

Storynomic As Marketing Strategy Of Telaga Sarangan Magetan

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Abstract

The purpose of this research is to find out how the storynomics tourism approach can be used for marketing Sarangan Lake tourism. Sarangan Lake has a strong legend in the Sarangan community and even the wider community so that it can attract tourists to visit, the challenge is how this message can be conveyed to tourists not only conveying mythical values but also packaged in other forms so as to provide educational value to every visitor. The research method used is descriptive qualitative. The purpose of this research is to find out how story economics tourism methods can be used to market Sarangan Lake tourism. Sarangan Lake has a strong legend in the Sarangan community and the wider community, so it can attract tourists to visit. The challenge is how to convey this information to tourists, not only to convey the value of mythology, but also to package in other forms, thereby Provide educational value for every visitor. The research method used is descriptive qualitative research. Data is collected through observations, records and interviews. The results show that the story economics method can be used as an effective strategy for marketing the Sarangan Lake destination and can indirectly increase the interest in visiting the place.

Keywords: Storynomic Tourism, Marketing, Sarangan Lake

I. INTRODUCTION

The tourism sector is one of the priorities emphasized by President Joko Widodo as the leading sector in the nation's economic development (Paath, 2019). The tourism sector has succeeded in increasing the country's foreign exchange after the palm oil industry in the 2015- 2019 period (Kemenparekraf, 2020). The government has realized the Tourism Superpriority Destinations program which has an approach concept to accelerate the acceleration of the development of the tourism industry in Indonesia called Storynomic (Awaliyah, 2020). Storynomic was introduced and socialized by Irfan Wahid who was assigned by President Joko Widodo to lead the Super Priority Tourism Destinations team (Kompas.com, 2019). According to Mckee & Gerace (2018) in their ebook entitled Storynomics, Story-Driven Marketing in the Post-Advertising World states that the Storynomics Tourism Strategy is an approach that prioritizes narrative, creative content, and cultural life and uses the power of culture as the main key to its goals. . The storynomics tourism strategy itself is an adaptation of the marketing field. Indonesia itself is a country that has cultural values from generation to generation which later developed into a story called folklore. Cultural values that are full of folklore create interesting tourist destinations as historical, geological and geographical heritage that cannot be separated from folklore. Storynomic tourism strategies can be developed by compiling interesting stories, thus making the marketing process different.

A story that has economic value can attract people's interest in making a decision to buy. In terms of tourism destinations, this story of economic value is a folk tale that can attract tourists in deciding to visit. Folklore is a story that was born, lived and developed in the midst of society, passed on by word of mouth and spread by one person to another through word of mouth. One of the folklore that exists in East Java, especially in Magetan Regency is the Legend of Sarangan Lake. The Sarangan Lake tourism area is one of the largest natural tourist destinations in western East Java, making a significant contribution to increasing the Regional Original Income (PAD) of Magetan Regency (Suyono, 2020). The community believes that the lake, which has an area of 30 hectares with a depth of about 28 meters, was once an ordinary vacant land without water. The beginning of this story developed in the community that there were two husband and wife pairs named Kyai Pasir (Kyai

Jalilung) and Nyai Pasir (Nyai Jalilung) who lived in the forest of Mount Lawu. They eat eggs while farming. But the egg reacted to him and turned into a dragon snake that writhed in pain and made the surroundings into the shape of a lake basin that emitted water in it. From this incident until now, the story has been passed down from generation to generation. (Aka, 2018; Nationalgeographic, 2020).



Fig 1. Sarangan Lake

(Source: Researcher, 2021)

With Storynomic Tourism which is based on the richness of Indonesian culture, the promotion of tourist areas will be carried out with story telling narratives packaged in interesting content related to the culture of local wisdom in the Sarangan Lake tourist destination. Where Telaga Sarangan has an inherent legend that can launch a marketing strategy with the Storynomic Tourism approach. So based on the explanation that the researchers have described above, the researchers are interested in conducting research with the title "Storynomic Tourism as a Marketing Strategy for Sarangan Lake Tourism Destinations in East Java" which aims to analyze the storynomics tourism strategy carried out by Dinas Pariwisata dan Budaya Kabupaten Magetan.

Tourism

According to Law No. 10 of 2009 concerning tourism, tourism is a phenomenon of the movement of people from one place to another with the aim of having fun, not for earning a living, settling down, where the movement requires facilities and infrastructure prepared by the government. (I Made Bayu Wisnawa & Putu Agus Prayogi, 2021). Revida et al. (2020) divides tourism into 10 types, including cultural, maritime, sports, nature reserves and culinary tourism. Meanwhile, according to Muharto (2020) tourism actors consist of several parties including tourists, the government and local communities.

Tourism Communication

According to Paramita (2015) tourism communication is communication that focuses on individuals in a group or community who deal with issues related to tourism and that affect transactions both verbally and non-verbally, verbally or in writing, personal or impersonal. Tourism communication requires tourism marketing communications to communicate tourism potential, tourist locations, easy access to locations, culture, and product or service offerings in the area. Effective tourism communication must take consumers' minds seriously in this case tourists (Pitana in Pandrianto et al., 2020). The parties who play an important role in carrying out the tourism marketing communication program are the Department of Culture and Tourism and local tourism managers (Sutiksno et al., 2020). Another important development in marketing in recent years has been the move towards an integrated approach to marketing communications (De Pelsmacker et al., 2004 in (McCabe, 2009).

Integrated marketing communications (IMC) requires a coordinated approach to marketing across individual campaigns and across various forms and channels of information. In the field of tourism, Integrated marketing communication can be used by the Department of Culture and Tourism as well as tourism managers as a promotional strategy to introduce tourist objects that are owned which aims to make potential tourists aware of the existence of tourist objects and are interested in visiting there (Aesthetika and Febriana, 2017 in Sutiksno

et al., 2020. According to Sutiksno et al. (2020) that there are forms of integrated marketing communication in tourism, among others, such as advertising (advertising), sales promotion (sales promotion), events and experiences, public relations and publicity bags, direct marketing, interactive marketing, word of mouth marketing and personal selling.

Storynomic

Storynomic is a business practice adapted from the marketing field by MCCee that centers on stories that drive fiscal results. According to (Robert Mckee, 2018) a well-told story eliminates skepticism by wrapping the meaning of the story in emotion. In terms of tourism destinations, stories have economic value, especially in folklore so that they are able to attract tourists and decide to visit (Kartika & Riana, 2020). According to Mckee & Gerace (2018) in their book entitled *Storynomics: Story-Driven Marketing in the Post-Advertising World*, there are eight forces that can drive storynomics, including self-awareness, memory, and intelligence.

Narrative theory

Narrative theory is the communication process of a narrative, and the individuals involved in it function as a transmitter or narrator of a series of stories. This theory was initiated by Walter R. Fisher in his book *Human Communication as Narration*. Fisher calls humans as storytelling creatures (homo narrans, storytelling humans), meaning: “experience and comprehend life as a series of ongoing narratives, as conflicts, characters, beginning, middles, and ends (Fisher dalam (Kriyantono, 2014).

In narrative theory, the message conveyed to the audience is a persuasive message that is useful for attracting customers' interest, but an effective persuasive message is not a message about rational facts, but rather a narrative message that can convince audiences of good reasons/arguments/justifications. reasons) to engage in a particular action (Dainton & Zelle, 2005). Fisher mentions the basic assumptions of this theory, namely:

1. Humans are “creatures of storytelling” (homo narrans/storytelling animal).
2. Humans are unique and different from others because humans have the urge to tell stories and tell stories.
3. Individuals have a way of judging a reason or argument where the story is trustworthy and which is not.
4. Narrative coherence: when the narrative makes sense and is believable.
5. Narrative fidelity: when the narrative or story that occurs is in accordance with the individual's experience.
6. The assessment of “Good Reasons” above is largely determined by the culture, character, background, beliefs, experiences, or preferences of each individual.
7. The process of constructing narratives and producing meaning is dynamic.
8. The rationality of the communication message is largely determined by how someone tells a story.

AIDA Models

The AIDA model is known as a marketer designing a message that is conveyed in the right words so that a product purchase decision occurs. According to Kotler and Keller (2009:179 in Antonius Tanan, Meliyana Prasetyo Tejo, 2021:43) explains AIDA (Attention, Interest, Desire, and Action) is a message that must get attention, become interested, be interested and take action.

This theory conveys the quality of a good message. The following elements are contained in AIDA:

1. Attention

Getting the attention of customers means that a message must get attention in the form and media that it conveys. The goal is to consumers or potential consumers as the target target

2. Interest

The message conveyed raises curiosity, observes, and hears so that consumers have an interest in the message

3. Desire

Related to the motives and motivations of consumers in buying a product. Motives are divided into two, namely Rational, considering consumers about the advantages and disadvantages they will get and emotional because of the emotion of purchasing the product.

4. Action

Actions occur with the strong desire of consumers so that decisions occur in making purchases of the products offered.

II. METHODS

This research uses descriptive type which aims to make a systematic, factual, and accurate description of the facts and characteristics of a particular population or object. This research uses a case study approach. The case study design used in this research is Single with Single Level Analysis. Single Case Study with Single Level Analysis is a case study that highlights the behavior of individuals or groups of individuals with one important problem (Kadji, 2016). Researchers conducted observations, documentation and interviews to obtain research data. Interviews were conducted with Happy Herawati Herwanto as tourism development sector Department of Tourism and Culture Kabupaten Magetan, Iik Ervan Harwanto tourism promotion and marketing Department of Tourism and Culture Kabupaten Magetan, and Mbah Sastro as a traditional elder of Sarangan and two business actors and two tourists as research subjects. While the object of research is Tourism Communication as a storynomic marketing strategy in Sarangan Lake, Magetan, East Java. The data obtained were then analyzed in three stages, namely reduction of data display data and drawing conclusions. To test the validity of the data, researchers used triangulation in analyzing the subject's answers by examining the truth with available empirical data (other data sources) by cross-checking the subject's answers with existing documents (Kriyantono, 2016).

III. RESULT AND DISCUSSION

Sarangan Lake Sarangan lake is a natural lake located at an altitude of 1,200 meters above sea level and is located on the slopes of Mount Lawu, Plaosan District, Magetan Regency, East Java. Geologically, Telaga Sarangan is a caldera lake where several hundred years ago Mount Lawu erupted, with an earthquake of 12 on the Richter scale which caused the mountain to be thrown so that it formed a caldera that intersects with ground springs and then immediately becomes a lake.



Fig 1. Larung Offerings of Sarangan Lake (Source: artikelminarsih.blogspot.com)

Fisher explains some of the basic assumptions of this narrative paradigm, namely:

Humans are "creatures of storytelling" (homo narrans / storytelling animal), individuals tend to be interested in conveying and receiving a story about the life around them. The legend of Sarangan Lake is told from generation to generation by the people around Magetan, especially Sarangan. The legend of the Sarangan Lake, Kyai Pasir and Nyai Pasir, which is thick among the people, is one of the tourist attractions. Once upon a time there lived a husband and wife named Kyai Pasir and Nyai Pasir. One morning Kyai Pasir went to the fields to garden, when he arrived at the garden, Kyai Pasir found an egg, because he was hungry, Kyai Pasir burned the egg and then he ate half of it. Not long after, Nyai Pasir came to the field to bring lunch. Kyai Pasir offered the egg which he ate

was still half left. Then Nyai Pasir ate the egg. Shortly after eating it, Kyai Pasir and Nyai Pasir felt their bodies heat up, because the heat was unbearable, both of them rolled their bodies to the ground, over time both of them turned into dragons and formed a basin which is now Sarangan Lake. The legend of Sarangan Lake is a myth that is believed by the public. This legend is the basis of the Gebyar Labuhan Sarangan which was held as an effort to preserve the legend of Sarangan Lake. The legend that is believed by the people around Sarangan, that the larung offerings tradition is related to the myth of the origin of Sarangan Lake. It is believed that there on the island in the middle of the lake lived a watchman who asked for sacrifices every year. If no offerings are given, the watchman will be angry and make a disaster.

For this reason, so that the watchman does not get angry, then every year offerings are made which are then floated in Sarangan Lake and in its development it is called the Larung Tumpeng tradition of offerings at Sarangan Lake. Until now, this tradition is still carried out and has even become a tourist agenda for Magetan Regency. This proves that the existence of Sarangan Lake with its legendary myths and the culture of the surrounding community is still an inherent tradition today. The Larung Tumpeng tradition is one of the cultural traditions in Indonesia. This tradition is held in Sarangan Lake, Plaosan District, Magetan Regency. This traditional/traditional ceremony is held once a year with the calculation of the Javanese calendar every Friday Pon in the month of Ruwah. The Larung Tumpeng Sesaji tradition in Sarangan Lake aims to give thanks to God Almighty for His blessings so far and ask God to keep Sarangan Lake sustainable and its citizens to get prosperity and can live in prosperity. Larung offerings is the culmination of the village clean ceremony of the community around Sarangan Lake. In addition, this tradition is also carried out by the residents of the Sarangan community to avoid distress and disaster. The procession of larung offerings begins with the Gana Bahu tumpeng procession which is made from rice as high as 2.5 m, and usually costs 50 kg of rice. The tumpeng procession starts from Sarangan Village, approximately 500 m to the stage on the outskirts of Sarangan Lake. This tumpeng offering is carried on foot and carried by 4 people.

The ceremony is centered in the village pundhen, to be precise in the east of the lake. In this place Magetan district officials, village officials, elders and community leaders as well as community members gather to make offerings. After all the offerings are received by the village elders, the village elders burn incense and read prayers. After the prayer is finished, the offerings are brought to the middle of the lake to be dilarung, except for the offerings containing small tumpeng rice, roasted chicken, cok akan, and telon flowers are left in the village pundhen. After reading the prayer, the offerings of tumpeng are paraded around Sarangan lake using a motor boat. After arriving in the middle of the lake, the cone is thrown or drowned. In addition to the Gana Bahu cone, there are also large cones containing vegetables, fruits and crops around Sarangan. With the dilarungnya offerings, the tradition of larung offerings is over. Residents of Sarangan and the community in general hope that with the completion of the ceremony, they will be kept away from all calamities and dangers. The statue of two dragons at Sarangan Lake was built for the legendary icons of Kyai Pasir and Nyai Pasir.



Fig 2. Sarangan Lake Icon (Source: Researcher, 2021)

The analysis of the legend of Sarangan Lake using the Narrative theory is as follows:

Rationality

The Legend of Sarangan Lake is a hereditary story that has developed in the community. Behind the story there is a geological origin of Sarangan Lake, namely, Sarangan Lake is a caldera lake where several hundred years ago Mount Lawu erupted, erupted, with an earthquake of 12 on the Richter scale which caused the mountain to be thrown, so that the thrown mountain formed a caldera. The caldera intersects with groundwater springs which then form a caldera lake with a depth of 28 meters with an area of about 30 hectares where the residential area in Sarangan itself is about 55 hectares.

Sarangan Lake Legend Function

The legend of Telaga Sarangan functions for the community in terms of interpreting and reconstructing the existing reality, so that it can create intellectual orders in social life. The function of the Sarangan Lake Legend can be classified as follows: as entertainment, institutions of culture, education, community order, group solidarity, social criticism, a pleasant escape from reality and a potential weapon in society

Characters Legend of Sarangan Lake

The Legend of Sarangan Lake has two characters, namely Kyai Pasir and Nyai Pasir. Kyai Pasir is told as a farmer who lives in a simple hut, Kyai Pasir's daily activity is farming. Meanwhile, Nyai Pasir is the wife of Kyai Pasir who is loyal and devoted to her husband, this can be seen from the narrative that Nyai Pasir always sends supplies to the fields for Kyai Pasir.

The message contained in the story

The legend of Sarangan Lake which tells about Kyai Pasir and Nyai Pasir has messages contained in the story, including:

- a. Should not be careless.
- b. If there is something that is not their right, don't take it, because it is not our right, it could bring something we don't want. Especially in places we've never been.
- c. Speak politely and have manners and don't be arrogant.

The Strategy Of The Magetan Regency Tourism And Culture Office Is To Promote Sarangan Lake With Strynomic Tourism

Promotions carried out by the Magetan Tourism and Culture Office in promoting the Sarangan Lake destination to attract tourists are through local and national media and exhibitions at home and abroad, through social media such as Facebook, Instagram, Club House, and through events that are held.

The events in question are:

a. *Ledhug Suro*

Events to commemorate ledhug suro, the manager of Sarangan Lake every 1 Muharram and the saka new year which is held every suro month holds various activities such as holding puppets, the festival of bedhug muharram mortars and the procession of adum blessing sponge cake rahayu. This event was attended by various ages ranging from children, teenagers and the elderly.

b. *Lebuh Sesaji (Anniversary of Sarangan Lake)*

It is a "Clean Village" ritual event which is held annually on Fridays in the month of Ruwah, aiming as an expression of gratitude for the people of Sarangan Village to God Almighty for all the blessings given by the Almighty.

c. *Selection of Magetan Regency Tourism Ambassador*

This election is carried out regularly once a year which aims to select Magetan sons and daughters who have the ability, expertise, and intelligence in introducing Magetan Regency Tourism outside the region. This activity is carried out once a year and the participants come from high school to the general public.

During the Covid-19 pandemic, the Tourism and Culture Office maximizes the use of online media.

The marketing communication strategy of the Magetan Tourism and Culture Office in maintaining Sarangan Lake in tourism competition uses the AIDA model

Communication strategy is used as a tool to change behavior and planning is needed to achieve the goals of the communication strategy. In order to build effective communication, it is necessary to take organized action in conveying the message. One way to achieve effective communication is to use the AIDA model in the communication strategy that is made, namely attention, interest, desire, action. The purpose of a communication strategy as a way to build awareness must pay attention to things such as understanding the communication process, message clarity, persuasion power, and also the completeness of the message (Bungin, 2015). Department of Tourism and Culture Magetan Regency implements the AIDA model in the marketing strategy of the Sarangan Lake destination. The AIDA model is one of the models that is widely used in marketing as a step that must be remembered in the process of selling a product or service. The following is an analysis of the AIDA model in the marketing strategy carried out by the Department of Tourism and Culture of Magetan Regency:

1. Awareness

The stage shows tangible benefits or certain values in order to get the attention of the communication target. Sarangan lake as an icon that has been pinned for decades as a tourist destination in Magetan, raises the perception among tourists that this is just a fabrication. However, it is not just an essay. The strategic location surrounded by crowded and densely populated residential areas that are directly adjacent to protected forests proves that the existence of Sarangan Lake is true. So, to dispel the notion that the existence of Sarangan Lake is just an invention, the Magetan cultural tourism department is developing a wider area with the aim of opening up wide opportunities for tourist destinations to be known by tourists. Telaga Sarangan has advantages, namely the beauty / natural beauty that is still maintained, history, cultural traditions that are still strong can be seen from the activities that are always held every year to honor the ancestors, namely the Larung Sesaji activity. The legend of Sarangan Lake is known to the wider community, as well as supporting facilities in the form of hotels and adequate restaurants.

We use these things as a means of introducing the nest to potential tourists that the nest is worthy and must be visited. Sarangan Lake Tourism has a big economic impact for the Sarangan community because most of the Sarangan people depend on the tourism sector for their lives. The dependence of the community on the tourism sector has a positive impact, namely that the community can open a tourism business in their environment, many jobs are available for the surrounding community, on the other hand because of this dependence when tourism life is unstable, the economy of the community around the lake is paralyzed.

Sarangan lake as a tourist destination has extraordinary natural potential. This potential is managed by the Department of Tourism and Culture of Magetan, tourism village communities, and the private sector that grows sources of economic income around tourist destinations and all areas in Magetan as well as being the main support and icon of the region that awakens all existing sectors. This income is obtained from agriculture, trade, and industry. This potential is a distinct advantage for the Sarangan Lake tourism destination to attract tourists to visit this destination. The interesting thing about Sarangan Lake as a marketing communication strategy is the legend that has spread among the community, its traditions and other tourism supporting facilities.

2. Intersert (Interest)

The next stage is a deeper stage of providing product information, convincing and able to provide reasons why consumers should buy the products we offer. To attract tourists who visit the Department of Tourism and Culture of Magetan always adhere to the Sapta Pesona as follows:

a. Safe

Safe is a condition for destinations to provide security, tranquility and protection to visiting tourists. The form of action that will be carried out by the Department of Tourism and Culture of the Regency. Magetan at Sarangan Lake is guided by the existing SOP. The Lake area is guarded by security personnel, youth

organizations and the community. There are security officers from the service and non-service, namely the community itself. If there is an accident that is not wanted, the tourist has also received insurance for the services of raharja from every payment made by the tourist, it includes insurance, so if there is an accident, the visitor has a budget.

b. Orderly

This condition is everyone's dream, including tourists. Environmental conditions and services of tourist destinations reflect a high level of self-discipline in all aspects of people's lives. Aware of the culture of queuing, the arrangement of buildings and the environment looks neat. This arrangement will create a pleasant travel atmosphere. Let every visitor enjoy their activities. Including tourism managers must also carry out their functions in an orderly manner.

c. Clean

It is an environmental condition that shows an atmosphere free from dirt, garbage, debris, disease, and pollution. In the past, the cleanliness of Sarangan Lake was often complained of by visitors, but now it has increased in cleanliness. Department of Tourism and Culture Kab. Magetan has now handed over the management of cleanliness to the Sarangan community, so that the cleanliness in Sarangan Lake increases because the waste disposal process is managed directly by the Sarangan community.

d. Cool

The condition of the Sarangan Lake tourist destination reflects cool and shady conditions, such as cover crops or trees that give a beautiful impression. The temperature at Sarangan Lake is around 15°C - 20°C which is relatively cool, besides being at the foot of Mount Lawu, this situation is also achieved by maintaining vegetation around the destination area or reforestation through tree planting. Cool conditions will make visitors feel at home. Especially if there are many interesting places to take pictures.

e. Beautiful

The tourist destination of Telaga Sarangan is a caldera lake located at the foot of Mount Lawu, surrounded by towering hills and well-arranged resident houses so that it becomes the main attraction for tourists. This situation reflects a beautiful and interesting situation, and tourists are encouraged to visit again. Not only can maintain the beauty of vegetation, ornamental plants and shady trees, but also make the environment orderly.

f. Friendly

Sociability is an environmental condition that comes from the attitude of the community, especially in the tourist destination of Sarangan Lake which reflects a familiar atmosphere, the Sarangan community is known to be friendly to visitors. And the people are always helpful, always smiling, polite and attractive. This condition can be manifested in the form of showing an attitude of respect and tolerance to tourists, and behaving well as a host. Sarangan Lake is in great demand because of its friendly people. Tourist actors can serve and appreciate tourists very well. This hospitality is the capital of the tourism industry that continues to advance.

g. Memory

Memories are impressions that are closely attached to a person's memories and feelings caused by the experiences he has experienced. Providing a memorable experience at the Sarangan Lake tourist destination is to invite active tourists to ride the tourist attractions in Sangan Lake. In addition, the form of action given can be in the form of providing unique and interesting souvenirs and easy to carry. Memories can also be interesting and unforgettable experiences. Such a sincere smile and also a great sense of humor and sympathy. In addition, tourist areas should also have a distinctive identity that can be brought for souvenirs. It is a kind of tourist souvenir that is brought as a memento.

3. *Desire*

Tourism activities are not only seen as a tertiary need but have become a secondary need, with this need everyone certainly has the desire to unwind by traveling.

4. Action

Managers maintain and please tourists to keep visiting or invite other tourists to come to Sarangan Lake is to always give a good impression to the visitors and visitors are invited to be active in activities such as boating, horse riding, hiking, adventure sports and so on.

IV. DISCUSSION

The Magetan Tourism and Culture Office packaged the Legend of Telaga Sarangan for storynomic tourism with a strategy of commodifying village clean-up events with the Gebyar Labuhan Sarangan tourism event, namely larung tumpeng as a form of gratitude, tumpeng gunu shoulder, tumpeng olowetu continued with carnival, horse troop, troop talang fern to parading. offerings for Ki Pasir and Nyi Pasir as a form of gratitude to God Almighty for the blessings, grace and fortune they get. This event was held as an effort to preserve the legend of Sarangan Lake.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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