

ABSTRACT

The utilization of big data analytics in tourism marketing is an innovation to maximize the effort of promoting tourist destinations in more effective way. Big data allows for flexibility when analyzing data sets that can easily scale or expand variables or cases, which can be valuable for developing and promoting destinations and have good knowledge in the thoughts and demands of tourists in those destinations. The Minister of Tourism and Creative Economy of Republic of Indonesia gave an instruction to Indonesian Tourism Official to utilize big data analytics in promoting Indonesian tourism destinations as one of tourism sector innovations recovery strategies from Covid-19 pandemic. Bantul Regency is one of the most popular tourism destinations in Indonesia and the regency experiences the negative impacts of Covid-19 pandemic in its tourism sector. The local tourism office follows the Minister instruction by taking initiatives to do big data analytics in promoting regency's tourism destinations. However, this innovation requires the authorities' capability in adapting with digital technologies and establishing a good data management. This study aims to understand how big data analytics contributes to the promotion of tourist destinations in the Bantul Regency and how far Bantul Regency uses big data as a method of tourism promotion. The method used in this study is a qualitative descriptive method with data collection techniques through in-depth interviews. There were five informants in this study which include 2 people from Bantul Regency Tourism Officials and 3 people are the stakeholders of Bantul Regency Tourism Sector. Based on the result of the study, it can be concluded that the capability of a tourist destination in establishing the integration of tourism data determines the success of utilizing big data analytics in tourism marketing, and the utilization of big data analytics in Bantul Regency tourism marketing still remains in the basic level. Although then, Bantul Regency Tourism Office has produced some studies related to its tourism market and strategies to adapt with digital technologies and big data analytics.

Keywords: *Tourism, Marketing, Big data analytics, Bantul Regency, Covid-19*