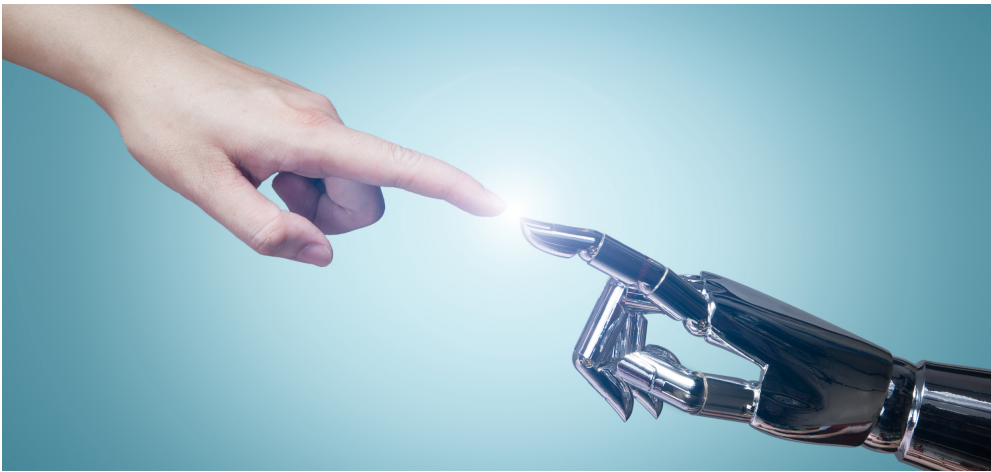


FROM EDITOR-IN-CHIEF'S KEYBOARD

*Hello 2023!!! The year with greater complexity and excitement.
Are we prepared for all the transitions, advancements, and
instabilities?*



Numerous academicians and industry professionals have forecast that the economy will deteriorate as a result of the war crisis, the covid-19 outbreak, the rising cost of raw materials, climate change, and technological disruption. Not even Our DREAM Journal is exempt. My colleagues and I must work quickly to ensure that all issues and creative work innovations adhere to the newest trends and versions.

Through revolutionary culture to out-of-this-world innovations, this issue honours innovators and their insatiable desire to challenge the status quo. The alternative paradigm for virtual tourism and digital marketing was emphasised in an article by Stefanus Rumangkit and Antonius Satria Hadi (page 01-11). Website design, social media marketing, search engine optimization, email marketing, and affiliate marketing are the components of digital marketing. Many variables, including online destination knowledge, online destination authenticity, entertainment, enjoyment, and international virtual heritage tourism, exist within this conceptual framework.

Because of this ongoing transformation, digital marketing has a solid and exciting future. As the digital marketplace continues to expand, it is expected that the remaining 23% of businesses will follow suit, bringing the total number of businesses using industry-standard content marketing tactics to nearly 77%. Excited right?? Check out more on the introduction to our issue for the year 2023. Enjoy your reading and life to the fullest!

Sentosa I.

ASSOC. PROF. DR. ILHAM SENTOSA
Editor-in-Chief



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