectively convey the value of the product or service. Companies must be able to map their internal strengths and align them with external opportunities to design a targeted marketing mix, from innovative product creation and competitive yet profitable pricing to efficient distribution channel selection and creative promotional campaign implementation. In today's modern era, marketing strategies no longer focus solely on one-time transactions but rather on building meaningful, long-term relationships with consumers through a more personalized, data-driven approach. The success of this strategy depends heavily on a business's ability to remain flexible and adaptive to shifts in consumer behavior, economic dynamics, and developments in digital technology, ensuring that brands are not only recognized but also able to foster strong and sustainable loyalty in the eyes of the public.

2.2 Natural Tourism

Nature tourism is one of the best escapes from the hustle and bustle of daily routines, which can often be tedious and

stressful. By exploring various open destinations such as majestic mountains, expansive white-sand beaches, and lush tropical rainforests, humans are given the opportunity to reconnect with the rhythm of the earth. Fresh air free from city pollution instantly refreshes the lungs, while the expansive green landscapes provide instant relaxation for tired eyes and minds. This activity isn't just about taking a stroll to enjoy the scenic beauty; it engages all our senses, from listening to the natural symphony of trickling river water and birdsong to feeling the cool night breeze at high altitude. Essentially, this direct interaction with a pristine ecosystem can evoke a deep sense of awe for the majesty of the universe and stimulate the body's happiness hormones (Dahoklory *et al.*, 2022).

2.3 Promote Local Products

Promoting local products plays a vital role in driving the national economy and building a strong cultural identity amidst the onslaught of the global market (Yacob *et al.*, 2021). When people actively choose and celebrate domestically made products, this becomes more than just a simple buying and selling activity, but a manifesto of support for the creativity and sustainable livelihoods of artisans and small and medium-sized businesses in their area. A crucial first step in marketing this uniqueness is crafting a compelling narrative about the product's origins, its cultural values, and the dedication of its makers, which often cannot be replicated by foreign mass manufacturers. In this rapidly evolving digital era, the use of social media platforms and online marketplaces has become a key bridge to expanding market reach from local to national and even international. Through aesthetic visuals and an interactive digital marketing approach, local products are able to compete directly and demonstrate that their quality is on par with leading global brands. Beyond leveraging sophisticated technology, successful promotions also depend heavily on synergistic collaboration between various parties, including the government, creative communities, and influential public figures.

3 | METHOD

This presentation is explained using a descriptive approach. A descriptive approach is an analytical method that aims to describe, explain, and map the characteristics of a phenomenon, situation, or population as they are without attempting to establish causal relationships or test specific hypotheses (Kurdhi *et al.*, 2023). In the realm of research and scientific studies, this approach focuses on the what, who, when, and where of an event, allowing researchers to present a complete and in-depth portrait of the reality being observed. The data collection process often relies on instruments such as direct observation, in-depth interviews, questionnaires, and documentary studies to capture important details that cannot be overlooked. The main advantage of this method lies in its ability to objectively identify patterns, trends, and behaviors that appear on the surface, which then serve as a crucial foundation for developing new theories or as a preliminary step before conducting more complex experimental research. However, the descriptive approach also requires great care from the observer to avoid introducing personal bias or subjective judgments that could distort the authenticity of the field data, as the essence of this approach is to act as a mirror that reflects the true state of the object being studied transparently and accurately.

This descriptive approach uses secondary data such as books, journals, and related sources. Secondary data is data obtained by researchers indirectly from their research objects, but rather through intermediaries that have been previously collected and recorded by others (Pandiangan, 2023). In the academic and scientific research realm, the most frequently relied upon secondary data sources include textbooks, scientific journals, periodicals, theses, dissertations, and various official archival documents. Textbooks and monographs serve as a strong theoretical foundation because they comprehensively present concepts, methodologies, and the historical development of a scientific discipline. Meanwhile, scientific journals offer more dynamic information updates because they contain the latest research results that have undergone a peer-reviewed process, thus ensuring the validity and topicality of their data to support the urgency of new research. In addition to these two primary sources, reference articles from government statistical agencies, encyclopedias, and industry reports are also frequently used to provide macro context or support large-scale quantitative data. The existence of this secondary data is crucial because it allows researchers to save significant time, effort, and costs compared to having to collect all the raw data from scratch independently. Nevertheless, researchers are required to remain critical in selecting these secondary sources by checking the credibility of the author, the reputation of the publisher, and the relevance of the year of publication to avoid bias or outdated information that could weaken the quality of the analysis in the research being conducted.

4 | RESULTS AND DISCUSSION

4.1 Results

4.1.1 Natural Tourism and Promote Local Products

The development of the natural tourism sector plays a crucial role in spurring regional economic growth and serves as a focal point for the promotion of various local products. When a natural tourism destination becomes well-known and visited by many tourists, the surrounding area automatically transforms into a vibrant potential market for micro, small, and medium enterprises (Pandiangan *et al.*, 2025). Tourists who come to enjoy the beauty of mountains, waterfalls, or beaches not only seek refreshment but also bring a strong desire to bring home something unique from the region, whether it be authentic handicrafts, traditional clothing, or unique local culinary products. This harmonious integration of natural beauty and local wisdom creates a mutually beneficial value chain, where the beauty of the ecosystem acts as a primary attraction, drawing the masses, while local products represent culture, adding value to the tourist experience (Utama, 2017).

Optimizing the promotion of local products in natural tourism areas requires creative marketing strategies that blend seamlessly with the surrounding environment to create a lasting impression on visitors. Through aesthetically pleasing stall layouts and education about environmentally friendly product manufacturing processes, local artisans and producers can engage the emotional side of modern consumers, who are increasingly concerned about sustainability issues. Utilizing social media, showcasing stunning natural panoramas while showcasing local products, has proven highly effective in expanding market reach, both nationally and internationally. Strong synergy between tourism destination managers, indigenous communities, and local governments in organizing cultural festivals or regular product exhibitions in tourist areas not only increases sales volume immediately but also builds a strong brand identity for the region, ensuring that local products remain sought after and in demand even after tourists return home.

The link between the nature-based tourism sector and strengthening the community's creative economy through local commodities reflects an interdependent ecosystem that has a significant multiplier effect on rural areas. Nature tourism managed with sustainable principles not only functions as an environmental preserver but also operates as a new center of economic growth that stimulates capital circulation at the grassroots level. The presence of a consistent flow of tourists to a destination directly creates an organic market space for local communities to promote local produce, processed foods, and handicrafts without having to go through a long and costly distribution chain. This relationship creates a positive interdependence, where the preservation of natural scenery is the primary factor in attracting visitors, while the uniqueness and quality of local products reinforce the attraction, distinguishing the destination from other tourist destinations in other regions.

To maximize this economic potential, strategies for promoting local commodities in tourist areas must shift from conventional methods to a more narrative approach that prioritizes direct experiences for travelers. Today's tourists no longer simply seek finished goods; they deeply value the stories behind a product's creation, from the origins of environmentally friendly raw materials harvested from the surrounding environment to the handicrafts of local artisans passed down through generations. Therefore, providing interactive workshops around tourist areas, where visitors can observe or directly participate in the process of making woven fabrics, weaving bamboo, or brewing specialty local coffee, is a powerful promotional tool. This authentic experience not only increases the perceived value and selling price of the product itself but also creates a deep emotional bond for tourists, giving them a sense of pride and a real contribution to supporting the well-being of the local community and preserving local culture.

The long-term sustainability of this integration ultimately hinges on the adoption of digital technology and adaptive cross-sector collaboration. Promotion of local products should not stop when tourists leave the destination's gates, but must continue through the creation of a digital marketplace ecosystem integrated with the destination's natural identity. The use of quick response codes at each souvenir center, directly linked to the official online stores of local micro, small, and medium enterprises, allows for ongoing transactions even after the holiday season is over. Supported by aesthetically pleasing visual campaigns on social media that utilize the beauty of the natural scenery as a backdrop for products, a regional brand identity can be built more solidly and professionally. A strong synergy between community digital innovation, government quality improvement, and the commitment of tourism managers to preserving the natural environment will ensure that natural resources remain sustainable and become a driving force for independent economic prosperity for local communities.

4.1.2 Marketing Strategies to Increase Visits to Natural Tourism and Promote Local Products

Developing a marketing strategy to increase visits to natural tourism while promoting local products is a smart move. The two have a symbiotic relationship: natural beauty attracts tourists, while unique local products provide authentic experiences that encourage them to spend more. A comprehensive marketing strategy that combines the promotion of natural tourism destinations and the economic empowerment of local products includes branding and positioning strategies, digital and content marketing, and on-site experiences.

1) Branding and Positioning Strategies

Branding and market positioning strategies are crucial foundations that determine how a business is perceived by consumers amidst increasingly fierce industry competition. This process begins with the formation of a strong and authentic brand identity, where companies must be able to formulate core values and a vision that differentiate their products from competitors (Dahoklory *et al.*, 2022). Once this identity is established, the next step is to design an appropriate positioning strategy in the minds of the target market. This positioning is not simply about being the best, but about being different and relevant to the specific needs of consumers, whether through competitive pricing, superior quality, or consistent added functional and emotional value. For this strategy to succeed long-term, consistency across all marketing communication channels is essential to building customer trust and loyalty. Every interaction between consumers and the brand, from packaging design and digital campaigns to after-sales service, must reflect the positioning message established from the outset (Pandiangan *et al.*, 2024; Tambunan *et al.*, 2025). Companies are also required to adapt to changing market trends and consumer behavior without losing their authentic brand identity. Through the harmonious integration of in-depth branding and sharp market positioning, a business will not only successfully attract new consumers but also maintain its relevance and market dominance in various economic situations.

2) Digital and Content Marketing

Digital marketing and content marketing are two inseparable elements in the modern business ecosystem because they complement each other to build strong relationships with consumers in the digital realm. When a company decides to enter the online market, digital marketing acts as a broad umbrella that provides various infrastructure and channels, from search engine optimization and paid advertising to social media management. However, all of these physical channels will be empty without the presence of relevant and valuable content. This is where content marketing plays a central role as the soul of the strategy. Through an approach focused on creating engaging, educational stories that address audience needs, companies no longer simply force people to buy, but rather engage them voluntarily, finding the information helpful. This process creates a seamless consumer journey, where potential buyers, initially searching for solutions online, are gradually captivated by informative blog articles, interactive video tutorials, or inspiring social media posts, ultimately placing their full trust in the brand (Dewi *et al.*, 2024). The key advantage of this integration is the ability to accurately track and measure every interaction, allowing businesses to understand audience behavior more deeply and continually adapt their narratives to stay relevant amidst fierce market competition. Ultimately, a solid combination of tactical digital marketing distribution and in-depth content marketing goes beyond simply boosting sales figures in the short term, but also serves as a key foundation for building long-term customer loyalty and strengthening brand identity in the ever-changing digital age.

3) On-site Experiences

Experience at marketing locations provides a profound understanding of the dynamics of direct interactions between producers and consumers in the field. When directly at the center of market activity, a marketer is not only tasked with offering products but also with carefully observing consumer behavior, preferences, and psychological responses when confronted with an offer (Utama, 2017). The atmosphere at marketing locations is often filled with uncertainty and opportunity, where persuasive interpersonal communication is key to attracting visitors amidst fierce competition. The biggest challenge often faced is how to build trust quickly and read potential buyers' body language to determine the most appropriate approach. Through this process, marketers can directly understand customers' top complaints, which product features are most in demand, and how price sensitivity influences their final decisions. Furthermore, the dynamics in the field also force marketing teams to think quickly and adaptably, changing communication strategies if the initial approach is deemed ineffective (Yacob *et al.*, 2021). Ultimately, all of this hands-on experience on the marketing floor yields qualitative data that is far richer and more valuable than mere statistics on paper, as this is where the essence of a marketing strategy is tested in real-world market conditions.

4.2 Discussion

The implementation of a comprehensive and measurable marketing strategy plays a crucial role in creating a significant multiplier effect for increasing visits to nature tourism while expanding the market for local products. When a nature tourism destination is packaged with a strong visual narrative through digital branding, social media-based promotions, and collaboration with content creators, the area's ecological appeal transforms into a magnet capable of reaching a wider audience of domestic and international tourists. This increased flow of visitors automatically creates a huge potential market right at the destination, where tourists come not only for visual experiences but also for cultural authenticity through local products such as handicrafts, culinary specialties, and regional agricultural commodities. A smart marketing strategy will intentionally integrate local products into the entire tourism experience chain, for example, by making business centers mandatory stops, developing educational tour packages based on product creation, or using local products as official souvenirs from the destination (Dahoklory *et al.*, 2022).

Furthermore, the synergy created by this integrated marketing can build sustainable economic independence for communities surrounding nature tourism areas. When nature tourism promotions successfully increase occupancy rates and visitor volume, demand for local products will surge, which in turn encourages local businesses to improve quality

standards, packaging innovation, and production continuity to compete in a broader market. In the long term, the success of this marketing strategy goes beyond generating short-term financial gains; it also strengthens regional identity, preserves cultural and natural heritage, key assets, and reduces the community's economic dependence on exploitative sectors that damage the environment. Through an integrative marketing approach, nature tourism and local products can grow hand in hand, with natural beauty acting as a gateway to opportunities, while local products serve as a strengthening pillar, providing added value and lasting memories for every visitor.

A well-designed marketing strategy serves more than just a conventional promotional tool; it also serves as the primary architecture connecting a destination's ecological potential with the surrounding creative economy ecosystem. When a natural tourism area is marketed by emphasizing its unique landscape, environmental sustainability, and authentic adventure value, the campaign indirectly builds an exclusive image that differentiates it from manufactured destinations. The psychological effect of this narrative-based marketing is able to filter and attract a quality segment of tourists, namely those with higher purchasing power and a strong concern for environmental and cultural issues. The presence of tourists with this profile is a key asset for the sustainability of local products, as they tend to seek products with a story, historical value, and a direct contribution to the welfare of indigenous communities or local residents, rather than simply cheap mass-produced commodities.

In more aggressive implementations, modern marketing strategies utilize horizontal integration, forcing local products to become an integral part of the visual identity of the natural tourism destination itself. For example, local product outlets are strategically placed along tourist exit routes or packaged within periodically promoted cultural festivals globally, so that every tourist activity intersects with creative product exhibition spaces. This pattern creates direct interactions that trigger spontaneous purchasing decisions while simultaneously building long-term brand loyalty through the sensory experiences tourists experience when consuming local cuisine or observing the process of making traditional crafts. Digital marketing that leverages big data also enables destination managers to map visitor preferences, allowing local product promotions to be personalized to specific tourist interests, such as offering organic herbal products to nature-loving communities or traditional textiles to art collectors.

The sociological and economic implications of this integrated marketing create a robust and resilient microeconomic structure at the grassroots level (Utama, 2017). The surge in demand driven by massive promotions forces local artisans, farmers, and culinary entrepreneurs to make qualitative leaps in production standardization, packaging aesthetics, and the use of digital payment technology to meet modern market expectations. This process of modernizing local businesses occurs without diminishing the authenticity of the products, as sound marketing strategies emphasize traditional aspects as a key selling point. Ultimately, the success of this integrated marketing is able to break the chain of poverty in the tourism buffer areas by creating new job opportunities, reducing urbanization rates, and triggering the birth of a generation of young entrepreneurs who are proud of the potential of their own region, while ensuring that natural sustainability is maintained because the community directly feels the financial benefits of the natural beauty they care for.

5 | CONCLUSIONS AND FUTURE WORK

The research results show that developing a marketing strategy to increase visits to natural tourism while promoting local products is a smart move. The two have a symbiotic relationship: natural beauty attracts tourists, while unique local products provide authentic experiences that encourage them to spend more. A comprehensive marketing strategy that combines the promotion of natural tourism destinations and the economic empowerment of local products includes branding and positioning strategies, digital and content marketing, and on-site experiences. Start by mapping potential. Identify which local products are most marketable, in terms of packaging and production capacity, and connect them to the busiest points in the natural tourism area.

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