

## Pandanrejo Village Digital Branding Identity Analysis

Dendy Sundayana\*<sup>1</sup>, Linandar Tanuwijaya<sup>2</sup>, Mohamad Ridwan<sup>3</sup>, R. Darmawan Sundayana<sup>4</sup>, Odang Rusmana<sup>5</sup>

NHI Bandung Tourism Polytechnic<sup>1,2,3,4</sup>

Email: [dnd@poltekpar-nhi.ac.id](mailto:dnd@poltekpar-nhi.ac.id)

### Abstract

Tourism is one of the factors affected by the COVID-19 pandemic, but after the COVID-19 pandemic, tourism began to rise. There was the phenomenon of "Revenge Tourism," or revenge tourism, which increased interest in travelling after the COVID-19 pandemic. There is also an alternative trend in the form of tourist villages, which are increasingly growing. Pandanrejo Tourism Village is one of the tourist villages in Indonesia and has various attractions and tourism products that are attractive to tourists. The aim of this research is to determine how the digital branding of a tourist village can be right on target according to the target market they determine and what the condition of the village's digital branding identity is. This must be supported by the use of strong branding, both digital and conventional. However, for branding the Pandanrejo Tourism Village, there are still several things that can be maximised so that digital communication through digital branding includes concepts and visual designs carried out in tourism products so that it can maximise the target market and positioning of the Pandanrejo Tourism Village. This research approach uses a qualitative research approach with several key sources to be used as primary data for analysis and involves many stakeholders, such as tourist village managers, community leaders, village officials, and visitors who came to this village. The findings in this research are the condition of the digital branding of the Pandanrejo tourist village and the implications for the information conveyed to visitors.

**Keywords:** Branding; Digital Branding; Tourism Village; logos.

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### A. INTRODUCTION

Tourism is one of the industrial sectors that is in demand to be visited and is one of the sectors that is predicted to be relied upon. Tourism has the power to be a sector that has its own charm. Local governments are responsible for developing and managing all the potential of their respective regions to attract foreign and local tourists. Currently, public interest is very large in the development of tourism activities or travel needs; domestic tourism activities are also growing rapidly, and there are many new destinations that can meet the needs of the community (Napitulu 2015: 59). Tourism is an economic activity that is the pillar and focus of development in several countries, including Indonesia. Indonesia has many tourist attractions and many natural beauties of cultural and historical heritage that can expand livelihoods and provide a large role for regional income (Patra 2019: 60). During the COVID-19 era, tourism was also included as one of the sectors that had to be restored, considering that this sector was also quite fragile and was greatly affected by the pandemic. Currently, the government is working to restart the tourism sector so that it can produce better performance in welcoming the post-pandemic era.

During the COVID-19 pandemic, tourism demand had dropped dramatically and sharply, which resulted in the shutdown of various sub-sectors covered by this sector, such as tourist attractions, accommodation, restaurants, and transportation, because people were encouraged to self-isolate. The enactment of PPKM (Enforcement of Restrictions on Community Activities) made the tourism sector not only in Indonesia but around the world experience a slump. This has led to the emergence of various travel alternatives, such as virtual tours, which are a series of tours created virtually using devices such as virtual

\* Dendy Sundayana

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reality (VR). There is also the term staycation, which is a term for vacation activities carried out by staying at home or near home while creating a vacation-like environment. But as time goes by and the pandemic is increasingly under control, the demand for tourism is becoming increasingly unstoppable. Tourism and business activities are starting to reopen on a small scale, and applicable rules such as the New Normal rules and the existence of CHSE (Cleanliness, Health, Safety, and Environment Sustainability) certification are also necessary to be able to restart the tourism and travel industry gradually. Markets or stakeholders that create tourism demand are starting to show interest, and interest that can be fulfilled through tourism. This is also supported by the phenomenon of "Revenge Tourism." According to Kertajaya (2020), trips made by tourists after months of staying at home due to the COVID-19 pandemic are called revenge tourism." The COVID-19 pandemic has encouraged the emergence of "revenge tourism," where many people choose to travel to tourist destinations as a way to overcome the disappointments and limitations experienced during the pandemic.

Figure 1. Travel Interest Based on the Tourism Destination You Want to Visit



Source: Journal "Revenge Tourism: Analysis of Tourist Interest after the Covid-19 Pandemic" 2021

Based on figure 1 above from a research journal or previous scientific paper entitled "Revenge Tourism: Analysis of Tourist Interest After the COVID-19 Pandemic" (Annisa Aulya Sudjana et al.) in 2021, it can be seen that out of a total of 261 respondents in this study, 222 respondents, or 85.06%, planned to visit domestic tourist destinations. Meanwhile, respondents who plan to visit foreign tourist destinations are 37 respondents, or 14.18%. The results of this study indicate that there are many potential tourists who have an interest in and plan to travel to domestic destinations after the COVID-19 pandemic. This can be an opportunity to increase the number of visits for domestic tourism destinations to develop, including the Tourism Village.

A tourist village is a combination of attractions, accommodation, and supporting facilities that are packaged in a pattern of community life that blends with the prevailing procedures and traditions that make the village a tourist destination (Nuryanti in Yuliati & Suwandono, 2016). In the development of a tourist village, one of the important factors is the authenticity of the local village and the integration of existing tourism components. According to Gumelar (2010), not all tourism activities carried out in the village are truly tourist villages; therefore, in order to be the centre of attention for visitors, the village must essentially have important things, including: 1). Uniqueness, authenticity, and distinctive nature of the tourist village; 2). It is located near an extraordinary natural area. Associated with a group or cultural community that essentially attracts interest; 4). Has the opportunity to develop both in terms of basic infrastructure as well as other facilities; 5). In addition, according to Putra (2006), the village must be able to utilise the elements that exist in the village community that are packaged into tourist product attributes, become a

series of integrated tourism activities, and have a theme. The tourist village is also able to provide and fulfil a series of needs of a tourist trip, both from the aspect of attractions and various supporting facilities.

The elements of a tourism village are: 1). tourism potential; 2) art and culture typical of the local area; and 3) The location of the village is within the scope of the tourism development area, or at least within the corridors and routes of tour packages that have been sold. Preferably, there are already available managers, trainers, and actors in tourism, arts, and culture. Accessibility and infrastructure support the tourism village program (5)5). Security, order, and cleanliness of the tourist village are guaranteed.

However, what makes village tourism so attractive is the direct interaction between tourists and local communities. So that tourists can feel the warmth and hospitality of the village community and are filled with the daily activities of the village community so that they understand more deeply about the life of the village community and local cultural values.

Alternative tourism trends in the context of tourism villages are becoming a growing trend. The ADWI (Anugerah Desa Wisata Indonesia) event, as a competition between tourist villages, began to be held to capture and promote tourist villages in Indonesia. Tourism villages are starting to improve, starting from the 3A tourism fundamentals (attractions, accessibility, and amenity) to increasing marketing activities so that their villages can be recognised and get the opportunity to be visited in order to meet the demand for travel needs.

With the development of tourist villages in Indonesia, marketing is very important to increase the number of tourist visits to the tourist village. In marketing, destinations (in this context, tourist villages) must understand some of the basics of marketing activities, especially tourist villages in Indonesia, which almost have similar characters, although in certain contexts they have minor differences. The presence of a branding identity will be the right solution for maximising the marketing activities they do for the public. Brand, as a broad concept, is about how people or organisations convey messages through iconic signs or through abstract, arbitrary, and immeasurable message signs (Bungin, 2015). According to Kotler and Pfoertsch in Bungin (2015), branding has several principles, which include consistency, clarity, continuity, visibility, and authenticity. Branding itself is important for a tourism village because many tourist villages do not yet have branding, so the products in a tourist village still do not have the position and identity that will be shown to the public. and to face problems and competition with other tourist villages in terms of branding the tourism village as a tourist destination so that in the future, tourists who come can more easily find out about tourism or the potential that exists in the tourist village. Branding aims to show the identity of the tourist village and the tourist attractions and resources in the tourist village. In the field of tourism, the determination of branding is very influential for a tourist village, because if the determination of branding is not in accordance with the characteristics of the destination, it will become a "weapon eating the master" for the destination because the characteristics of the destination become a distinctive feature for the tourist village so that the products offered have their own branding identity from the tourist village. Branding is also not just an identity but also a face and a visual perception of what is offered to potential tourists. In developing branding, a strategy and planning of marketing basics are needed related to positioning, products, and the kind of image you want to form in order to attract tourists to visit tourist destinations (in this case, a tourist village). So that this branding is also able to become a communicative tool to promote the place, build awareness, and convert it into sales so as to increase the interest and number of tourists who come.

Reporting from the official website of the Ministry of Tourism and Creative Economy, there were 1,831 tourist villages participating in Anugerah Desa Wisata Indonesia (ADWI) 2021, a competition between tourist villages organised to capture and promote tourist villages in Indonesia. This number exceeds the initial target of the Ministry of Tourism and Creative Economy/TTourism and Creative Economy Agency (Kemenparekraf/BBaparekraf) which was only 700 participants (download in 2021). This shows that competition between tourist villages in Indonesia is very high, so each tourist village must have its own uniqueness, authenticity, and characteristics to be used as its branding identity.

One of the tourism villages that has a lot of tourism potential in Indonesia is Pandanrejo Tourism Village, located in Kaligesing, Purworejo Regency, Central Java. Pandanrejo Tourism Village has a very strategic location, only 17 km from the centre of Purworejo City and 36 km from the centre of Yogyakarta City. Pandanrejo Tourism Village has a lot of tourism potential from its tourism resources. Pandanrejo

Tourism Village is included in the criteria for a tourist village that is quite feasible and ready to develop by reviewing eight aspects, namely natural aspects (biology), physical environment, cultural aspects, aspects of amenity (infrastructure), aspects of human resources, institutions, attitudes, community life, and accessibility (Arida and Pujani, 2017). However, the promotion carried out by Pandanrejo Tourism Village is still limited to word of mouth and social media, the performance of which can still be improved so that it can benefit the managers and the community of Pandanrejo Tourism Village itself. Pandanrejo Tourism Village has not been widely introduced through the internet, which is a communication medium that can provide various benefits to users, so one of the steps that should be taken by the manager or government is to do digital branding. In this context, digital branding plays an important role in the development of information technology utilisation to provide tourism information about Pandanrejo Tourism Village.

Digital branding is a branding model using digital media technology to reach more tourists who want to travel to Pandanrejo Tourism Village. In the current era of technological development, tourism development through digital branding is very necessary because, through the role of digital branding, tourism development and information about Pandanrejo Tourism Village can be quickly accessed on social media. The use of digital branding aims to be able to introduce Pandanrejo Tourism Village so that tourists can visit a lot and stay longer so as to improve the quality of tourism in Pandanrejo Tourism Village. With the role of digital branding, it can also create an image of Pandanrejo Tourism Village as a tourist village so that it can be increasingly recognised by the public, and with the right branding determination, Pandanrejo Tourism Village is expected to bring in many tourists. This is because branding is a promotional tool that can sell and promote Pandanrejo Tourism Village and become a differentiator from other tourist villages. For this reason, the digital branding design of Pandanrejo Tourism Village must be adjusted to the character of the village so as to produce branding that is suitable and in accordance with the character of Pandanrejo Tourism Village. Therefore, a strategy is needed for making good digital branding. According to Schultz and Barnes in Rahmadhani's journal (2017), branding strategy, or brand strategy, can be interpreted as the management of a brand where there are various activities that organise the elements in the brand with the aim of forming a brand. Through a good and effective digital branding strategy, Pandanrejo Tourism Village can utilise social media, websites, and other digital content to build a positive image, increase brand awareness, and attract tourists to visit Pandanrejo Tourism Village.

This research will discuss more in-depth understanding the right character as a digital branding of tourist villages as well as understanding the basic marketing plans and strategies of tourist villages. The research is also conducted so that the tourism community, or Pokdarwis (Tourism Awareness Group), in Pandanrejo Tourism Village can conduct a simple study to re-evaluate fundamental aspects of marketing such as positioning, branding, and image (image), like what they want to highlight to the target market. According to Philip Kotler, translated by Jaka Wasana (2008), positioning is the act of designing products and the marketing mix in order to create a certain impression in the minds of consumers, while image is a mental picture or idea produced by imagination or personality shown to the public by a person, organisation, and so on (Oliver in Yunatan 2016). Positioning, branding, and image are fundamental aspects of marketing that are useful for highlighting the advantages that are authentic to Pandanrejo Tourism Village to the target market, in this case, tourists.

## **B. RESEARCH METHOD**

This research uses a qualitative method, which is contextual research that makes humans an instrument and is adapted to a natural situation in relation to data collection, which is generally qualitative in nature. According to Moleong (2017: 6), qualitative research is research that intends to understand phenomena about what is experienced by research subjects, such as behaviour, perceptions, motivations, actions, and others, holistically and by means of descriptions in the form of words and language, in a special, natural context by utilising various natural methods. The qualitative approach is considered by

researchers to be very suitable for providing a comprehensive (holistic) picture of the existing reality. Reality is assumed to be multiple, complex, pseudo, dynamic, constructed, and holistic, and the truth is relative (Mulyana, 2001: 147). The approach taken in this research uses descriptive research methods. According to Rukajat (2018), descriptive research is research that tries to describe phenomena that occur realistically, real and present, because this research consists of making systematically, factually, and precisely descriptions of the facts, characteristics, and relationships between the phenomena studied. The purpose of using a descriptive-qualitative approach is so that researchers can describe the empirical reality between branding, marketing strategies, promotional plans, and market expectations in accordance with the intended target market.

Data collection is carried out using methods that are generally used in qualitative approaches, namely observation (participant). According to Sugiyono (2018: 229), observation is a data collection technique that has specific characteristics when compared to other techniques. Observation is also not limited to people but also to other natural objects where researchers participate in entering the field in the hope of establishing a relationship with the subject on the basis of trust and the existence of a free and open exchange of information with the aim of obtaining data about the object under study. In-depth interviews, according to Kriyantono (2020: 291-293), are a way of collecting data and information carried out face-to-face with informants in order to obtain complete and in-depth data. Apart from confirming data, in-depth interviews are also intended to obtain other important information that has not been revealed in previous observations. In-depth interviews with the management of the tourism village were conducted to obtain information about the marketing plan and promotional strategies that will be carried out, as well as to explore information needs related to what kind of image is desired or felt to best represent Pandanrejo Tourism Village. Interviews in this study were conducted using several techniques, namely: first, unstructured, meaning that researchers will be free to ask questions related to the research focus. Second, it is not straightforward, meaning that in collecting data, sometimes an interview is conducted with an informant in a non-formal situation, but the researcher captures the essence of the conversation related to the research focus. Third, the researcher places the informant as a peer, meaning that from the beginning, the researcher is frank and explains the purpose of the research being conducted, so that the informant participates in formulating the research results. Focus Group Discussion (FGD), according to Irwanto (2006: 1-2), is a systematic process of collecting data and information about a very specific problem through group discussions. Focus Group Discussion invites various elements of stakeholders who are considered to be able to provide information and input as well as a medium to unify perceptions and build mutual agreements. In this research, researchers not only accept what informants say and experience, but more than that, in order to reveal things hidden deep within informants (implicit knowledge or tacit knowledge). Documentation study, according to Sugiyono (2018: 476) Documentation is a method used to obtain data and information in the form of books, archives, documents, written figures, and images in the form of reports and other information that can support research. Documentation studies are a complement to the use of observation or interview methods, which will be more reliable or have high credibility if supported by photographs or written works. This is done with the aim of capturing and understanding cultural events holistically, so data collection is carried out by mingling and interacting with the local community. Data can be in the form of oral, written, action, or other data obtained from information sources.

The data analysis technique used is qualitative data analysis. Researchers use SWOT analysis techniques, which are activities to determine opportunities, threats, strengths, and weaknesses. This is very important for the progress and success of a business. According to Freddy (2013), SWOT analysis (Strength, Opportunity, Weakness, Threats) is an analysis based on logic that can maximise strengths (Strength) and opportunities (Opportunity), but can simultaneously minimise weaknesses (Weakness)

and threats (Threats). This SWOT analysis technique aims to identify internal factors, namely strengths and weaknesses, as well as external factors, namely threats and opportunities, from potential branding for Pandanrejo Tourism Village. A proper SWOT analysis can help Pandanrejo Tourism Village understand its relative position in the tourism market, formulate an appropriate marketing action plan to improve competitiveness, and determine a branding identity for long-term sustainability.

The data validity test is where, in qualitative research, the researcher is the main instrument, so that the researcher acts proactively and directly in collecting data. The data validity test is useful for ensuring the quality of the data is relevant, accurate, and complete. It also helps identify and reduce bias in the data. It helps ensure that the results of the analysis or research are not influenced by errors or distortions that may occur in data collection. This validity test was carried out using data triangulation techniques (Creswell, 2012). Expressing data triangulation is the process of justifying evidence from different individuals, types of data, or data collection methods in descriptions and themes in qualitative research. Data triangulation is useful to ensure that there is no missing information from different individuals who are used as informants in Pandanrejo Tourism Village. Triangulation of techniques: when data obtained by observation is then checked with data obtained from interviews or checked with the results of a questionnaire (Sugiyono, 2016: 126–127), triangulation of techniques serves to test the credibility of data by checking data with the same source but with different techniques. Triangulation of techniques is useful for preventing differences in information from informants when using different techniques. And also conducting member checks. Member checks are carried out by researchers by asking one or more participants in the study to check the accuracy of the report (Creswell, 2012). Membercheck aims to determine the extent to which the data obtained is in accordance with what is given by the data provider. If the data found has been agreed upon by the data giver, it means that the data is valid, so that the resulting data is increasingly reliable.

### C. HASIL DAN ANALISIS/RESULTS AND ANALYSIS

Currently, Pandanrejo Tourism Village already has branding, but this branding has not been maximally utilized in the digital aspect.

Figure 2. Actual Branding of Pandanrejo Tourism Village



Source: *pandanrejo.com*

This branding in figure 2 is based on a logogram (a logo that is an image) with the characteristic of being impossible to divide, which means that it cannot be divided in any way. This logo is basically good enough from a visual point of view; it adapts the Wonderful Indonesia branding, which is currently the

branding of Indonesian tourism. This can be seen from the colour composition used in the branding of Pandanrejo Tourism Village.

The logo consists of a symmetrical symbol representing the horns of the Ottawa goat, a slight half-arch as an interpretation of the hills, and some square curves that are still uninterpretable.

In principle, a logo can consist of a single logogram. But what needs to be ensured is that these logograms can represent many things from an image that you want to form. Logo-grammes are logo components that are made based on shapes, icons, and visual images that have simple elements, are easy to remember and recognise, but still represent the background of the brand image. Otherwise, the logogram can be combined with the logotype (a text- or letter-based logo).

A logotype is a logo that contains text that becomes the company's brandmark. Many organisations have a tendency to use logotypes, while many companies use logomarks.

In essence, a logo type is a logo whose focus is on the company name or initial. In contrast, a logogram is a logo that focuses on a symbolic image or icon that describes the company itself. Both are logos that become brand identities or brand representatives in Figure 3.

Figure 3. Logo Example



Source: <https://pembuatanlogo.com/>

Basically, a logo must have an impression so that the value of creativity and exploration of a branding story can be memorable and well communicated to the audience in conveying its products.

In the case of the Pandanrejo Tourism Village branding logo, the logo itself still cannot show the value of the identity or name of Pandanrejo Tourism Village. The logo should be emphasised by combining the gramme logo with the type logo. This is done to emphasise the name of Pandanrejo Tourism Village, or if Pandanrejo Tourism Village wants to stick with the grammeme logo mode, Pandanrejo Tourism Village can transform it into a logo-grammeme type (a combination of visual and text logos that represent all elements of Pandanrejo Tourism Village).

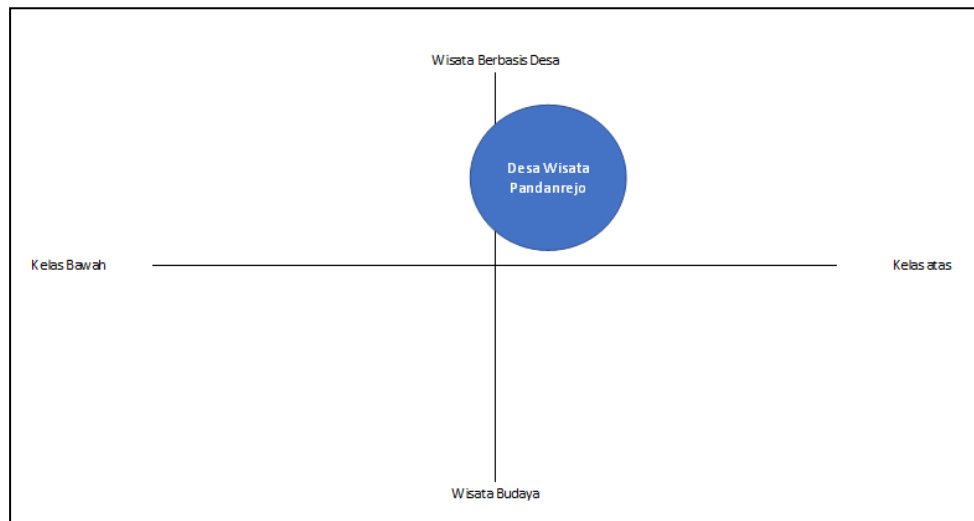
Figure 4. Logo-Gram-type



Source: <https://pembuatanlogo.com/>

The branding owned by Pandanrejo Tourism Village has not been fully structured and classified properly in the technical context of its use. In addition, although efforts have been made to apply the branding in actual products, it is still not maximized in its application. In reaching the realm of *digital branding*, this actual problem still needs to be resolved first to be able to utilize the full potential of the *digital branding of Pandanrejo Tourism Village*.

Figure 5 Positioning of Pandanrejo Tourism Village



Source: *Researcher's Process, 2022*

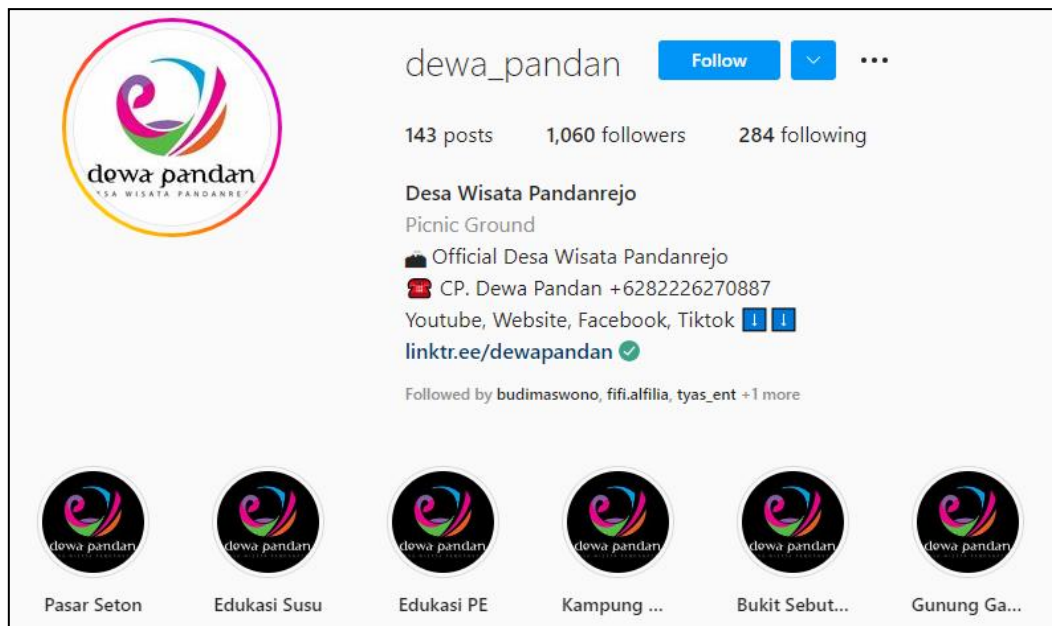
Based on Figure 5 above, it can be seen that the positioning of the tourism village will tend to centre on tourists who are interested in doing activities in the tourism village and come from the middle to upper middle class. Therefore, the products that are created should be able to emphasise quality rather than quantity.



## D. CONCLUSION

Pandanrejo Tourism Village has its own branding in its marketing, but in its journey from making to the latest use, this *branding* is still considered not optimal and still does not have a technical classification that guides the use of Pandanrejo Tourism Village branding. This branding is still not maximally a *digital branding* that is able to become the face or image of Pandanrejo Tourism Village. The Dewa Pandan tagline is sufficiently presented in the digital communication they do.

Figure 6 Use of Digital Branding of Pandanrejo Tourism Village



Source: Instagram of Pandanrejo Tourism Village, 2022

The digital branding of Pandanrejo Tourism Village still consists of a single logo in figure 6. Considering that there is a lot of diversity in Pandanrejo Tourism Village from a product perspective, it would be better if the Tourism Village has a sub-logo that can strengthen the quality assurance and branding communication of each product and also to strengthen the identity and uniqueness of the products owned by Pandanrejo Tourism Village while providing support to maximize the use of branding features in the digital realm.

Recommendations can be given for Pandanrejo Tourism Village to create sub-logos for each derivative and type of product owned, but still oriented to the main branding. This aims to strengthen the identity and distinctiveness of Pandanrejo Tourism Village products while providing support to maximize the use of branding features in the digital realm.

The thing that needs to be considered when a destination has branding is to ensure that the branding is used with the correct and standard procedures. This aims to ensure that there is no over-promising on the branding as well as ensuring that the products listed with the branding have clear quality.

This classification consists of two, general classification and specific classification. The general classification emphasizes more on the terms or conditions of using branding both conventionally and digitally. While the special classification will emphasize the terms and conditions that are tailored to the sub-logo branding that is owned.

An example of this classification can be seen in the following table:

Table 1. Example of General Classification

Logo Branding	Classification
	<ul style="list-style-type: none"> <li>• May only be used for tourism-related purposes Pandanrejo Tourism Village</li> <li>• Prohibited in use on political campaign media</li> <li>• This logo can be used by tourism actors in Pandanrejo Tourism Village which is legally recognized.</li> <li>• Logo use only on banners, stickers, photos and relevant digital media</li> </ul>

Source: Processed by Researcher, 2022

Table 3 Example of Special Classification

Variety of Criteria	Classification
Sub Brand for Food	<ul style="list-style-type: none"> <li>• The use of the FOOD PRODUCT BRANDING logo must have a business license, at least PIRT</li> <li>• The logo can be used for products where 80% of the ingredients are taken from Pandanrejo Village.</li> <li>• Already have halal assurance (at least from the process and ingredients used)</li> <li>• Processed by locals</li> <li>• Well-packaged and appropriate</li> <li>• Has mass and raw material knowledge</li> </ul>

Source: Processed by Researcher, 2022

This special classification can be adjusted to the sub-logo owned by Pandanrejo Tourism Village, and in its digital form, it can be used as a showcase highlight on social media.

There are four principles that must be used by Pandanrejo Tourism Village in communicating its digital branding. These principles can be seen in the following image:

Figure 7. Communication Principles of Digital Branding



Source: PayUblog.com, 2022

In figure 7 explain about, ROLL-OUT: Pandanrejo Tourism Village branding can adapt to the latest trends happening, both locally and nationally.

REVIEW: Pandanrejo Tourism Village should evaluate and check its marketing activities on the marketing distribution channels.

RESEARCH: Pandanrejo Tourism Village must conduct research related to matters relevant to the target market they choose according to the market personas they target and their marketing position. This is quite effective in reaching the maximum market they do through research activities,

RENEW: Always re-communicate to the market about the branding of Pandanrejo Tourism Village to the public. This can be done by consistently including the logo in the content creation.

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