

Digital Based Sustainable Tourism Village Brand as a Village Economic Driver

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Abstract

Rural tourism branding is one of the efforts that can generate a major contribution to Indonesian tourism. The variety of cultures and characteristics of Indonesian villages have opportunities in the development of sustainable tourist destinations. However, various fundamental problems have caused many tourist villages to have not maximized their potential. One of the main problems in developing villages as tourist destinations is the lack of promotional activities and branding for differentiation between villages. This study aims to examine digital rural branding activities in Batu Malang City through digital media platforms to form village economic resilience. This study uses the Pentahelix concept with a case study research method in Batu City, Malang. The results of this study indicate that one of the communities that actively carries out branding activities through digital media is the KIM (Community Information Group). KIM uses *TV Desa* as a rural tourism village branding platform in collaboration with the government, academics, media, and business people. KIM's partnerships with various stakeholders are able to drive opportunities to improve the village economy. Collaboration between elements has encouraged the development of Micro, Small and Medium Enterprises (UMKM) in Batu Malang City so that they can drive the village economy.

Keywords: Digital Rural Branding; Penta Helix Model; TV Desa; KIM; UMKM

Abstrak

Branding wisata pedesaan menjadi salah satu upaya yang dapat memberikan kontribusi besar terhadap pariwisata Indonesia. Ragam budaya dan karakteristik desa Indonesia memiliki peluang dalam pengembangan destinasi wisata yang berkelanjutan. Namun berbagai permasalahan mendasar menyebabkan masih banyaknya desa wisata yang belum memaksimalkan potensi desanya. Salah satu masalah utama dalam pembangunan desa sebagai destinasi wisata adalah kurangnya kegiatan promosi dan pembentukan merek untuk diferensiasi antar desa. Penelitian ini bertujuan untuk mengkaji kegiatan *rural branding* Kota Batu Malang melalui platform media digital untuk membentuk ketahanan ekonomi desa. Penelitian ini menggunakan konsep Pentahelix dengan metode penelitian studi kasus di Kota Batu Malang. Hasil penelitian ini menunjukkan bahwa salah satu komunitas yang aktif melakukan branding melalui media digital adalah komunitas KIM (Kelompok Informasi Masyarakat). KIM menggunakan "*TV Desa*" sebagai platform *rural branding* desa wisata berkolaborasi dengan pemerintah, akademisi, media, dan pelaku bisnis. Kemitraan yang dilakukan KIM dengan berbagai stakeholder mampu memberikan peluang dalam menggerakkan ekonomi desa.

Kata Kunci: Digital Rural Branding; Penta Helix Model; TV Desa; KIM; UMKM

INTRODUCTION

Tourism can be categorized based on the capacity and type of area, namely mass tourism and alternative tourism (Tri Hardianto et al., 2019). According to Hardianto, mass tourism refers to tourism activities involving large numbers of visitors, typically oriented toward shared group experiences. An example of this is mountain tourism destinations, where tourists gather with the objective of climbing or enjoying communal outdoor activities (ibid). On the other hand, alternative tourism, also known as thematic tourism, focuses on the beauty and uniqueness of nature, culture, and the distinctive characteristics of local communities (Mastika & Nimran, 2020). This type of tourism appeals to individuals who prefer to avoid crowded places and seek new experiences and knowledge (Sbm, 2020). As noted by Purnomo et al. (2021), alternative tourism has gained significant traction over time. Modern tourism actors prioritize alternative tourism that emphasizes environmental sustainability and the empowerment of local communities (Agoes et al., 2019). This shift is evident in the emergence of new tourism concepts, such as tourist villages, which have become increasingly popular destinations (Syah, 2017).

Indonesia has the main characteristics of cultural diversity and abundant local characteristics (Suyasa & Suteja, 2021). The islands stretching from Sabang to Merauke offer various unique characteristics described by their villages (ibid). However, the government's potential development for tourist villages is still focused on developing the village's natural beauty. In contrast, other potential aspects that can make tourist villages attract the attention of tourists, such as the culinary, cultural, and local uniqueness of the community, are still very minimally developed based on unconsciousness of the importance of these aspects (Agoes et al., 2019; Syah, 2017). (Syah, 2017) emphasizes that the development of alternative tourism over the past few years has focused on tourist villages. Until 2022, based on data from the Central Statistics Agency (BPS), the number of tourist villages in Indonesia is increasing from year to year. Out of 83,820 villages in Indonesia, there are 1,831 tourist villages spread across 34 provinces (Jadesta, 2022). Tourism in Indonesia has much potential that can be developed due to its natural wealth, starting from mountainous, marine, and forest areas which can attract international tourists (Suyasa & Suteja, 2021). Prior to the Covid-19 Pandemic, Indonesian Tourism experienced rapid development starting in 2015 – 2019, with an average number of foreign tourists visiting Indonesia of 13.5 million tourists per year (Artin et al., 2020; Suyasa & Suteja, 2021).

Batu Malang City is a city that has a variety of diverse cultural characteristics even though the population is relatively small, namely 214,653 people in 2021 (BPS, 2021). The characteristics of Batu Malang City can be used to maximize opportunities for brand building in rural areas. As a city with a variety of natural tourist beauties, Batu Malang City can build rural branding by utilizing digital media. Even the attractions in Batu City are popular among families as a tourist destination. As many as 24 popular tourist objects in Batu Malang City can become attractive village tourist destinations to visit (Setyorini, 2022).

Batu Malang City is a city that has a variety of diverse cultural characteristics even though the population is relatively small, namely 214,653 people in 2021. However, in implementing the development of tourist villages, various fundamental problems become obstacles to the formation and sustainable development of tourist villages in Indonesia (Syah, 2017). This fundamental problem originates from internal villages and the central government, starting from overlapping models and the minimal difference in products produced between tourist villages. The offered tourism products only rely on trends and need to take advantage of the unique potential of villages, deficiencies in brand formation in tourist destinations, and the quality of human resources, which still needs to be improved (Sudibya, 2018)). The great opportunity that tourist villages have in their development is the tendency of foreign tourists who are highly interested in a region's unique local cultural characteristics (Susyanti, 2013). However, attracting foreign tourists to travel to villages in Indonesia requires establishing brand differentiation through rural branding activities (Simon & Hjalager, 2013). According to Kotler (2012), branding is any form of name, term, sign, symbol, or design, as well as a combination of these various

aspects, which have the purpose of being an identifier for an item or service produced by one seller or group of sellers as a product differentiator from customers competitors in the same market.

Rural branding specifically explains areas with the main characteristics as areas with a minimal population and differences in specific economic, social, and demographic developments only found in rural areas (Syah, 2017). Rural branding activities are carried out based on deficiencies that other researchers have studied regarding tourism development in Indonesia (Sudibya, 2018; Syah, 2017). Place branding, in general, is the main activity in ensuring an area's sustainable development because a brand firmly formed in the minds of tourists will be directly proportional to the success of the region's development. Rural branding is essential to separate from place branding in general due to the characteristics of rural areas, which have their specifications. Rural areas tend to have a larger and deeper scale of problems compared to urban areas, ranging from high poverty rates, higher rates of disease and health, a culture of consumption that is too low, minimal facilities and infrastructure, low levels of education, to the quality and low quantity of Human Resources (Mastika & Nimran, 2020). Therefore, defining rural branding activities as a separate concept can explain how rural areas can understand the characteristic differences and take advantage of these differences as a unique potential to ensure sustainable development (Rizqo, 2022). Therefore protecting the visual aesthetic quality of a landscape can be considered in the public interest (Janeckova Molnarova et al., 2017a).

Efforts to develop tourism, particularly Tourism Villages, involve various parties, such as academia, media, business groups, community, and government. Communities originating from the surrounding community will be at the forefront of community empowerment. The emergence of a social community will provide the impetus for the community to participate in the empowerment process actively. Community-based community empowerment will encourage synergy between the village government and the community. Forms of partnership that can be carried out include financial assistance, program assistance, training, to investment in the formation of infrastructure that the community and the community can utilize for the programs being implemented.

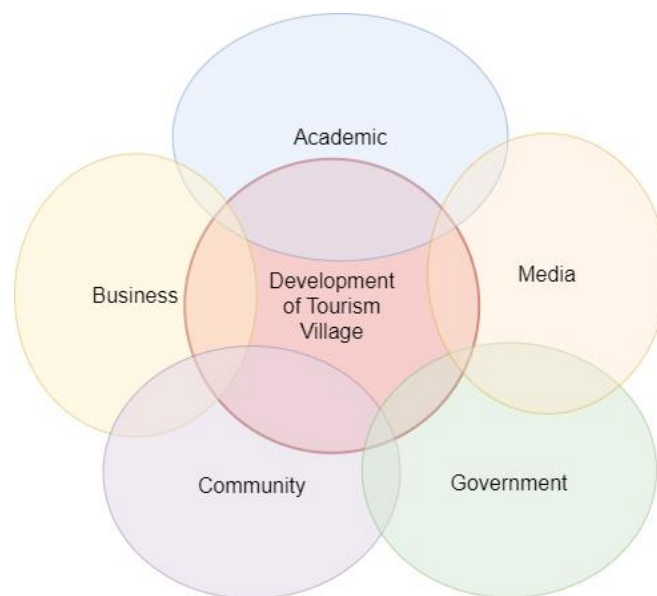


Figure.1. The Pentahelix Model in the Development of Tourism Village
(Source : Processed by Authors, 2023)

The increasing use of digital media has led to the need for digital rural branding activities. Sustainable tourism village development activities must be built through a conducive ecosystem of stakeholders and policymakers. Through the penta-helix concept, it is hoped that the five elements in rural tourism development will work together to build a good tourism climate. The five elements

needed in penta-helix are the government as a policy maker who makes various guidelines for tourism actors, academics with various scientific disciplines will provide input to the government in policy-making, the community as the owner of social power as the spearhead in developing sustainable tourism, business people (entrepreneurs) as owners of the capital provide an effect in structuring tourist destinations, as well as the media as a vehicle for promotion and publication so that it will have the effect of changing the behavior of village tourism visitors.

Collaboration between these various elements is expected to move the wheels of development and can even encourage sustainable tourism development, especially rural tourism. A good tourism ecosystem will encourage the enthusiasm of business actors to continue to make changes and improve the village economy. Ultimately, the village community will be moved to continue building their village, not having to leave the village to improve the family economy. Massive village tourism development will support the Indonesian economy on a national scale. The utilization of digital media will help accelerate the publication of tourist villages, locally and internationally. Indonesia, as a country with diverse rural tourism cultures, will become a destination for foreign tourists. This research aims to explore and establish effective collaboration among various stakeholders in developing a sustainable tourism village brand. The initiative seeks to enhance the local economy, ensuring that the surrounding community experiences direct benefits from the tourism village brand. By creating a strong and sustainable brand, the research aims to attract tourists and foster increased visitation to the village, thereby driving economic growth and community empowerment.

METHOD

Research using qualitative methods with the type of case study research. According to (Hollweck, 2015) case study research uses documents in the data collection process. In addition to these methods, in-depth interviews were also conducted to find out the activities carried out by informants involved in digital rural branding activities from both the village government, the Communication and Information Service, the Village TV Team, the Community Information Group (KIM), and Business Entity Management Village Owned (BUMDes). Observations, literature studies, and documentation related to digital rural branding activities for tourist destinations in Batu City, Malang, were used to strengthen data collection. The data validity technique used is source triangulation for the data validation process to ensure the data is valid by comparing the data to other data sources.

RESULTS AND DISCUSSION

Overview of Batu Malang City

Batu City is located in Malang City, East Java, with an area of 2,022.30 km². Batu City is one of the cities with a mountainous area structure rich in plant land. Batu City has two geographically distinct characteristics. These characteristics are areas with a wavy regional structure and are filled with hills. At the same time, the eastern and southern regions have a flat regional structure and are located at an altitude of more than 800 M above sea level. Batu City has three sub-districts which are further divided into 19 villages and four sub-districts.

The people of Batu City make the agricultural and tourism sectors the main supports of life. Most work as farmers; their main crops include fruits, vegetables, and flowers. However, the main plantation product characteristic of Batu City farmers is apples. Four types of apples grow and develop in Batu City: Manalagi apples, Anna apples, Wang Ling apples, and Rome Beauty. Since 2020, the government of Batu City has been actively carrying out rural branding activities to introduce villages in Batu City as tourist destinations. Along with the development of digital media, rural communities living in Batu Malang City have adapted their rural branding activities. Digital media is an alternative to building rural branding for tourist destinations in Batu City, Malang. Various activities are carried out with stakeholders, from communicating messages to the intended public, establishing brand attributes

consisting of slogans and logos, and organizing events that form rural branding of village tourist destination products in Batu City, Malang.

As a city full of natural beauty, Batu City is often nicknamed the Apple Plantation Village because various products derived from apples are superior, as well as Batu City's branding. Apart from apples, the agricultural products that are the main attraction are vegetables and flower plants. Various flowers thrive in the Batu City area, which is due to the structure of the Batu City area, which is cold and relaxed, with temperatures of 17-25°C. The natural charm of nature gives a memorable impression to tourists, starting from Jatim Park, Selecta, Songgoriti, Coban Rondo, Mount Arjuno, Mount Pandeman, Mount Welirang, Kusuma Agrotourism, Coban Talun, Coban Rais, as well as other arts and crafts products typical of Batu Malang City.

Several tourist village destinations in Batu Malang City won the 2021 Indonesian Tourism Village Award (ADWI). Sidomulyo Village and Tulungrejo Village are included in the Advanced Tourism Village category. Bumiaji, Sumbergondo, Dadaprejo, Pandanrejo, Junrejo, Temas, and Punten are included in the Developing Tourism Village. Oro-oro Ombo and Ngaglik villages as pilot tourism villages. This shows that the collaboration carried out by stakeholders and the community is going well in developing tourist villages. As tourism actors, the community can empower the village economy without having to leave the village. This provides an opportunity to continue developing other tourist destinations like village tourism destinations.

The Pentahelix Model in Digital Rural Branding

Implementing the Pentahelix model in Batu City has much uniqueness, especially in the position of one of the Pentahelix elements, which has the most significant contribution in forming collaborations. This element is the Community, which includes local communities who act as agents of change in a combined group called the Community Information Group (KIM). In implementing digital rural branding activities in Batu City, KIM has a role as an actor from planning to carrying out activities. KIM Batu City carried out one of the digital rural branding activities through the Village TV program. KIM conducts training and socialization for KIM members who create content on digital media. This activity requires basic skills in creating television media content. So members interested in media production must have sufficient provisions to produce an exciting TV program, including content, camera techniques, and scenario writing. Application of the Pentahelix collaboration model in digital rural branding in Batu Malang City involving various stakeholders. Collaboration can work well when the five elements in the Pentahelix model are related. The collaboration of various elements in digital rural branding activities in Batu Malang City can be described as follows:

Community. Various social communities in the City of Batu Malang have directly or indirectly partnered with various stakeholders. KIM, one of the community information mobilization communities, participates in digital rural branding activities in Batu City, Malang. In 2020, KIM Batu City will again strengthen its structure and role in developing Batu City, which the City Government is carrying out through the Batu City Communication and Information Service. Each rural area of Batu City has a KIM with a different name and identity. Therefore, KIM in Batu City is divided into 24 groups based on the number of rural areas in Batu City. The KIMs are KIM Mayangsari, KIM Warkop, KIM Tani Mandiri, KIM Saekoji, KIM Ngaglik, KIM Sisir, KIM Kumis, KIM Temas Bahtera, KIM Gembul, KIM Sejahtera, KIM Mekar Indah, KIM Gunungsari, KIM Satellite, KIM Punten, KIM Warta Mertani, KIM Endah Rahayu, KIM Anjasmoro, KIM Planet, KIM DMC, KIM Junrejo Ijo, KIM Info Mojorejo, KIM Pijar, KIM Sumber Urip, KIM Rukun Tani.

KIM is a public service institution formed and managed by and for the community. KIM's activities focus on information services and community empowerment based on individual needs. KIM was established in every rural and urban area, so the focus of KIM can be different in each region. The KIM function is directed at the utilization of information, namely by utilizing information so that it has added value for society. The abundance of information in various media causes a distorted situation. Therefore, the presence of KIM can help the community provide information as needed. KIM's work

aims to uphold objectivity and information transparency to benefit society and the nation. KIM must always be innovative to act as an agent of change in their respective environments.

As many as 24 KIM in Batu City, Malang, provide a different color in each village in rural tourism development. This is because each village has a uniqueness that can be highlighted in promoting village tourism. In order for each village to be able to share any information in its area, the Batu Malang City Communication and Information Office has encouraged the establishment of Village TV in each village. Each Village TV can convey various information in their area so that there will be an exchange of information between villages in Batu City, Malang. The management of Village TV under the village KIM collaborates with the village government so that the partnership between KIM and the village government goes well. The information conveyed is related to the village government and daily events that are appropriate for the community to know. As a mover, KIM must create information that has added value for the community. Thus the wheels of the village economy develop, and the community can make the most of the information related to the various information submitted by KIM. Apart from the KIM community, developing village tourism destinations also involves the Tourism Awareness Group (POKDARWIS). The collaboration between KIM and POKDARWIS resulted in various changes. Tourists know not only Batu Malang City as a producer of apples but also other tourist destinations that are no less interesting. Various village tourism destinations such as culinary tourism, cultural tourism, nature tourism, man-made tours which contain various attractions typical of Batu Malang City. Thanks to the hard work of the community, several tourist village destinations in Batu Malang City won awards at the national event.

Academic. The academic elements related directly to other elements in implementing the Village TV program are those from the Asia Institute of Malang and SMKN 3 Kota Batu. The Malang Asia Institute contributed to enlivening the Batu City Village TV Festival in 2021 by giving prizes in the form of scholarships to the winners of the short film competition held at the event. The role of the Malang Asia Institute is to provide a forum for Batu City KIM members to continue improving their skills in shaping content on Village TV, demonstrating a long-term contribution that can help Batu City continue to develop the rural branding activities it implements through the program. Meanwhile, SMKN 3 Kota Batu contributed by forming documentation regarding the Batu City Village TV program. The documentation is intended as a forum for ordinary people to get to know the Village TV program as a platform for forming a solid rural brand for every rural area in Batu City.

Business actors (companies). In the business element, a synergistic relationship relates to Micro, Small, and Medium Enterprises (UMKM) actors spread across the Batu City area. These MSMEs (UMKM) play a role in the implementation of digital rural branding activities in rural areas by providing information about the characteristics possessed by their rural areas in the form of culinary products packaged as entertainment content through the Batu City Village TV channel. One example is a program called "TUNGKU" or Culinary Ngulik, which contains various UMKM actors in Sumbergondo Village, and the culinary products offered are based on typical cooking ingredients owned by the Sumbergondo Village area. Almost all villages in the Batu Malang City area have made various breakthroughs to develop UMKM according to the products produced by each village. Culinary delights and various handicrafts are marketed to consumers inside and outside Batu Malang City. Several village areas utilize waste to be processed into fertilizer and sold in Batu Malang City and other regions. The results of the sale are shared between the community by involving BUMDes. However, this does not close collaboration with other parties to market products made by the people of Batu City, Malang, so Batu Malang City is known for apple-based culinary delights and other cultivation products with economic value.

Media. In the media element, two media establish a synergistic collaborative relationship in implementing the Village TV program. The media are Agropolitan TV and BBS Media. Agropolitan TV, as a local television media, has a direct relationship with the Batu City government and forms a synergistic relationship with the KIM Community through ongoing training and mentoring, which aims to equip KIM members before forming rural branding content through the Village TV platform.

Meanwhile, BBS Media maintains a synergistic relationship with KIM in Batu City by covering events organized by KIM in implementing Village TV programs, including the Village TV Festival. Batu City Village TV has the primary goal of becoming a forum for each region in Batu City to show the unique characteristics of the region and culture that it has to create differentiation between rural areas which has a direct impact on the formation of a solid rural brand in the minds of the people. The main targets in the implementation of rural branding activities carried out are local and international tourists. This aligns with the program to increase the number of tourist areas launched by the Government of Indonesia. Batu City Village TV, as a digital media, utilizes YouTube social media as its primary means. It is also a means of collaboration and creation that helps the local community, namely regional KIM members, to explore the potential and uniqueness of the rural areas where they live.

Government. The government element in the synergistic relationship in implementing rural branding activities lies in the assistance of resources provided in digital rural branding activities. The village government and the Batu City Communication and Information Service assist with capital in managing digital rural branding. The Office of Communication and Informatics (Diskominfo) and the Ministry of Health of Batu Malang City have jointly provided financial assistance and networking with various other parties. Financial assistance was provided through shooting equipment and training for Village TV managers. With this equipment, KIM can produce Village TV programs that contain various information for each village. Even the Village TV Team can make money as professional agents hired at weddings, exhibitions, village festivals, and other activities. BUMDes, a revolving fund for developing KIM's skills in producing messages in other media, manages these results. Central government policy is the basis for determining programs, but in its development, local governments are free to develop rural branding in each region. Regional and village governments have full authority in various digital rural branding activities. This strengthens the community to explore village potential in rural branding jointly. The community, through KIM, carries out various promotional activities to increase tourists. An increase in the number of tourists will impact improving the village economy.

Digital Rural Branding for Batu Malang City

The formation of a rural branding identity for tourist destinations in the public's mind begins with planning and implementation in forming the identity of each tourist destination, which in this context are villages. This identity includes logos, slogans, icons, to audio specific to each village. The city government of Batu Malang is responsible for shaping this identity to ensure differentiation between villages according to their uniqueness and potential. Digital rural branding activities are carried out by the Batu City Government by involving KIM, POKDARWIS, BUMDes, academics, and the media. They are forming the identity of rural tourist destinations by establishing the official Village TV logo for each village and sub-district in Batu City. Through this official logo, the name of each rural area can be remembered in the public's mind so that a brand association is formed.

One of the efforts made by the Batu Malang City Government was to establish the slogan "From the village, for Indonesia" as an umbrella for rural branding activities for tourist destinations for Village TV in Batu City Malang. Determination of this slogan in the context of accelerating digital rural branding. The City Government collaborates with KIM Kota Batu, Pokdarwis, and BUMDes in digital rural branding socialization. The City Government even encourages the existence of slogans in each rural area as one of the unique brand attributions for each rural tourist destination in Batu City. So, village tourist destinations will be more diverse because each village has a different branding. This choice will become a brand in each village. The brand's strength will encourage tourists to choose a village according to their individual needs. Various types of video content are formed on the Batu City Village TV platform. Among them are Village Area Profiles, Short Films, Religious Studies, Latest News, and other Entertainment Content such as travel Vlogs. Each rural area has different types of content according to the wishes of the regional television station administrators. These activities give freedom to be creative according to the uniqueness, characteristics, and abilities of regional KIM members as

Batu City Village TV administrators. Rural branding identity formed through the Village TV program is carried out according to the character of each village.

The application of the Pentahelix model highlights the critical role of partnerships with various stakeholders in fostering innovation for developing tourism villages. Sustainable tourism emphasizes active community participation as a key strategy to boost economic development within villages. In this context, the Community Information Group (KIM) in Batu, Malang City, has actively undertaken a range of digital rural branding initiatives aimed at enhancing the economic value of local tourist destinations. These efforts have been supported by building strong relationships with stakeholders to ensure coordinated and impactful development. The dissemination of diverse content through digital media plays a pivotal role in promoting tourist destinations and increasing visitor numbers. A higher volume of tourist visits stimulates local tourism businesses, ultimately contributing to improved village economies. Research findings indicate that digital rural branding effectively drives economic growth by engaging tourism stakeholders in the creation of sustainable tourism practices in Batu, Malang City. This dynamic process is represented through the following model:

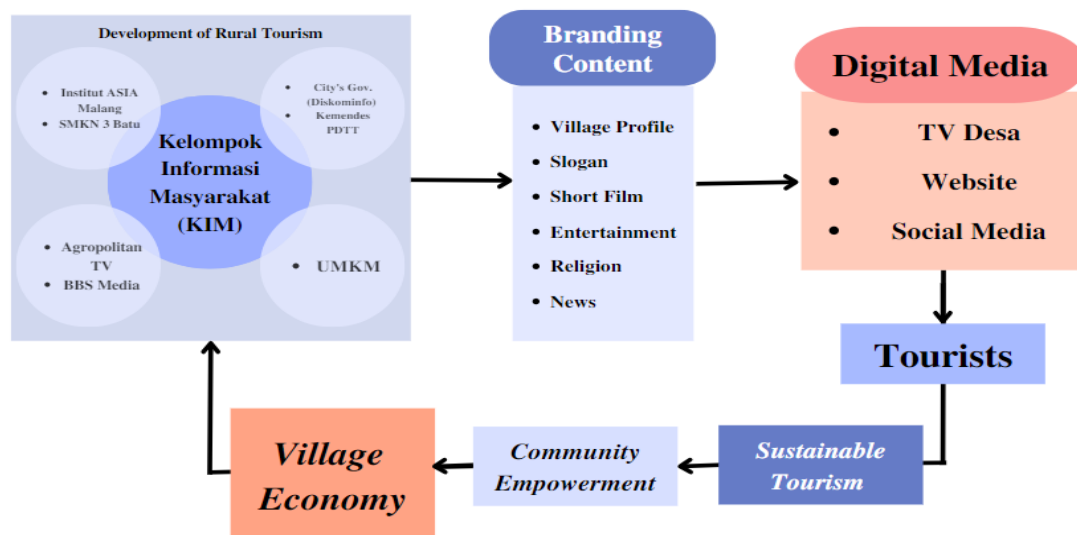


Figure 2. Digital Rural Branding for Batu City Malang on Sustainable Tourism
(Source: Research Results, 2023)

According to (Kumar Roy et al., 2020) that YouTube as a promotional medium encourages potential tourists to be interested not only in buying tourism products but also based on the experience of previous visitors. Therefore, information about village tourist destinations is one of the attractions for tourists to come to tourist sites. The use of Village TV is a breakthrough as an information medium about the tourist village in Batu Malang City. Information from Village TV is uploaded via the YouTube platform, so that it can be received by potential tourists from various countries in the world. Collaboration with the community is essential in developing a tourist village because it will encourage community participation (Sunuantari et al., 2021)). Even the development of community-based tourism villages will grow the community's economy ((Sunuantari, 2017)). The local village government, cultural uniqueness, religious tourism, and the latest news about the people in the village will directly contribute to the formation of rural branding for tourist destinations in Batu Malang City. The full involvement of the local government and village government is needed in building city branding because it will shape the image and reputation of the region (Claudia et al., 2020). But that alone is not enough, so the community is needed as an enabler in developing tourist villages. As one of the driving communities, KIM acts as an agent of change in digital rural branding.

CONCLUSION

The study highlights the pivotal role of the community as the primary driver in ensuring that digital rural branding activities for tourist destinations in Batu City, Malang, are conducted with transparency, credibility, and integrity. The Community Information Group (KIM) leverages Village TV as a central promotional platform, aligning with the Penta Helix model to strengthen village tourism branding in the region. Village TV serves as a vital medium for showcasing various aspects of village life, including profiles, activities, and cultural richness, to promote tourism and engage broader audiences.

The management of Village TV in each village actively encourages community participation in rural branding efforts. Beyond promoting tourist destinations, Village TV productions feature a diverse array of content, including cultural festivals, daily life, and entertainment activities, effectively broadening its appeal. These initiatives have successfully inspired younger generations to explore TV media production, fostering creativity and innovation. Promotions via digital media have not only elevated the visibility of village tourism but also created opportunities for economic growth. The involvement of local governments as key stakeholders is crucial in establishing partnerships with tourism actors. Collaborations between communities and businesses can drive the development of tourism enterprises, including the emergence of micro, small, and medium enterprises (MSMEs), which provide added economic value to local communities.

It is recommended that local governments actively support partnerships between tourism stakeholders and communities to strengthen the tourism ecosystem. MSMEs should receive targeted training in digital media and content creation to enhance their innovation and creativity in promoting village tourism. Ongoing initiatives should focus on empowering communities through skill development and collaboration, ensuring sustainable economic benefits and growth in the tourism sector.

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