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Article Title

## Storynomic Tourism Strategy: Promotion of Storytelling-Based Tourism Destinations

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## ABSTRACT

*This study aims to examine and analyze how the story attached to Luwu Regency becomes a strategy in destination marketing with a storynomics approach. The type of research used is descriptive with a content analysis approach. The quantitative descriptive content analysis method is carried out to produce objective and systematic data. The data obtained is then analyzed in three stages: data reduction, data display, and drawing conclusions. The study shows that folklore from Luwu Regency, which is strong among the people, is a tourist attraction. The power of folklore and other supporting aspects and their relation to storynomics can be used as an effective marketing strategy for destinations in Luwu Regency. This concept not only conveys folklore but how visitors experience when visiting with detailed information about Luwu Regency. This information can enrich understanding, and tourists will get experience. It is this tourist experience that will build a strong memory of a destination which will directly or indirectly have an impact on return visits (revisit). One of the benefits of the storynomics approach is a provision for members of the Tourism Awareness Group or local tour guides to be said to tourists. Second, storynomics can be used to explore and organize new tourist attractions related to stories or myths. Third, storynomics helps preserve oral traditions and local wisdom through written texts. Fourth, storynomics can be an enrichment material in local HR empowerment programs to know the rich stories of their village.*

*Keywords:* Promotion; Storytelling; Storynomic Tourism; Tourism Destinations.

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## INTRODUCTION

Storynomics tourism is a new style of promoting tourism and the country's creative economy (Hanidar et al., 2022). Innovation with the storynomics tourism approach is expected to attract foreign tourists to Indonesia. The storynomics tourism approach will help build tourists' interpretations and imagination of a tourist attraction (Sari et al., 2022). For example, storynomics tourism in the Likupang region, North Sulawesi. Apart from legends or folklore, storynomics tourism can also depart from historical stories. A place with a big historical story has the potential to be developed with a storynomics tourism approach to attracting tourists (Murti et al., 2022).

Realizing storynomics tourism in Indonesia is not difficult. It is because every tourist destination in Indonesia has its own historical, cultural, geological, and geographical values (Nafila, 2013). This uniqueness has become a high price in promoting Indonesia's charm through storynomics tourism. The advantage of the storynomics tourism approach lies in encouraging tourists to come and in giving appreciation for historical values that are still being preserved. In addition, tourists don't just know tourist places and objects but want to investigate deeper about the story behind them (Wuryanta, 2012). Therefore, this approach will increase the awareness and experience of tourists towards a tourist destination.

The storynomics concept is quality promotional communication in the tourism sector that can convince tourists to visit tourist destinations (Hutagalung et al., 2021). Each tourist destination must have a different historical, geological, to geographical heritage. Interesting stories behind tourist destinations will make tourists visit and

spend more time. In this case, they will explore tourist areas to the fullest to gain new knowledge and experience and finally provide testimonials or recommendations to others.

The storynomics tourism program will also be developed in 244 tourist villages, becoming a priority for the Ministry of Tourism and Creative Economy in 2020-2024. The Ministry of Tourism and Creative Economy also coordinates with related ministries and agencies. Furthermore, the Ministry of Tourism and Creative Economy also maximizes coordination with local governments, local communities, village-owned enterprise (BUMDes), and Tourism Awareness Groups in managing Super Priority Destination areas. In addition, the Ministry of Tourism and Creative Economy, together with other government agencies, will also encourage various tourist attractions to always comply with health protocols.

Storynomics is a tourism approach emphasizing narrative, creative content, living culture, and cultural strengths as promotion keys ([Mukaromah, 2022](#)). Examples are the medium of film, social media such as Instagram stories and Facebook uploads, animation to virtual reality, and augmented reality technology.

Storynomic Tourism can create an attraction for tourists to visit. One is the Lapandoso site in Bua District, Luwu Regency, South Sulawesi. Usually, tourists visit Lapandoso only for photos and posts on social media. In the future, the government wants to increase narratives such as how this village used to be part of an important route in spreading the religion of Islam in South Sulawesi. How did this village act as the landing of 3 Datu who spread Islam? With this story, there is storytelling where there are stories of sites related to traces of Islam in Tana Luwu in the form of mosques and former boats.

The tourism sector is Indonesia's national development priority, besides food, energy, maritime, and industrial zones & Special Economic Zones. Indonesia has a unique and diverse culture and hundreds of tribes. According to data from the Central Bureau of Statistics, 1340 ethnic groups live in various parts of the archipelago ([Na'im & Syaputra, 2012](#)). Each tribe has a religious background, cultural customs, and social conditions, along with the natural tourism potential spread in every province in Indonesia. What is interesting in this study is the existence of the Sawerigading myth in the Lagaligo epic in Luwu Regency as a historical and cultural tourist destination that is very thick with its folklore. This folklore is part of the cultural heritage based on local cultural values.

A story with economic value can attract people's interest in buying. With the condition of a tourism destination, this story of economic value is folklore that can attract tourists to decide to visit. Folklore is a story that was born, lived, and developed

in society, passed on by word of mouth, and spread by one person to another through word of mouth (Hasanah & Andari, 2021). One of the folklore in Luwu Regency is the Legend of Sawerigading. Storytelling can significantly increase Luwu Regency's Local Revenue (PAD).

The Luwu community also has many relics as cultural heritage, including a wealth of texts or manuscripts of oral literary works such as *sumengo* (songs), *ule-ulean* (poems), and *carita* (myths, fairy tales, and legends). Luwu folklore is very diverse, including myths, legends, and fairy tales which tell a lot about the origins of an area and are usually portrayed by humans with magical powers and supernatural powers (Herlina & Rasyid, 2022). Luwu folklore contains many messages, which are noble values in life that have been passed down from generation to generation as contained in folklore.

The tourist concept of Storynomic Tourism is a tourism communication approach that prioritizes narrative, creative content, and historical and cultural forces (Sukmadewi, 2021). Currently, the Ministry of Tourism and Creative Economy is promoting this concept in one of Indonesia's tourism development and promotion strategies. Luwu still exists with the identity of the oldest kingdom and the first kingdom that embraced Islam in South Sulawesi, with the discovery of the old Jami mosque built in 1603, an ancient site whose spiritual energy is still "alive" today.

With Storynomic Tourism based on the richness of Indonesian culture, regional tourism promotion will be carried out with storytelling narratives packaged in interesting content related to local wisdom culture in tourist destinations in Luwu Regency, where Luwu Regency has an innate legend that can launch a marketing strategy with the Storynomic Tourism approach.

In connection with the existence of many folklore, myths, and legends in Luwu Regency, this study aims to examine and analyze how stories attached to Luwu Regency become a strategy in destination marketing with a storynomics approach.

## **METHOD**

The type of research used is descriptive with a content analysis approach (Muzakkir, 2015). This research will explore data and information related to narratives or stories constructed or developed in the research object, namely Luwu Regency. This study uses a quantitative descriptive content analysis method to produce objective and systematic data so that storytelling can be explored more deeply. According to Krippendorff (2004), the content analysis aims to provide knowledge, new insights, representation of facts, and practical guidance for action. The data obtained is then analyzed in three stages: data reduction, data display, and drawing conclusions.

Meanwhile, to test the validity of the data, researchers used triangulation in analyzing the subject's answers by testing the truth with available empirical data (other data sources) by cross-checking the subject's answers with existing documents.

## **RESULTS AND DISCUSSION**

### **A. Storynomic Tourism**

The storynomics concept is closely related to conveying messages to tourists ([Andiani et al., 2022](#)). The tour guide is the party that plays the most role in conveying this message. In a broad context, the function of a tour guide is not only to guide tourists during a tour but also to convey various information regarding destinations from various points of view. Another ability that must be possessed is the ability to interpret.

Storynomics Tourism is a new style of attracting many foreign tourists. However, the Indonesian nation is still in an atmosphere of overcoming the Covid-19 Pandemic. However, bringing in foreign tourists to Indonesia is a step that must be taken. Moreover, the paralysis of tourism has a real impact on people's income.

Therefore, an increase in the promotion and participation of private business actors is urgently needed. Promotion is a short-term incentive to encourage purchasing or selling a product or service. Promotion is an effort to adjust tourism products to tourist demand so that the product becomes more attractive. The keywords in a tourism promotion effort are tourism products that are always packaged with a model that can attract tourists so they are interested in buying. Meanwhile, tourism is not a natural product but must be developed, regulated, and managed by people and organizations with various interests. Promotion is one of the activities within the scope of Public Relations. In this case, government Public Relations is formed to publish or promote government policies, plans regarding rules and legislation, and everything that affects people's lives.

On the other hand, the storynomics tourism approach emphasizes narrative, creative content, living culture, and cultural strengths, as well as utilization with a cooperation scheme between the Government and Business Entities or, in general, more commonly known as the Public-Private Partnerships scheme. In this case, to build entertainment centers, such as theme parks which will absorb many tourists.

Efforts to improve tourists' interpretation of a tourism destination are in line with government policies that will change the focus of Indonesian tourism policy: quantity tourism (number of tourists) to quality tourism (tourist quality). Quality tourism is closely related to basic matters such as cleanliness, health,

safety, and environmental sustainability (Nurhidayati, 2015). CHSE-based health protocol (Cleanliness, Health, Safety, and Environmental Sustainability), including amenity revitalization.

Prideaux et al. (2006) describes interpretation as a special type of communication that is highly relevant to tourism. According to him, the importance of interpretation is seen in activities such as tours, presentations, and educational programs conducted in museums, art galleries, information centers, wildlife parks, zoos, national parks, and other protected environments. The person who carries out interpretation activities is called an interpreter. The role of an interpreter is indispensable for tourism activities. Resource interpretation links visitors to the meaning and spirit of a tourist spot (Benton, 2020).

## **B. Brand Storytelling**

Salzermorling & Strannegar in Faggidae et al. (2019) stated that storytelling is a medium of communication in the form of stories or narratives, which use various elements. Storytelling in brand marketing takes the form of a narrative. Storytelling connects brand and company philosophy in making products and describing production activities.

Storytelling is a form of communication that emphasizes stories. Stories communicate how and why life changes (Fryer, 2003). A story is a development of substance anchored to a problem, which can bind the feelings and understanding of the audience. Storytelling is an effective tool, but stories must be picked accurately and adapted to the circumstances. Some goals that can be achieved through storytelling are to spark activity, convey identity, transmit rewards, energize change, tame wine, share learning, and lead individuals into the future.

Lindsay (2015) suggests at least seven pillars companies or brands must pay attention to in communicating storytelling: Emotion, Plot, Structure, Voice, Hero, Villain, and Conflict. The seven pillars form a storytelling style that describes how an object wants to be understood by its target audience through text, images, or sound.

## **C. Storytelling Potential in Luwu Regency**

Presentation of appropriate information or stories as storytelling is needed to arouse the imagination of tourists. Storytelling is an activity or activity in the form of art by retelling a story in the form of a legend or fable in an interesting way, which can be done by telling stories or storytelling. Narrative products can be historical documents that examine the values or significance of their cultural heritage and are packaged in an interpretation in the form of narratives and

storylines. This narrative product includes several related destinations based on the same grand narrative. From this narrative product, it is then revealed to be a detailed tourism product per destination.

The inheritance of folklore is no longer just an ancient and outdated cultural heritage. The out-of-fashion impression of oral traditions has been indisputable since the use of folklore or oral traditions as tourism branding. The link between folklore and tourism has been going on for a long time, especially in Luwu Regency. Narratives related to the formation of the Luwu Regency, the To Manurung myth, and the Lagaligo epic are often told by tour guides when accompanying tourists when traveling around Luwu Regency.

Folklore, if packaged interestingly, will be economically beneficial. The folklore has been processed into storynomics to be used as tourism branding. Storynomics Tourism of Luwu Regency from various story perspectives. There are several legendary stories with a background in Luwu Regency that the public should know:

1. History of the Luwu Kingdom;
2. *Tandampalik* Princess;
3. *To Manurung ri Luwu*;
4. Bubun Datu is in Puty Village, Bua Sub-district, Bubun Datu or Datu well is believed by the community of Luwu as a sacred well;
5. *Buntu Lebani* Site, Tanete Sarangallo Village, Seppon Sub-district, North Belopa Regency;
6. *Epos I Lagaligo*;
7. The Tradition of *Mappasorong*;
8. The Origin of *Tongkonan* Bastem;
9. The Myth of the *Kamadikan Langi* in Bastem;
10. Sinaji Village;
11. The Legend of *Sawerigading* and *We Tenriabeng*.

Talking about Sawerigading, people's memories will be focused on Luwu as the oldest kingdom in South Sulawesi. In addition, Luwu is the owner of the umbrella of the Opu country's greatness, the Datu's reign, the creation of Bessi Lu', and the birthplace of the myths of Lagaligo and Sawerigading. Therefore, this narrative is a source of various cultures and the history of civilization in South Sulawesi and even the Archipelago and ASEAN. Besides Luwu, Sawerigading is always associated with Wajo, Bone, Soppeng, Kaili, Tolaki, Gorontalo, Barru, and other areas.



However, it must be admitted that the Sawerigading myth is so widespread geographically that it is not only limited to certain areas as described above. This myth was born and also developed in several corners of the village, which so far have yet to be known by the general public due to the role of sacred myths, sacred within the framework of religious stories. This condition, in the end, becomes one of the triggers for shifting cultural values in the midst of the supporting and worshiping community because they are shunned by the people who should be their heirs.

The traces of the Sawerigading myth in Luwu, Bulukumba, Sinjai, Bone, and other areas in Sulawesi can be used as tourist attractions. The combination of natural beauty with cultural wealth, even though it is a myth, still has the potential to become a tourist icon.

The development of tourism with the branding of the folklore I Lagaligo also provides a return benefit to the story; that is, it is increasingly known by the public, and even the community creatively creates fragments of the Lagaligo theater. The folklore of Sawerigading and Lagaligo has become tourism branding, which brings economic benefits. These folktales are increasingly popular and enduring and contribute to economic development.

The use of folklore in tourism activities in Luwu Regency is an example of storynomics; that is, folklore contributes to the community's economy through tourism. At the same time, storynomics also makes folklore more sustainable.

The development of this tourist area is inseparable from the narrative and mythical life in the community, so a close relationship is established ([Amanat, 2019](#)). The development of tourism indirectly popularized literary works, both through writing and orally, to tourists. At the same time, literary works make an essential contribution to the development of the tourism industry. Luwu Regency, with its various narratives, has led its village to become a favorite tourist destination. Domestic and international tourists can also enjoy multiple kinds of tourist attractions.

The government of Luwu Regency specifically arranges an agenda and schedule of activities in Tenganan for a year for visitors. Departing from oral tradition, narratives to support tourism activities in Luwu Regency need to be prepared in the framework of tourism development in Luwu Regency. The transformation from folklore into theatrical art further indicates that folklore is the cultural property of the Luwu Regency.



#### **D. Stakeholder Strategy in Conducting Tourism Promotion with the Concept of Storynomic Tourism with a Storytelling Approach**

The observation results found that the Tourism Office of Luwu Regency implemented a promotion strategy by placing advertisements on some website pages and social media. Many offers are available, such as adequate accommodation services, transportation, and facilities that will attract tourists during a pandemic. The Tourism Office is also promoting an application design called tourism that tourists can use to visit tourist destinations. The application has many features, such as instructions and procedures for traveling to destinations. Of course, this service can be the right solution to attract domestic and foreign tourists during a pandemic. It is also an effective promotional strategy to increase tourism marketing which was down due to the impact of the Covid-19 pandemic.

Furthermore, this data is strengthened by the results of interviews with Yusuf, who stated:<sup>1</sup>

*"Regarding the promotion strategy, we certainly create a tourism promotion strategy that is highly competitive. Apart from designing tourism applications that can make it easier for tourists to visit tourist destinations, of course we, from the field of creative economy based on media and science and technology, are taking promotional steps with the latest strategy, namely the storynomics tourism strategy. This strategy is carried out by packaging the beauty of the charm of tourist destinations, and we provide education about how to travel. We pack all of that in a video content that can be found on our YouTube page. This strategy is not only to attract interest, but tourists will be more educated with the content that we share."*

Based on the results of these interviews, it can be concluded that the Tourism Office is promoting with a highly competitive strategy, with a new promotional strategy implemented during the pandemic in the form of video content to offer visits to tourists and educate the public to travel in an orderly manner according to existing health protocols.

Based on the observation results, it was also found that the Tourism Office already had an effective strategy during a pandemic, especially during The Community Activities Restrictions Enforcement (PPKM), outdoor activities were minimal. The tourism Office is trying to find a way out by preparing exciting and unique content that is prepared to attract visitors. With this storynomics tourism promotion strategy, the Tourism Office offers Luwu Regency tourism products with comfortable, safe services, according to health protocol recommendations.

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<sup>1</sup>Interview Results with the Staff of the Tourism and Culture Office of Luwu Regency. Yusuf, on May 26, 2022.

In other words, Storynomic Tourism is carried out to package the beauty of the charm of tourist destinations in Luwu Regency in an exciting story. In addition, the report can attract domestic and foreign tourists to travel to several destinations: bubun datu, langakanae houses, grave sites, and other destinations.

Based on the interviews, data was obtained that the promotion and marketing strategy had been carried out through the following: print media, electronic media, social media, direct marketing. Promotions carried out by the Tourism and Culture Office of Luwu Regency in promoting tourist destinations to attract tourists. Promotion is done through local and national media. In addition, holding exhibitions at home and abroad and publishing them through social media: Facebook, Instagram, Club House, YouTube, and other information media channels.

Tourism Awareness Groups also play an essential role in contributing to tourism development. In this case, to create Sapta Pesona, a local tourist destination with security, order, cleanliness, friendliness, beauty, coolness, and beauty. Luwu Regency is recorded as having 9 Tourism Awareness Groups. One of them is the Tourism Awareness Group in Bastem District. Bastem sub-district also cooperates with the local community in developing the Sinaji village tourism sector. In addition, the Tourism Awareness Group aims to enable the Tourism Office of Luwu Regency to reach tourists massively. The form of its involvement involves the community, both in terms of promotion, buying, and selling of the MSME sector, such as typical food, processed produce, various hand products, and arts typical of Luwu Regency as community activities with local culture.

Storynomic Tourism is used to increase the interest of tourists interested in the traditional stories, traditions, cuisine, and culture of these tourist destinations (Arini et al., 2022). Efforts to support this concept include assisting tour guides and influencers and providing facilities containing signs/barcodes displaying destination information.

The concept of the Storynomic Tourism approach with narrative, creative content, and a cultural atmosphere is believed to encourage the development of the tourism industry in today's digital era. Not only enjoying the beauty of nature, but this concept is also expected to make tourists know the story behind the destinations visited so that it impacts tourist behavior to visit longer. Tourists are expected to:

1. Exploration of maximum tourist areas;
2. Gaining new knowledge and experience;
3. Provide testimonials or recommendations to others. Storynomic Tourism narratives that can be presented to attract tourists and the unique stories of Luwu Regency related to the location's history, local wisdom, and the myths contained in the area.

The storynomic tourism guide for Luwu Regency is prepared with a narrative in the form of an overview of the area, superior potential, infrastructure, history, and folklore still trusted by the local community. The narrative as an attraction includes the myths he found in Sinaji village, the KAT Bastem myth of Bubun Datu, the myth of Lapandoso, the myth of Liang Kabongiang, and the local wisdom of the community around Luwu Regency.

Develop tourism through mediums that can increase awareness, such as films and public figures. This development will not be enough as an advertising and promotion effort by tourism. Therefore, it takes the role of specific figures who have socio-cultural influences. After the community knows and has visited, they will also experience attractions, indigenous people's lives, and artistic images that will later become memories. Good memories will make tourists give testimonials through various platforms, especially on social media.

In addition, the influence of digitalization is very large during the Covid-19 pandemic, likewise with the role of digital promotion. Through the Ministry of Tourism and Creative Economy, the Indonesian government sees Storynomic Tourism's role in helping promote tourist attractions. In this case, making it interesting digital content by displaying stories around tourist destinations to introduce various kinds of unique cultures from each region.

The government carried out a tourism promotion and development strategy by making storynomics tourism one of the promotional content. Promotional steps by way of storynomics tourism carried out by the Ministry of Tourism and Creative Economy can also be used as a reference for doing the same thing in promoting and marketing tourism in Luwu Regency. Each tourist destination in Luwu Regency has diverse historical, geological, and geographic heritage. This uniqueness will be an added value in promoting Indonesia through storynomics tourism.

Storynomic Tourism is expected to become a new style in promoting tourism and the creative economy in Luwu Regency, which can attract tourists. However, the effects of the Covid-19 pandemic it has caused a decline in foreign tourist visits to Indonesia. The following is data from the Destination Development Tourism Office of Luwu Regency for the last three years.

**Table 1. The Number of Tourist Visits in the Last 3 Years**

Visitors	2019	2020	2021
International Tourists	575	41	0
Domestic tourists	37.430	13.849	17.390

*Source: Results of data analysis from Luwu in figures for 2018-2021.*

This data shows that there has been a decrease in tourist visits. Tourist visits in 2019 decreased by 5% and fell again in 2020 by 73%. This condition is due to the rampant cases of the Covid-19 virus, which has caused tourist destinations to be empty of visitors. Since the decline in tourist arrivals in 2020, the Tourism Office has participated in many international events in various regions. Participating in the exhibition aims to provide information that Luwu Regency can be visited, of course, with the applicable terms and conditions.

Thus, this has become one of the marketing strategies during the pandemic in Luwu Regency. Currently being developed by advertising both online and offline, offering tour & travel services, and designing applications that will make it easier for tourists to travel in Luwu Regency. Not only that, but the tourism agency is also actively promoting the storynomics tourism promotion strategy by utilizing content in the form of short narratives about descriptions of tourist objects and travel rules during the pandemic.

Tourist objects in Luwu Regency have not yet implemented promotional media based on Storynomic Tourism. The strength of the story about an area in Luwu Regency, or related to the naming of a tourism object, has yet to be done, only to be conveyed if someone asks. Even though it will be interesting for tourists if they visit a place and understand legends, customs, and culinary delights.

Assistance related to the promotion strategy for tourism objects in Luwu Regency has been carried out but is still not optimal. Constraints in human resources and system support for managers, including welfare, are still insufficient. The strategy taken is to provide training in compiling story scripts to be conveyed to managers. Meanwhile, to avoid high budgets due to increased human resources in tourism promos, a podcast and record model is made so that they can be played continuously when visitors start to attend.

## **CONCLUSIONS AND SUGGESTIONS**

Based on the discussion above, it can be concluded that folklore from Luwu Regency, which is strong among the community, is one of the tourist attractions. The power of folklore and other supporting aspects and their relation to storynomics can be used as an effective marketing strategy for destinations in Luwu Regency. This concept not only conveys folklore but how visitors experience when visiting with detailed information about Luwu Regency from various perspectives. For example, from the perspective of literature, history, and local culture. This perspective can enrich understanding, and tourists will get experience. It is this tourist experience that will build a strong memory of a destination which will directly or indirectly have an impact on return visits (revisit). Besides that, it can also provide information to others

through word-of-mouth promotion. On the other hand, the wealth of oral traditions, folklore, or myths can be selected and raised to support tourist attractions. The benefits of the storynomics approach are related to exploring some folklore stories. First, it becomes material for members of the Tourism Awareness Group or local tour guides to tell tourists so that tourists not only see but know the unique stories behind the attractions they visit or experience. Second, storynomics can be used to explore and organize new tourist attractions related to stories or myths. Third, storynomics helps preserve oral traditions and local wisdom through written texts. Fourth, storynomics can be an enrichment material in local HR empowerment programs to know the rich stories of their village.

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