



# Storynomic tourism of Batu Cermin Village as new way in branding rural tourism destination

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**Abstrac - Tourism Village or Rural tourism is a concept of tourism development that is currently being promoted by the Government as an alternative tourism activity that is believed to be able to directly improve the economy in rural communities during the COVID-19 pandemic crisis. The concept of developing a tourist village is also an answer to the opportunities for the development of domestic travel. President Jokowi said the desire to make the concept of a tourist village an important aspect in developing suburban cities to strengthen regions and villages in the context of a unitary state. Rural tourism can create economic and social benefits for rural areas. In addition, this activity can also attract the interest of young people because it provides employment and a source of income for rural communities. Storynomics tourism is a tourism approach that puts forward narrative, creative content, and living culture and uses the power of culture as a destination DNA. This concept is considered suitable for the development of tourist destinations in Indonesia because there are quite a several destinations in Indonesia, especially in West Manggarai Regency, and East Nusa Tenggara which have historical, geological, and geographical values that are unique and different from one another. This uniqueness is expected to be an added value for Indonesia, especially East Nusa Tenggara Province in promoting destinations through storynomics tourism to foreign tourists. In addition, the storynomics tourism approach is set as a new strategy in improving destination branding to rise amid the Covid-19 pandemic and later it is also expected to be able to support the development of super premium destinations in Labuan Bajo, East Nusa Tenggara Province..**

***Keywords; Storynomic; Branding; Rural Tourism; Destination***

## I. INTRODUCTION

Tourism Village or Rural tourism is a concept of tourism development that is currently being promoted by the Government as an alternative tourism activity that is believed to be able to directly improve the economy in rural communities during the COVID-19 pandemic crisis. The concept of developing a tourist village is also an answer to the opportunities for the development of domestic travel. President Jokowi wanted to make the concept of a tourist village an important aspect in developing suburban cities to strengthen regions and villages in the context of a unitary state [1]. In addition, rural tourism activities are a new choice for tourists who are bored with tourist activities in dense urban areas so that tourists want to find and feel a natural atmosphere both in terms of rural people's lifestyles, environment and community culture. Rural tourism, as an important form of rural space

consumption, allows us to explore the concept of beautiful countryside in the context of rural tourism representation [8]. Rural tourism can be developed based on local resources and competencies. This can lead to the sustainable capacity building which, in turn, ensures endogenous social self-reliance and improvement [9]. Rural tourism can create economic and social benefits for rural areas. In addition, this activity can also attract the interest of young people because it provides employment and a source of income for rural communities. The high desire for tourists creates a variety of services provided in the countryside [2]. Storynomics tourism is a tourism approach that puts forward narrative, creative content, and living culture and uses the power of culture as a destination DNA. This concept is considered suitable for the development of tourist destinations in Indonesia because there are quite a several destinations in Indonesia, especially in West Manggarai Regency, and East Nusa Tenggara which have historical, geological, and geographical values that are unique and different from one another. This uniqueness is expected to be an added value for Indonesia, especially East Nusa Tenggara Province in promoting storynomics tourism to foreign tourists [3];[4]. In addition, the storynomics tourism approach is set as a new strategy for improving destination branding to rise amid the Covid-19 pandemic [5] and Later it is also expected to be able to support the development of super premium destinations in Labuan Bajo, East Nusa Tenggara Province.

## II. LITERATURE REVIEW

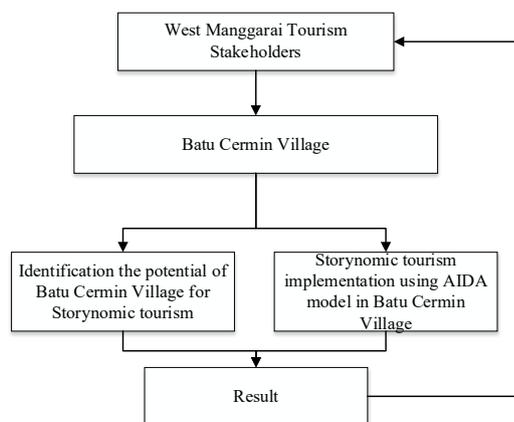
### A. Rural Tourism

Tourism Village is a rural area that offers a whole of an atmosphere that reflects the authenticity of the village itself starting from social culture, customs, daily life, has a unique and interesting architecture of buildings and village spatial structures and from socio-economic life or economic activities that are unique and interesting. and has the potential to develop various components of tourism, such as attractions, accommodation, food and drinks, souvenirs, and other tourist needs [10]. The development of rural tourism is driven by three factors. First, rural areas have natural and cultural potentials that are relatively more authentic than urban areas, rural communities still carry out cultural and topographical traditions and rituals that are quite harmonious. Second, rural areas have a relatively pristine physical environment or have not been heavily polluted by various types of pollution compared to urban areas. Third, to a certain extent, rural areas face

relatively slow economic development, so optimal utilization of the economic, social, and cultural potential of local communities is a rational reason for developing rural tourism.

*B. Storynomics Tourism*

Storynomics is an approach to connecting with an audience that combines the craft of story telling with an economic model that drives revenue, margins, and brand loyalty [11]. In other words, storynomics is an approach in the field of marketing strategy that puts forward narratives to bring financial benefits. The storynomics tourism approach is used to introduce tourist destinations by using narratives, creative content, and cultural strengths [12]. According to Mckee, there are three keys to creating a storified branding. Namely 1) Having A Powerful Hook that meets the needs of tourists; 2) need to create a dramatic story that grabs attention and connects the tourist emotionally with the destination; 3) The climax of the story is closed, making readers and listeners of the story immediately visit the destination [5]. From the description and facts above, the application of Storynomics Tourism in Batu Cermin Tourism Village, West Manggarai Regency is presented in a chart, the research framework below:



III. RESEARCH METHOD

Research on Storynomic tourism of Batu Cermin Village West Manggarai Regency as a new way of branding rural tourism destinations was conducted through research that applied descriptive-qualitative methods. According to Moleong in [13], one of the characteristics of qualitative research methods is descriptive. The data collected is in the form of words, pictures, and not numbers. All that is collected is likely to be the key to what is being researched.

This research is qualitative research where the researcher uses purposive sampling and snowball techniques to determine social situations whereas qualitative research does not use the term population but by Spradley which means "Social information" which consists of three elements, namely: Place, Actors, and activities that interact synergistically. (Sugiyono, 2015). The same thing is reinforced by Cresswell "The idea behind qualitative research is to purposefully select participants or sites (or documents or visual material) that will best help the researcher understand the problem and the research question"

[14]. Based on the above considerations, the social situation here is as follows: 1) Implementing Agency for the Labuan Bajo Flores Authority; 2) West Manggarai Regency Tourism Office; 3) Community Leaders in Batu Cermin Tourism Village; 4) Head of Tourism Awareness Group in Batu Cermin Village.

To get valid data in a study, a research instrument is needed [15]. In research that uses a qualitative approach, the main tool is human (human tools), meaning that it involves the researcher himself as an instrument [16] by taking into account the researcher's ability to ask, track, observe, understand and abstract as an important tool that cannot be replaced utilizing other methods. Otherwise, researchers are obliged to go directly to the field so that they can relate directly to informants and can understand naturally the reality that exists at the research location, which is related to the Application of Storynomics Tourism in Batu Cermin Tourism Village, West Manggarai Regency. To support the task of the researcher as a key instrument, the researcher also needs other instruments such as interview guides, recording devices, and writing instruments.

Data collection and analysis is carried out in an integrated manner, meaning that the analysis has been carried out since in the field, namely by compiling data or empirical materials (synthesizing) into precise patterns and various categories [17]. The empirical material collected was analyzed using the three steps of analysis suggested by Miles and Huberman, namely data reduction, exposure of empirical material and drawing conclusions and verification. Data analysis begins by examining all available data from various sources: interviews, questionnaires, observations that have been written down in field notes, personal documents, official documents, pictures, photos, and so on.

IV. DISCUSSION

*A. The Potential of Batu Cermin Village*

Batu Cermin Tourism Village is one of the villages located in West Manggarai Regency, East Nusa Tenggara Province. This village was also included as one of the thematic tourism villages developed by the Implementing Agency for the Labuan Bajo Flores Authority. The origin of the name Batu Cermin Village is because it has one of the attractions, namely in the form of a cave which is also called Batu Cermin, which according to the Manggarai language is called "Goa Watu Sermeng". It is called the Mirror Stone because when you enter the cave you will find the reflection of the sun's light entering through the cave's blemish which resembles a mirror. The potentials that can be used as attractions through narrative or better known as storynomic are:

1. The history of the cave that was formed due to the fracture of the earth's plate so that the surface that used to be the ocean is now in the form of land so that it leaves traces in the form of turtles and coral fossils that are more than thousands of years old. So it is believed that this cave was once part of the seabed.

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2. The beauty of stalactites and stalagmites.

### B. Storynomic Implementation in Batu Cermin Village using AIDA model

AIDA model is a marketing strategy model that has been widely used. This model also describes several points ranging from Attention, Interest, Desire, Action.

#### a. Attention

Based on the research data obtained, in terms of attention, it is related to attracting guests to pay more attention to the narrative as outlined in a storynomic tourism in Batu Cermin tourist village. The power of stories is also able to provide entertainment and build imagination because humans are also known as "Homo narrans" which reveals that storytelling is a natural thing from human life itself.

Currently, to attract tourists, the right strategy is to start using social media. In addition, social media can also be a powerful promotional tool, if you understand what tourist travel trends are booming. Of course, this must look at tourist preferences, ranging from age, the type of tourist attraction you want, and what can provide a different experience from the vacation activity you are looking for. The right type of storytelling to get the interest of tourists is for family tourists because there is education that can be shared in stories related to the destinations visited, the type of solo travelers where to look for are places that provide a high and natural level of adventure.

#### b. Interest

Tourists are interested in a well-packaged narrative related to the Batu Cermin tourist village. The right types of tourists to be targeted in providing the advantages found in Batu Cermin Cave are tourists aged 26-34 years old who are active users of social media and also have the desire to visit famous tourist destinations.

#### c. Desire

After there is tourist interest in the desire to visit, the next process is to generate Desire. Interest must be built based on what is in the Batu Cermin tourist village. Not only the uniqueness of the tourist objects such as Batu Cermin cave but narratives related to existing supporting aspects ranging from cultural and culinary specialties can be added to strengthen the desire of tourists who want to visit.

#### d. Action

The final stage of the AIDA model is Action. In this section, the manager of the Batu Cermin Tourism Village must start building an image through digital platforms, both social media, and the web. Starting to offer tour packages that exist in this tourist destination and also the main objects that are highlighted such as Batu Cermin Cave with all the unique stories that are built and so that they can actually run right away, then add a discount because of the current tourist trend that

is starting to emerge Most want to get special promos and cheap vacation packages but can provide an extraordinary vacation experience.

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### V. CONCLUSION

Storynomic is currently the main tool in raising the cultural uniqueness and local wisdom of the community which can be used as a new economic source that will also affect the welfare of the local community.

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