

Destination Brand Storytelling Strategy: Narrative Analysis of the @dewitinalah Tourism Village Instagram Account in Kulon Progo Regency

Maryami¹, Hifni Alifahmi²

^{1,2} Program Studi Magister Ilmu Komunikasi Sekolah Pasca Sarjana, Universitas Sahid, Jakarta

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ABSTRACT

The development of social media has changed the communication strategy of tourist destinations, from an informative promotional approach to a digital narrative that builds the meaning and identity of the destination. Instagram no longer functions solely as a visual promotional medium, but rather as a digital storytelling space that shapes tourist perceptions and experiences. This study aims to analyze the Destination Brand Storytelling strategy of Tinalah Tourism Village through the Instagram content of @dewitinalah and examine the agreement in building Destination Branding based on nature, culture, and history. This study uses a qualitative approach with a narrative analysis method. The object of the study is the Instagram content of @dewitinalah for the period 2024–2025 which includes six selected posts based on thematic purposive sampling, namely the themes of nature, culture, and history. The research data is strengthened through semi-structured interviews with two key informants, namely the Manager of Tinalah Tourism Village and the Admin of Instagram @dewitinalah. The framework analysis integrates Walter Fisher's Narrative Paradigm through the concepts of Narrative Coherence and Narrative Fidelity, Zimand-Sheiner's Four Dimensions of Brand Storytelling, and Balakrishnan's Destination Branding strategy. The results of this study indicate that the Instagram content of @dewitinalah creates a relatively coherent digital storytelling that aligns with socio-cultural realities and practices of village tourism management. The themes of nature and culture display strong narrative consistency, while the historical theme enriches the destination's identity through historical dimensions and collective memory. The digital storytelling not only supports destination promotion but also plays a strategic role in shaping the image and identity of Tinalah Tourism Village. This study concludes that Destination Brand Storytelling through Instagram is an effective communication strategy for developing community-based village tourism and contributes to strengthening the identity and passion of the destination brand.

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Corresponding Author:

Name: Maryami

Institution: Program Studi Magister Ilmu Komunikasi Sekolah Pasca Sarjana, Universitas Sahid, Jakarta

Email: yammi.mym@gmail.com

1. INTRODUCTION

The tourism industry is a strategic sector in the Indonesian economy, contributing around 4% to the national GDP in 2024, accompanied by an increase in tourism foreign exchange earnings to US\$16.7 billion. a surge in domestic tourist travel reaching 1.021 billion, and 4.33 million foreign tourist visits in the first quarter of 2025, marking a strong post-pandemic recovery [1]. These achievements show that Indonesian tourism is moving towards more resilient and sustainable development through the strengthening of community-based tourism with tourist villages as the engine of the local economy, which integrates cultural values, local wisdom, and natural potential to provide an authentic tourist experience [2]. However, amid digital disruption and increasingly fierce competition, tourist destinations require strategic and sustainable destination branding strategies, including vision and stakeholder management, market and product suitability, positioning and differentiation, cross-channel communication, and feedback management to build authentic narratives and competitive destination images [3].

The development of tourism villages has become a priority strategy for national tourism development to promote sustainable and community-based tourism, as realized through the Indonesian Tourism Village Award (ADWI) program since 2021 to strengthen the communication and digital promotion capacity of destinations [1]. In Kulon Progo Regency, there were 262,026 visits to tourism villages in 2024, including Tinalah Tourism Village in Purwoharjo Village, which offers a combination of nature and culture in the Tinalah River and Menoreh Mountains areas [4]. The achievement of the Silver Champion Tourism Entrepreneurial Marketing Award 2023 and the Silver Award Responsible Tourism Awards Southeast Asia 2024 confirms Tinalah's commitment to community-based tourism that is adaptive to technology [5], even though the fluctuation in visits in 2024–2025 shows the challenges of competition and the effectiveness of digital

communication. In this context, the use of Instagram through digital storytelling is crucial to build a visual narrative of *instagrammable tourism* [6], create an immersive experience (Miller, 2004), strengthening community identity [7], and communicating the core story of local culture as the destination's brand image, even though audience engagement is still not optimal [8], [9], [10], [11].

Indonesia ranks fourth in the world with 104.8 million Instagram users out of a total of 1.64 billion global users, making this platform a strategic medium for destination communication [11]. Through its @dewitinalah account, Tinalah Tourism Village has utilized visual storytelling to build an image of nature and local wisdom. However, narrative curation, visual identity consistency, and the use of storytelling features are still not optimal, tending to be descriptive and lacking differentiation [12]. Previous research shows that social media contributes positively to tourist engagement, but generally has not examined storytelling in depth, even though in the context of *smart tourism*, narrative is an important asset in digital destination branding [13], [14], [15].

Based on the existing research gap, this study has theoretical and practical urgency by emphasizing the role of digital storytelling in shaping destination branding according to Balakrishnan's [3] strategic framework, while providing input for the managers of Tinalah Tourism Village in optimizing Instagram as a narrative-based communication medium and contributing to the preservation of local values relevant to the digital native generation [16]. This study focuses on the application of destination brand storytelling on the Instagram content @dewitinalah, the contribution of digital narratives to the formation of destination image, and the design and effectiveness of storytelling-based digital communication strategies in strengthening the competitiveness and sustainability of tourism in Tinalah Tourism Village in Kulon Progo Regency, Special Region of Yogyakarta.

2. LITERATURE REVIEW

2.1 Previous Research

Previous studies have shown that digital storytelling and destination branding—particularly through Instagram—effectively build destination image, cultural identity, and audience engagement. However, most research remains conceptual or focuses on general promotion, with limited analysis of narrative structure, meaning, and dimensions in community-based tourism contexts. Addressing this gap, the present study integrates Fisher’s Narrative Paradigm, Balakrishnan’s Strategic Destination Branding framework, and Zimand-Sheiner’s Four Dimensions of Brand Storytelling to empirically examine the Instagram storytelling of Tinalah

Tourism Village, contributing to the development of community-based digital brand storytelling as a sustainable destination communication strategy.

2.2 Theoretical Framework

This study integrates Fisher’s Narrative Paradigm (1987), Balakrishnan’s Destination Branding Strategy (2009), and Zimand-Sheiner’s Four Dimensions of Brand Storytelling [17] to analyze how digital narratives on Instagram @dewitinalah construct destination branding. Fisher’s framework emphasizes narrative coherence and fidelity as key determinants of effective communication, highlighting the strategic role of authentic and meaningful storytelling in building destination image, trust, and competitiveness in tourism communication.

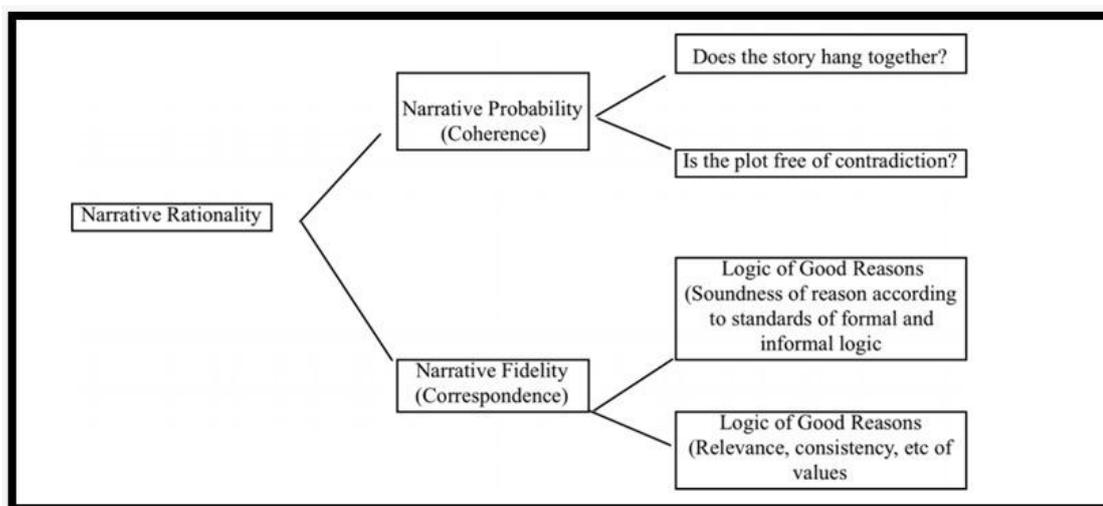


Figure 1. Narrative Paradigm by Walter Fisher (1987)

Source: Walter Fisher (1987)

Fisher's narrative paradigm is relevant to this study because it provides a conceptual basis for understanding how the digital storytelling of Tinalah Tourism Village on Instagram @dewitinalah shapes destination branding through coherent and meaningful narratives. Coherence is evident in the consistency of visual stories and texts that represent history, cultural values, and nature tourism as the destination's identity, while meaning fidelity is reflected in the delivery of values of togetherness, nature conservation, and mutual cooperation

that are in line with the expectations of tourists seeking authentic experiences. Thus, digital narratives serve not only as promotion but also as a representation of social identity that strengthens the destination's brand meaning, in line with the concept of Narrative Public Relations [17] and the participatory destination branding framework [3].

2.3 Destination Branding Strategy

Destination branding is a strategic tourism communication approach that builds a destination's unique and authentic identity through

consistent values, local elements, and sustainability, strengthened by digital technology and storytelling. In the digital era, social media storytelling—such as on Instagram @dewitinalah—shapes emotional and interactive perceptions of destinations through audience

engagement, aligning with Balakrishnan’s (2009) framework that emphasizes vision and stakeholder management, market–product fit, positioning, differentiation, strategic communication, and narrative-based feedback.

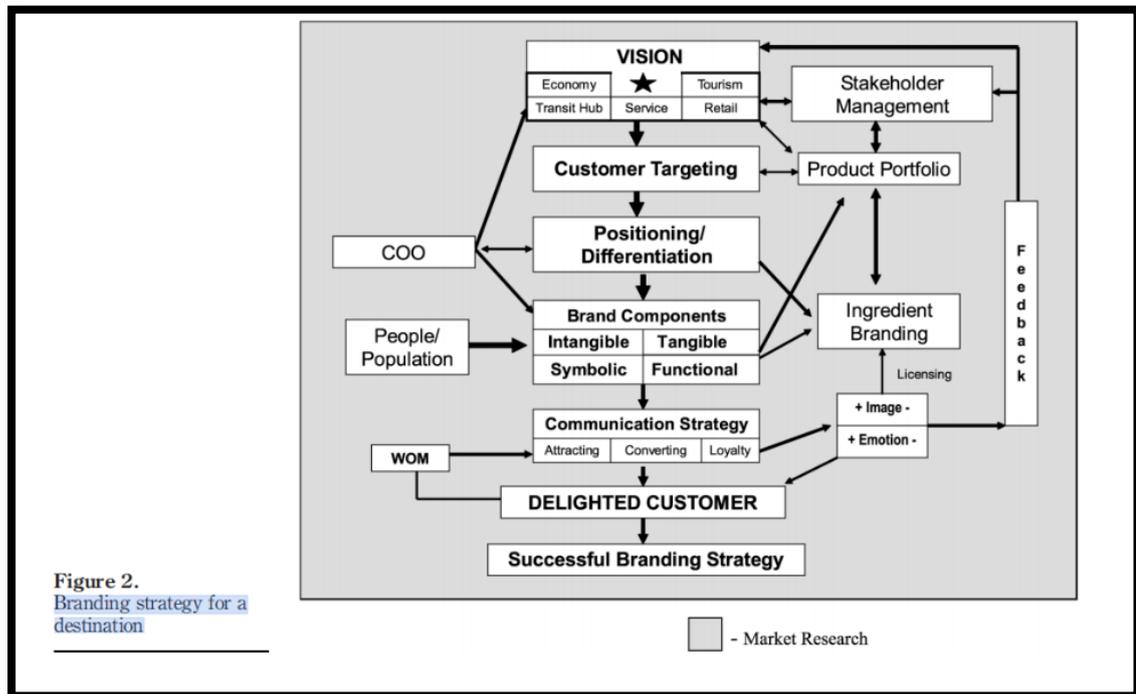


Figure 2. Branding strategy for a destination

Figure 2. Destination Branding Strategy
Source: Balakrishnan [3]

The application of Balakrishnan's [3] five components of destination branding in Tinalah Tourism Village shows that destination branding is a holistic and sustainable strategic communication process, built through a shared vision and collaboration between stakeholders based on local wisdom and the history of Prince Diponegoro. Market suitability, positioning, and differentiation are strengthened through the development of nature, culture, and history tourism, which is communicated emotionally through digital storytelling on Instagram @dewitinalah, and supported by two-way interaction-based feedback management to maintain consistency in the image and experience of tourists.

2.4 Digital Storytelling (Destination Brand Storytelling)

Digital storytelling creates immersive and participatory narratives by integrating visuals, audio, and interactivity, making tourism communication more engaging than linear models [18]. In tourism and branding, this approach builds emotional attachment and communicates destination identity and values [8], strengthens community-based tourism through community involvement as storytellers [7], and can be analyzed through four dimensions of brand storytelling—story, meaning, ritual, and transmedia—that are relevant to the destination branding strategy of Tinalah Tourism Village [19].

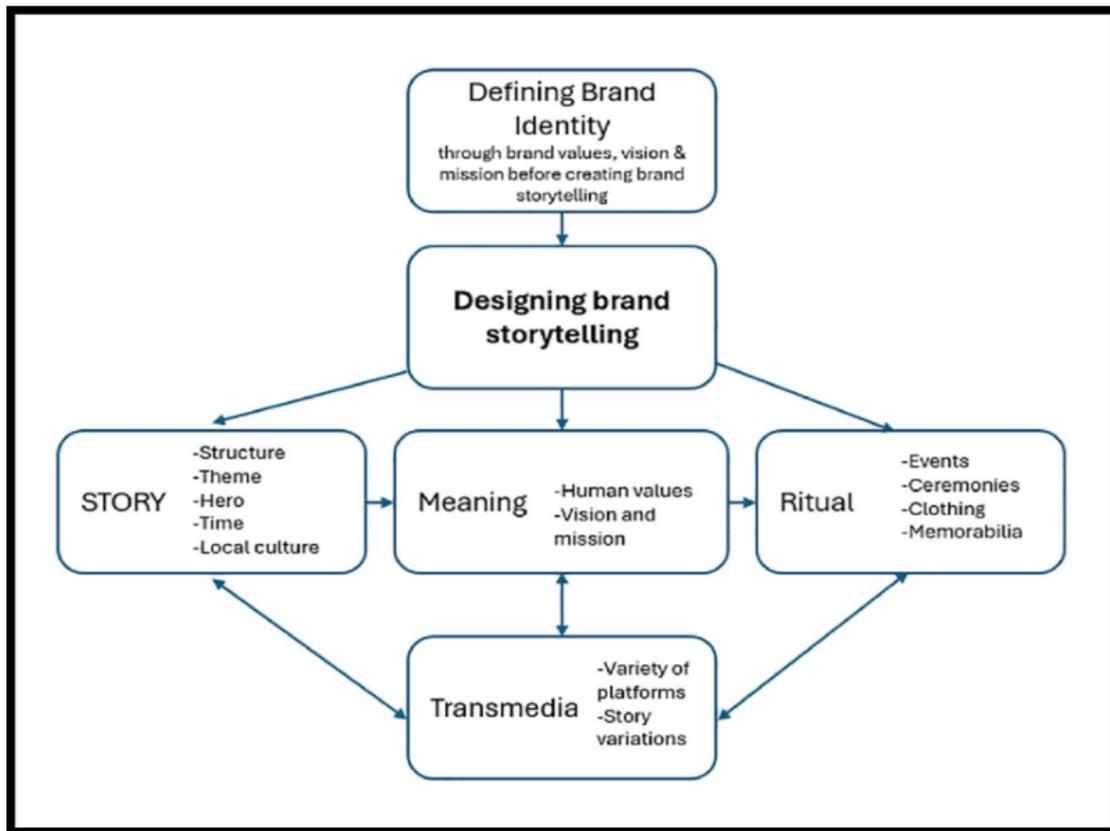


Figure 3. Four Dimensions of Brand Storytelling Framework

Source: Zimand-Sheiner [19]

The four main dimensions of brand storytelling include story, which emphasizes a coherent narrative structure through themes, plot, characters, time, and cultural context to build emotional engagement; meaning, which reflects human values such as togetherness, struggle, and sustainability as the core of brand meaning and authenticity; ritual, which brings narratives to life through social and cultural practices so that brand values are experienced collectively; and transmedia, which ensures consistent and participatory cross-platform storytelling, allowing audiences to interact and expand narratives through user-generated content (UGC).

2.5 Digital Storytelling in Destination Branding

Digital storytelling plays a strategic role in destination branding because it can shape the audience's perceptions, emotions, and experiences in an integrated manner through authentic digital narratives. Visual, text, and audio narratives create pre-experiences that build travelers' emotional expectations before visiting and influence their intention to visit [20]. In this context, the Instagram account @dewitinalah is the primary medium for applying digital storytelling through content about nature, tourist activities, the historical narrative of Prince Diponegoro, and visitor testimonials, which collectively form the destination's storyline.

2.6 Conceptual Framework

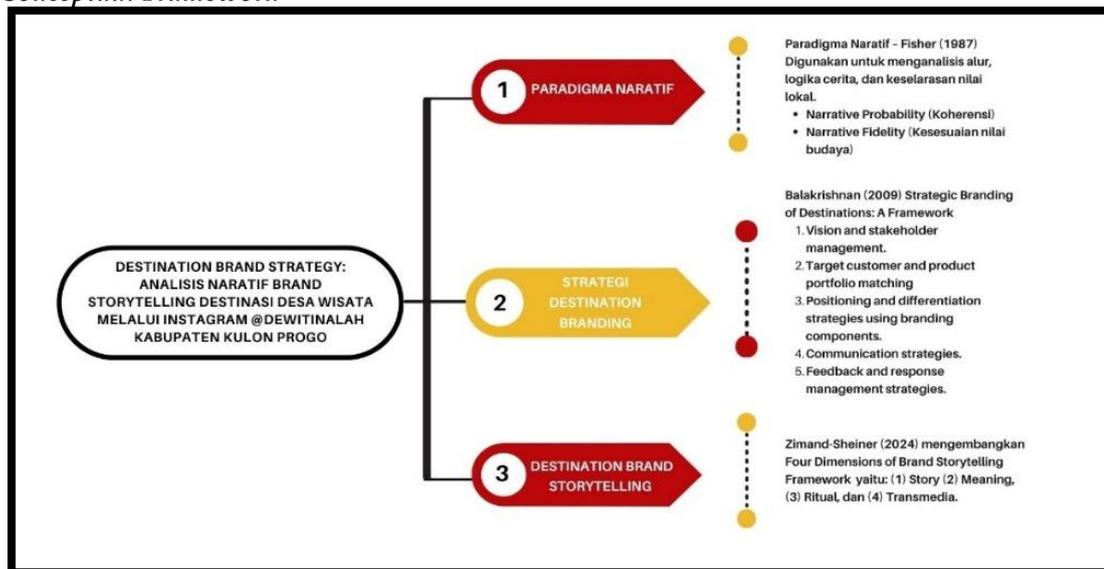


Figure 4. Conceptual Framework

The conceptual framework of this study integrates Fisher's Narrative Paradigm (1987), Balakrishnan's Strategic Branding of Destinations [3], and Zimand-Sheiner's Four Dimensions of Brand Storytelling [19] to analyze the digital narrative construction of Instagram @dewitinalah as a destination branding strategy for Tinalah Tourism Village. Fisher's paradigm assesses the coherence and meaning of stories, Balakrishnan provides the strategic context of destination branding, and Zimand-Sheiner identifies storytelling elements through the dimensions of story, meaning, ritual, and transmedia, thus positioning digital storytelling as a key communication strategy in building the identity and differentiation of community-based destinations in a sustainable manner.

3. METHODS

3.1 Research Design

This study adopts a descriptive qualitative approach with narrative analysis to examine the meaning, processes, and social construction of digital storytelling strategies in shaping the destination branding of Tinalah Tourism Village, as this approach enables in-depth exploration of contextual and subjective interpretations beyond

quantitative measurement [21]. Narrative analysis is applied to Instagram content from the @dewitinalah account—including text, images, videos, and digital interactions—as a cultural and identity construction by analyzing story structures, symbols, and local values through the lens of narrative probability and narrative fidelity (Fisher, 1987), supported by interviews, observations, and document analysis. The research focuses on Tinalah Tourism Village in Kulon Progo Regency, selected for its national recognition (Top 50 ADWI 2021) and its distinctive integration of the Menoreh Mountains' natural landscape, the historical legacy of Prince Diponegoro, and local cultural wisdom within a community-based tourism framework [7], with the unit of analysis being the @dewitinalah Instagram account as a strategic visual storytelling platform that creates emotional narratives and tourist pre-experiences [20] through purposively selected photo, video, and caption content published between January and December 2024.

3.2 Data Collection Methods and Sources

This study uses integrated data collection techniques, including a literature review to enrich the theoretical basis through books, journals, and secondary data (Ruslan, 2003), semi-

structured interviews with the manager of the Instagram account @dewitinalah, the manager of the tourist village, and tourists to explore subjective meanings and narrative strategies [21], non-participatory observation to understand digital communication practices and tourism activities naturally without direct involvement of the researcher [22], and documentation in the form of Instagram content archives, activity reports, and relevant publications as supporting evidence that can be verified in qualitative analysis [23].

3.3 Data Sources and Informant

This study draws on primary and secondary data, with primary data obtained through in-depth interviews with selected informants at the research site to capture insights aligned with the study's focus [24], and secondary data collected from academic journals, reference books, official tourism reports, and archived content from the Instagram account @dewitinalah to support theoretical and empirical analysis. The integration of these data sources enabled triangulation to enhance the validity and reliability of the findings (Muhajirin et al., 2024). Informants were chosen through purposive sampling based on their relevance to the construction of Tinalah Tourism Village's digital narratives, including village administrators, local community actors, and active tourists involved in the production, representation, and reception of Instagram content, with data collection continuing until saturation was achieved [21], [23].

3.4 Data Analysis Techniques

Data analysis followed the interactive model of Miles et al. [23], encompassing data collection, condensation, display, and conclusion drawing to examine the digital

storytelling practices of Tinalah Tourism Village [21]. Instagram content from @dewitinalah (January–December 2024), interviews, and documentation were thematically condensed into nature, culture, and history categories, coded using destination branding concepts [3], the four dimensions of brand storytelling [19], and narrative coherence and fidelity criteria (Fisher, 1987), before being presented and verified for credibility. Informants were selected purposively based on relevance to the study, including village administrators, local community actors, and active tourists involved in the production and reception of Instagram narratives, with data collection continuing until saturation was achieved [21], [23].

4. RESULTS AND DISCUSSION

4.1 Overview of Research Object

Tinalah Tourism Village is a community-based destination in Purwoharjo Village, Samigaluh District, Kulon Progo Regency, Yogyakarta, developed through the natural landscape of the Menoreh Mountains, the Tinalah River, local culture, and active community participation. Officially registered in the National Tourism Village Network (JADesta) and recognized as a leading village in Kulon Progo, Tinalah promotes a sustainable nature- and culture-based tourism vision under the brand promise "The Charm of Nature and Culture," communicated through Instagram @dewitinalah. Visitor data in 2025 (9,402 tourists) indicate a shift toward quality-oriented experiences, while high digital reach with limited conversion highlights the strategic role of social media in building brand awareness and underscores the importance of analyzing Tinalah's destination brand storytelling.

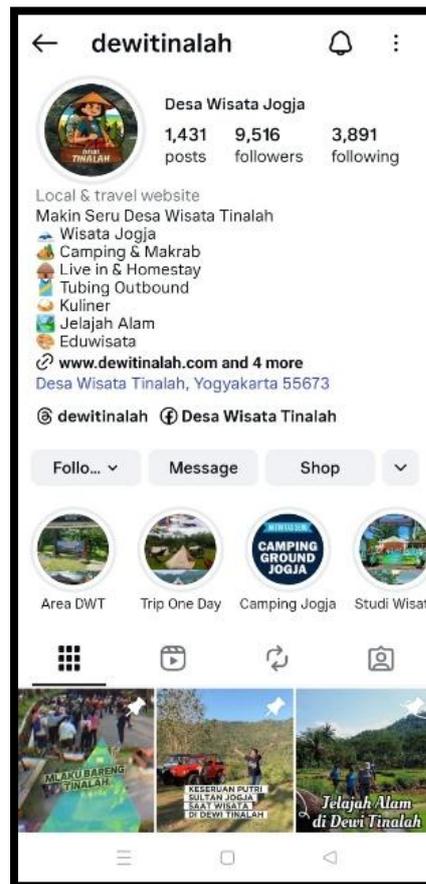


Figure 5. Instagram Account Profile @dewitinalah

Source: <https://www.instagram.com/dewitinalah/?hl=id>

The Instagram account @dewitinalah functions as the official digital communication and promotion channel of Tinalah Tourism Village, serving as a storytelling hub that builds brand awareness and shapes initial destination perceptions through consistent narratives of nature, education, and community. While its impact is strongest at the awareness and interest stages rather than direct conversion, @dewitinalah plays a strategic role in translating the village's brand promise into credible and authentic visual storytelling that strengthens the sustainable image and appeal of Tinalah Tourism Village.

4.2 Narrative Analysis of @dewitinalah Instagram Content

This section is the core of the research, which aims to understand how

the Tinalah Tourism Village destination brand storytelling strategy is constructed through @dewitinalah Instagram content as a digital narrative space that shapes the meaning, value, and image of the destination. The analysis is conducted qualitatively and narratively by mapping the storytelling structure using the Four Dimensions of Brand Storytelling [19], assessing the quality of the story through Walter Fisher's Narrative Paradigm (1987), and relating it to Balakrishnan's destination branding strategy [3]. The object of study includes six Instagram posts from 2024–2025 with themes of nature, culture, and history, enriched with interviews with managers and Instagram administrators to connect digital narratives with communication practices and destination management.

4.3 Analysis Based on Zimand-Sheiner's [19] Four Dimensions of Brand Storytelling

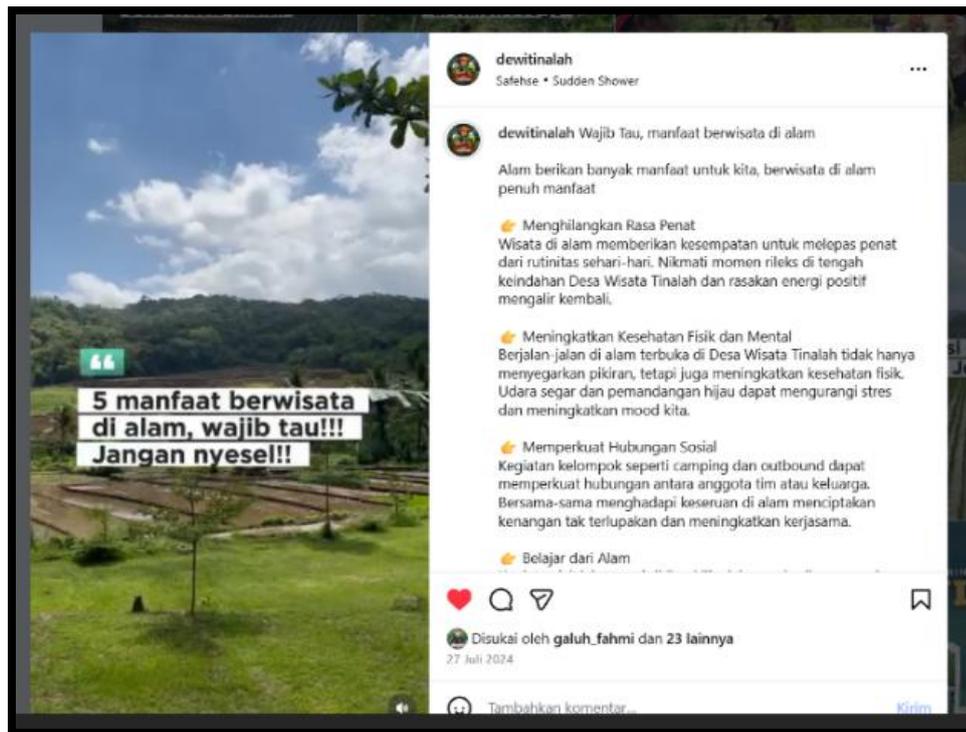


Figure 6. Posts on the Instagram account @dewitinalah in 2024, July 27, 2024

This study applies Zimand-Sheiner's [19] Four Dimensions of Brand Storytelling to analyze six @dewitinalah Instagram posts (2024–2025) on nature, culture, and history, finding that storytelling is authentically community-centered, with the meaning dimension

strongest in conveying the value of "Natural and Cultural Charm," while the story and ritual dimensions remain episodic and documentary, and the transmedia dimension is weakest due to limited cross-platform integration.

Table 1. Coding Analysis of Four Dimensions of Brand Storytelling Zimand – Sheiner [19]

Dimension	Element	Findings Description	Code
Story	Theme	Educational content highlighting the benefits of nature-based tourism	A-24-01-ST.1
	Plot	Informative narrative structure consisting of an opening statement, followed by a list of benefits, and an implicit call to action	A-24-01-ST.2
	Characters	No human figures are presented; nature is positioned as the main subject	A-24-01-ST.3
	Time	Present-time context relevant to modern daily routines	A-24-01-ST.4
Meaning	Value	Relaxation and stress relief	A-24-01-MN.1
	Value	Physical and mental health benefits	A-24-01-MN.2
	Value	Strengthening social relationships	A-24-01-MN.3
	Vision	Nature-based tourism positioned as a healthy lifestyle necessity	A-24-01-MN.4
	Mission	Public education on the benefits of nature-based tourism	A-24-01-MN.5
Ritual	Activity	Walking in natural outdoor environments	A-24-01-RT.1

Dimension	Element	Findings Description	Code
	Social Practice	Group camping and outbound activities	A-24-01-RT.2
	Symbol	Green landscapes, fresh air, and open spaces	A-24-01-RT.3
Transmedia	Primary Media	Instagram Feed	A-24-01-TM.1
	Format	Video combined with on-screen educational text	A-24-01-TM.2
	Audio	Relaxing background music	A-24-01-TM.3
	Distribution Function	Highly shareable content supporting message diffusion	A-24-01-TM.4

Instagram post @dewitinalah code A-24-01 (July 27, 2024) presents nature-based educational storytelling that emphasizes relaxation, well-being, and social connection, positioning Tinalah Tourism Village as a calm and healthy lifestyle destination for modern tourists,

with an informative linear narrative, nature as the main subject, ritualized outdoor activities framed as recovery practices, and Instagram-based visual, textual, and audio elements that create an engaging and shareable narrative experience.



Figure 7. Cultural Posts on the Instagram Account @dewitinalah in 2024

Instagram post @dewitinalah code B-24-01 (August 28, 2024) portrays cultural education storytelling by framing gamelan learning as a participatory tourism experience, featuring local artists and community members as main actors

and reinforcing the relevance of tradition in the present, thus positioning Tinalah Tourism Village as an authentic, educational, and community-based cultural destination.

Table 2. Coding Analysis of Four Dimensions of Brand Storytelling Zimand – Sheiner (2024)

Dimension	Element	Findings Description	Code
Story	Theme	Cultural education through gamelan learning activities	B-24-01-ST.1
	Plot	Visual introduction → learning process → reinforcement of the meaning of gamelan	B-24-01-ST.2
	Characters	Learning participants and local artists	B-24-01-ST.3
	Time	Contemporary setting with continuity of tradition	B-24-01-ST.4
Meaning	Value	Preservation of traditional culture	B-24-01-MN.1
	Value	Intergenerational knowledge transfer	B-24-01-MN.2
	Value	Local cultural identity and pride	B-24-01-MN.3
	Vision	Culture positioned as an educational tourism attraction	B-24-01-MN.4
	Mission	Inviting tourists to learn and reflect on gamelan culture	B-24-01-MN.5
Ritual	Activity	Gamelan practice and learning sessions	B-24-01-RT.1
	Cultural Practice	Collective musical process	B-24-01-RT.2
	Symbol	Gamelan as a symbol of harmony and togetherness	B-24-01-RT.3
Transmedia	Primary Media	Instagram Feed	B-24-01-TM.1
	Format	Vertical video with original audio	B-24-01-TM.2
	Audio	Authentic gamelan sound	B-24-01-TM.3
	Interaction	Comments and mentions of other accounts	B-24-01-TM.4

Instagram post @dewitinalah code B-24-01 presents cultural education storytelling by framing gamelan learning as a participatory, community-based tourism experience, highlighting preservation, intergenerational knowledge transfer, and local identity,

while positioning gamelan as a living ritual symbolizing harmony and togetherness, thereby portraying Tinalah Tourism Village as an educational, sustainable cultural destination rooted in local values.

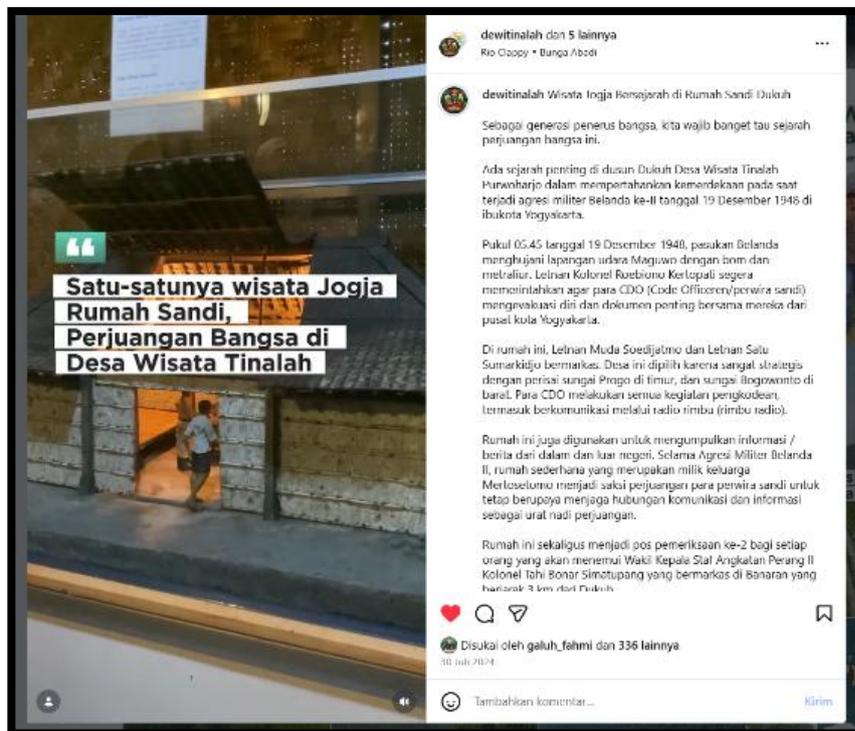


Figure 8. Historical Posts on the Instagram Account @dewitinalah in 2024

The Instagram post @dewitinalah (Historical Post 2024, code S-24-01) frames Tinalah Tourism Village as a site of national memory by narrating the role of Rumah Sandi during the 1948 Second Dutch Military Aggression through an

informative chronological storyline, positioning the destination as an educational and reflective historical tourism site that strengthens collective memory and national identity.

Table 3. Coding Analysis of Four Dimensions of Brand Storytelling Zimand – Sheiner (2024)

Dimension	Element	Findings Description	Code
Story	Theme	Historical tourism highlighting the national independence struggle	S-24-01-ST.1
	Plot	Introduction of historical values → chronology of the 1948 events → strategic role of Rumah Sandi	S-24-01-ST.2
	Characters	Cipher officers (Lieutenant Soedijatmo, Lieutenant Sumarkidjo)	S-24-01-ST.3
	Time	Historical event of the Second Dutch Military Aggression (December 19, 1948)	S-24-01-ST.4
Meaning	Value	Nationalism and patriotism	S-24-01-MN.1
	Value	Historical awareness among younger generations	S-24-01-MN.2
	Value	Sacrifice and strategic resistance	S-24-01-MN.3
	Vision	Historical tourism as a medium for national education	S-24-01-MN.4
	Mission	Encouraging the public to recognize Rumah Sandi as a site of national struggle	S-24-01-MN.5
Ritual	Activity	Educational historical tourism visits	S-24-01-RT.1
	Social Practice	On-site historical learning at an authentic location	S-24-01-RT.2
	Symbol	Rumah Sandi as a symbol of resistance and secret communication	S-24-01-RT.3
Transmedia	Primary Media	Instagram Feed	S-24-01-TM.1
	Format	Documentary-style video combined with narrative text	S-24-01-TM.2
	Audio	Reflective background music	S-24-01-TM.3
	Connectivity	Extended narrative through long-form captions	S-24-01-TM.4

Instagram post @dewitinalah code S-24-01 presents historical destination brand storytelling by framing Tinalah Tourism Village as a national memory space through the narrative of Rumah Sandi and the 1948 Second Dutch Military Aggression, delivered chronologically and informatively. The story emphasizes historical authenticity

and education, the meaning highlights nationalism, patriotism, and sacrifice, the ritual frames visits as meaningful historical learning experiences, and the transmedia use of visuals, text, and music reinforces Tinalah’s image as an educational and reflective historical tourism destination that strengthens national identity.



Figure 9. Nature Posts on the Instagram Account @dewitinalah in 2025

The Instagram post @dewitinalah code A-25-01 (November 4, 2025) showcases destination brand storytelling by highlighting participatory trekking activities that emphasize togetherness,

well-being, and engagement with nature, positioning Tinalah Tourism Village as an inclusive, community-based, and experiential nature destination aligned with contemporary travel trends.

Table 4. Coding Analysis of Four Dimensions of Brand Storytelling Zimand – Sheiner (2024)

Dimension	Element	Findings Description	Code
Story	Theme	Nature-based tourism emphasizing trekking and togetherness	A-25-01-ST.1
	Plot	Invitation → trekking activity → exploration of natural destinations	A-25-01-ST.2
	Characters	Tourists and local community members as facilitators	A-25-01-ST.3
	Time	Present-day context (contemporary tourism)	A-25-01-ST.4
Meaning	Value	Togetherness and participation	A-25-01-MN.1
	Value	Physical and mental well-being	A-25-01-MN.2
	Value	Appreciation of nature	A-25-01-MN.3
	Vision	An inclusive and welcoming nature-based tourism village	A-25-01-MN.4
	Mission	Encouraging tourists to actively engage with and experience nature	A-25-01-MN.5
Ritual	Activity	“Mlaku Bareng Tinalah” trekking activity	A-25-01-RT.1
	Social Practice	Group trekking as a recurring agenda	A-25-01-RT.2
	Symbol	Walking together as a symbol of collectivity	A-25-01-RT.3
Transmedia	Primary Media	Instagram Feed	A-25-01-TM.1
	Format	Vertical video (original audio)	A-25-01-TM.2
	Integration	Destination account tagging and thematic hashtags	A-25-01-TM.3
	Distribution	Cross-feature potential (Feed–Reels–Story)	A-25-01-TM.4

Instagram post @dewitinalah code A-25-01 presents destination brand storytelling through the “Mlaku Bareng Tinalah” trekking activity, emphasizing togetherness, participation, and shared

experiences, and positioning Tinalah Tourism Village as a community-based, inclusive, and sustainable nature destination through immersive and well-optimized Instagram storytelling.

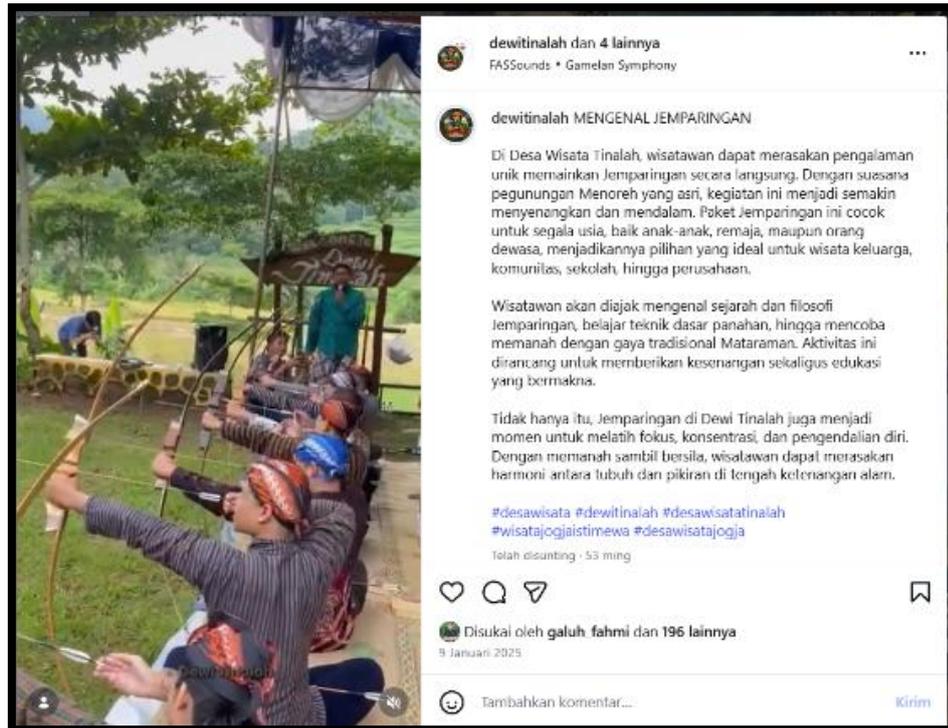


Figure 10. Cultural Posts on the Instagram Account @dewitinalah in 2025

The Instagram post @dewitinalah (Cultural Post 2025, code B-25-01) portrays Jemparingan as a living cultural practice that combines traditional sport, philosophy, and participation,

positioning Tinalah Tourism Village as an educational, reflective, and sustainable cultural tourism destination through experiential digital storytelling.

Table 6. Analysis Coding Four Dimensions of Brand Storytelling Zimand – Sheiner (2024)

Dimension	Element	Findings Description	Code
Story	Theme	Cultural tourism based on the traditional sport of Jemparingan	B-25-01-ST.1
	Plot	Activity introduction → archery practice → explanation of values and philosophy	B-25-01-ST.2
	Characters	Tourists, jemparingan instructors, and local community members	B-25-01-ST.3
	Time	Contemporary context rooted in Mataraman tradition	B-25-01-ST.4
Meaning	Value	Preservation of traditional culture	B-25-01-MN.1
	Value	Discipline, focus, and self-control	B-25-01-MN.2
	Value	Harmony between body and mind	B-25-01-MN.3
	Vision	Culture as an educational tourism experience	B-25-01-MN.4
	Mission	Encouraging tourists to understand the philosophy of jemparingan	B-25-01-MN.5
Ritual	Activity	Direct participation in jemparingan practice	B-25-01-RT.1
	Cultural Practice	Traditional Mataraman-style archery	B-25-01-RT.2
	Symbol	Bow, arrows, and seated shooting position	B-25-01-RT.3

Dimension	Element	Findings Description	Code
Transmedia	Primary Media	Instagram Feed	B-25-01-TM.1
	Format	Vertical video with extended narrative caption	B-25-01-TM.2
	Audio	Gamelan background music (traditional ambience)	B-25-01-TM.3
	Distribution	Cross-feature potential (Feed–Reels–Story)	B-25-01-TM.4

Instagram post @dewitinalah code B-25-01 presents Jemparingan as a participatory Javanese cultural practice rich in historical and philosophical values, positioning Tinalah Tourism Village as an educational, reflective, and sustainable cultural destination. Through a narrative

that highlights discipline, focus, body–mind harmony, and well-being, and is supported by ritual symbolism and immersive transmedia elements on Instagram, the post strengthens authentic and meaningful cultural destination branding.

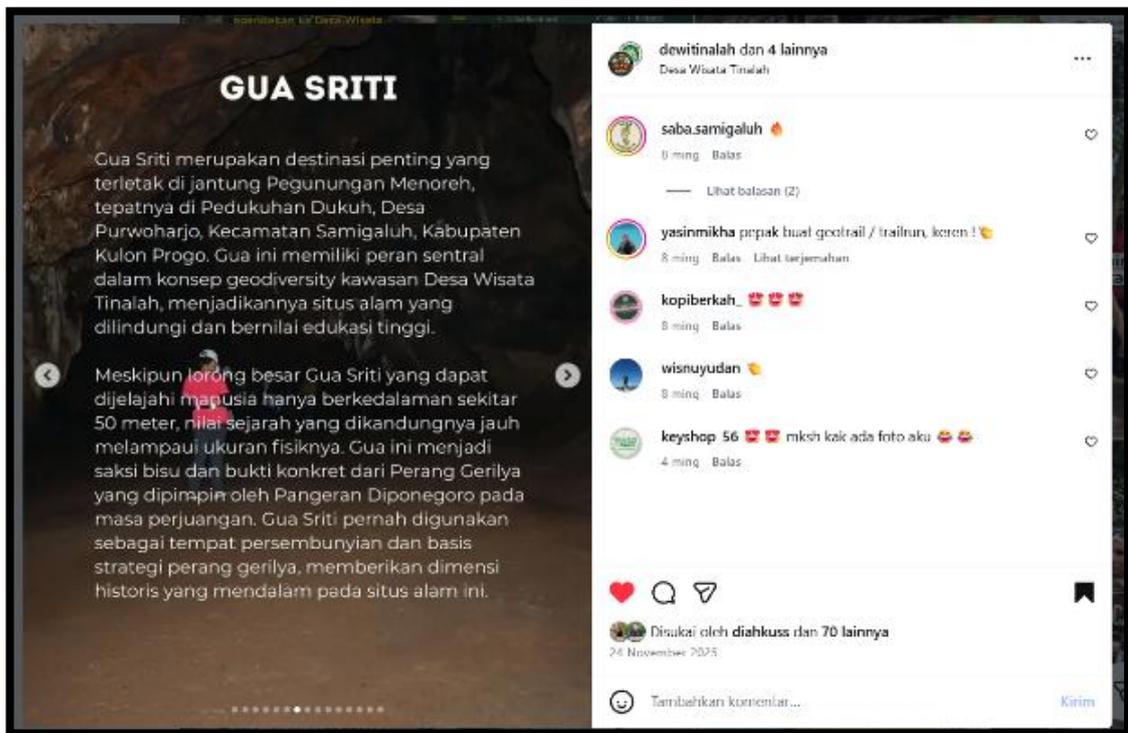


Figure 11. Historical Posts on the Instagram Account @dewitinalah in 2025

The Instagram post @dewitinalah code S-25-01 integrates the natural landscape of Gua Sriti with the historical narrative of the Java War, positioning Tinalah Tourism Village as an educational

and reflective historical destination that combines natural heritage, collective memory, and contextual learning through digital storytelling.

Table 7. Coding Analysis of Four Dimensions of Brand Storytelling Zimand – Sheiner (2024)

Dimension	Element	Findings Description	Code
Story	Theme	Historical tourism based on the natural heritage site of Gua Sriti	S-25-01-ST.1
	Plot	Location introduction → geodiversity explanation → historical struggle narrative	S-25-01-ST.2
	Characters	Prince Diponegoro and guerrilla fighters (implicitly represented)	S-25-01-ST.3
	Time	Past context (Java War) contextualized within the present	S-25-01-ST.4

Dimension	Element	Findings Description	Code
Meaning	Value	Nationalism and collective memory of resistance	S-25-01-MN.1
	Value	Historical education and geodiversity awareness	S-25-01-MN.2
	Value	Preservation of natural–historical heritage sites	S-25-01-MN.3
	Vision	Historical tourism as a medium for contextual learning	S-25-01-MN.4
	Mission	Educating tourists about Gua Sriti as a natural–historical site	S-25-01-MN.5
Ritual	Activity	Cave exploration and educational visits	S-25-01-RT.1
	Social Practice	Outdoor historical learning tourism	S-25-01-RT.2
	Symbol	The cave as a symbol of protection and guerrilla strategy	S-25-01-RT.3
Transmedia	Primary Media	Instagram Feed (carousel)	S-25-01-TM.1
	Format	Site photographs with extended narrative text	S-25-01-TM.2
	Visual	Cave landscape with human figures as spatial scale	S-25-01-TM.3
	Distribution	Layered storytelling across multiple slides	S-25-01-TM.4

Instagram post @dewitinalah (S-25-01) builds historical tourism storytelling by positioning Sriti Cave as both a natural landscape and a strategic site of resistance during the Java War. The narrative links geodiversity with the legacy of Prince Diponegoro, framing the destination as a layered space of beauty,

memory, and nationalism. Through a step-by-step carousel with authentic visuals, the post promotes historical learning, environmental awareness, and collective memory, strengthening Tinalah Tourism Village’s image as a meaningful, experience-based heritage destination.

Tabel 8. Matriks Komparasi Enam Postingan Four Dimensions of Brand Storytelling (Zimand-Sheiner, 2024) Pada Akun Instagram @dewitinalah

Post Identity				
No.	Code	Year	Category	Main Title / Content
1	A-24-01	2024	Nature	Benefits of Nature-Based Tourism
2	B-24-01	2024	Culture	Learning and Interpreting Gamelan
3	S-24-01	2024	History	Rumah Sandi and the National Struggle
4	A-25-01	2025	Nature	Mlaku Bareng Tinalah (Walking Together in Tinalah)
5	B-25-01	2025	Culture	Getting to Know Jemparingan
6	S-25-01	2025	History	Gua Sriti (Sriti Cave)

The post identity table indicates that six Instagram posts by @dewitinalah (2024–2025) reflect three core destination narrative pillars—nature, culture, and history—curated in a balanced way. Nature highlights experiential and emotional value, culture presents

participatory traditions and local identity, while history strengthens collective memory and sense of place. Together, these elements form an integrated storytelling strategy that positions Tinalah Tourism Village as a meaningful, multi-layered destination.

Table 9. Matrix

Comparison Matrix Based on Story			
Code	Story Theme	Main Characters	Narrative Structure
A-24-01	Education on the benefits of nature	Nature as the primary subject	Informative–narrative
B-24-01	Cultural education	Artists and participants	Educational–processual
S-24-01	Historical struggle	Military figures	Chronological–historical

Comparison Matrix Based on Story			
Code	Story Theme	Main Characters	Narrative Structure
A-25-01	Nature-based tourism experience	Tourists and local community	Experiential-participatory
B-25-01	Living cultural practice	Tourists and instructors	Experiential-reflective
S-25-01	Nature-history heritage	Historical figures (implicit)	Narrative-exploratory

There has been a shift from informative narratives (2024) to narratives based on direct experience (2025).

Table 10. Matrix Dimensions

Comparison Matrix Based on Dimensions Meaning		
Code	Dominant Values	Meaning Orientation
A-24-01	Health and relaxation	Rational
B-24-01	Cultural preservation	Identity-based
S-24-01	Nationalism	Ideological
A-25-01	Togetherness and health	Emotional-social
B-25-01	Discipline and self-harmony	Philosophical
S-25-01	Nationalism and ecology	Educational-reflective
Comparison Matrix Based on Ritual Dimensions		
Code	Form of Ritual	Level of Participation
A-24-01	Encouragement of nature-based activities	Low (symbolic)
B-24-01	Gamelan practice	Moderate
S-24-01	Educational site visit	Low-moderate
A-25-01	Group trekking activity	High
B-25-01	Hands-on Jemparingan practice	High
S-25-01	Cave exploration	Moderate-high
Comparison Matrix Based on Transmedia Dimensions		
Code	Content Format	Transmedia Character
A-24-01	Video + educational text	Informative
B-24-01	Video + cultural audio	Educational
S-24-01	Video + long caption	Documentary
A-25-01	Video + tags + hashtags	Experiential
B-25-01	Video + traditional audio	Immersive
S-25-01	Carousel + visual narration	Explorative

The findings show developments in the storytelling patterns of Tinalah Tourism Village in three main dimensions. In the dimension of meaning, the meaning of the destination has evolved from mere value awareness to internalization and audience engagement. In the dimension of ritual, the 2025

content features more tangible, repetitive, and participatory tourism practices than in the previous period. Meanwhile, in the transmedia dimension, the use of digital media has shifted from simply conveying informative messages to creating layered and more immersive visual experiences for the audience.

Table 11. Comparison of Findings

Aspect	2024	2025
Storytelling Pattern	Educational-Informative	Experiential-Participatory
Branding Focus	Value introduction	Experience and engagement
Audience Role	Information receiver	Active participant
Destination Positioning	Tourist attraction	Living experience space

The comparison table shows the shift in Instagram @dewitinalah's storytelling strategy from an educational-informative pattern in 2024 to an experiential-participatory approach in 2025. While in 2024 the content focused on introducing the value and potential of the destination (awareness building) with the audience as recipients of information, in 2025 the narrative emphasizes direct experiences, shared activities, and emotional engagement, positioning the audience as active participants. This shift marks the transformation of Tinalah Tourism Village from a tourist attraction to a space for experiences, while also demonstrating the maturity of a more immersive, dialogical, and experience-based destination brand storytelling strategy.

4.4 Analysis Based on Walter Fisher's Narrative Paradigm (1987)

Walter Fisher's Narrative Paradigm (1987) is used to analyze the narrative power of @dewitinalah's Instagram content, viewing audiences as *homo narrans* who interpret reality through stories. Narrative rationality is assessed through narrative coherence (consistency of plot, theme, characters, and visual-textual harmony) and narrative fidelity (alignment with audience values and cultural logic). These criteria were applied to six nature-, culture-, and history-themed posts from 2024–2025, following thematic categorization based on Zimand-Sheiner's [19] Four Dimensions of Brand Storytelling, positioning Fisher's paradigm as an evaluative framework for narrative quality.

Table 12. Narrative Coherence Analysis of Instagram Content @dewitinalah (2024–2025)

No.	Theme	Year	Plot & Thematic Coherence	Character Coherence	Visual-Text Coherence	Academic Interpretation
1	Nature	2024	Consistent storyline depicting nature-based tourism experiences	Tourists and local communities integrated into the landscape	Captions support and reinforce visual meaning	A cohesive ecotourism narrative is formed
2	Nature	2025	Strengthening of participatory experiences	Community members act as facilitators	Text clarifies and enhances visuals	Narrative coherence increases and stabilizes
3	Culture	2024	Culture presented as a living, everyday practice	Local community as main actors	Visuals and text mutually reinforce each other	Community-based narrative remains consistent
4	Culture	2025	Repetitive and continuous narrative patterns	Strong community characterization	Message alignment is well maintained	Very strong thematic and character coherence
5	History	2024	Episodic and informational storyline	Characters are not explicitly presented	Captions predominantly explain the visuals	Thematic coherence exists, but plot coherence is weak
6	History	2025	Fragmented narrative structure	Limited character representation	Informative textual emphasis	A cohesive story arc has not yet been established

The narrative coherence of the nature and culture themes on Instagram

@dewitinalah is strong and consistent. The nature theme is built through visual

landscapes and tourist activities combined with captions about tranquility and experiences, creating a harmonious storyline between humans and the environment. The cultural theme also shows consistency in plot, characters, and messages by presenting cultural practices as the authentic daily life of the local community. In contrast, the historical theme has weaker coherence because the

narrative is presented separately without a continuous storyline, although it is still thematically connected to the memory and origins of the village.

In addition to structural coherence, the quality of the story is also assessed through narrative fidelity, which is the suitability of the story to the values and experiences of the audience.

Table 13. Narrative Fidelity Analysis of Instagram Content @dewitinalah (2024–2025)

No.	Theme	Year	Values Presented	Audience Relevance	Alignment with Reality	Academic Interpretation
1	Nature	2024	Tranquility, sustainability	High	Consistent with tourism practices	High narrative fidelity
2	Nature	2025	Participation, environmental education	High	Highly consistent	Very high narrative fidelity
3	Culture	2024	Mutual cooperation, tradition	High	Reflects village daily life	High narrative fidelity
4	Culture	2025	Identity and togetherness	High	Strengthened by interview findings	Very high narrative fidelity
5	History	2024	Collective memory	Moderate	Culturally valid	High fidelity, limited emotional engagement
6	History	2025	Historical values	Moderate	Factually valid	High fidelity, but weak narrative delivery

The analysis indicates that @dewitinalah’s Instagram content demonstrates relatively high narrative fidelity, as the values conveyed—such as mutual cooperation, sustainability, education, and togetherness—align with local socio-cultural values and tourist expectations. Narrative fidelity is strongest in the nature and culture themes, where stories are grounded in actual destination management practices and meet Fisher’s (1987) criteria of good reasons, while the history theme, although value-aligned, remains largely informative and has not fully developed its emotional narrative potential. Overall, based on the assessment of narrative coherence and narrative fidelity, the account meets Walter Fisher’s (1987) criteria of narrative rationality through consistent plots, visual symbols, and community characterization in nature

and culture themes, as well as thematic coherence in historical content that reinforces collective memory, positioning @dewitinalah as an effective digital narrative space for strengthening the image, meaning, and sustainable branding of Tinalah Tourism Village.

4.5 Destination Branding Strategy Analysis Based on Balakrishnan’s (2009) Framework

This analysis uses Balakrishnan’s [3] destination branding framework, which views branding as a holistic and multidimensional process, to link the Instagram narrative @dewitinalah with destination management practices through interviews. The results show that digital storytelling has played a strategic role in the branding of Tinalah Tourism Village, although there is still a gap between current practices and ideal branding strategies, requiring the

strengthening of narrative alignment and destination branding strategies in the future.

4.6 Vision and Stakeholder Management

Based on Balakrishnan’s [3] destination branding framework, Tinalah Tourism Village demonstrates a sustainability-oriented vision rooted in community empowerment and the use of natural and cultural assets, supported by

local government. Stakeholder involvement is relatively inclusive, with Instagram @dewitinalah translating this vision into digital narratives that position the community as the main actor. However, stronger cross-actor coordination and more consistent strategic communication are still needed to fully and sustainably convey the destination’s vision.

Table 14. Identification of Tinalah Tourism Village Stakeholders

No	Stakeholders	Interests	Expectations
1	Kulon Progo Regency Tourism Office / Yogyakarta Special Region Tourism Office	Developing tourism villages as part of regional tourism development strategies, enhancing destination competitiveness, achieving visitor targets, and ensuring tourism sustainability.	Desa Wisata Tinalah is expected to become a leading nature- and culture-based destination that is competitive, sustainable, and aligned with regional and provincial tourism policies and programs.
2	Village Government of Purwoharjo, Samigaluh Sub-district, Kulon Progo Regency	Improving community welfare through tourism development, strengthening the local economy, and preserving village natural and cultural assets.	The management of Desa Wisata Tinalah operates professionally, participatively, and sustainably, generating tangible economic, social, and cultural benefits for the Purwoharjo community.
3	Desa Wisata Tinalah Management (Pokdarwis and Operational Team)	Directly managing and developing the tourism destination, including tourism products, visitor services, and destination promotion and digital communication strategies.	The establishment of a strong and positive image of Desa Wisata Tinalah, increased quantity and quality of tourist visits, and long-term sustainability of community-based tourism management.
4	Local Community (Youth, MSME Actors, Artists, Village Residents)	Actively participating in tourism activities as economic and cultural actors while preserving social values and local wisdom.	Tourism generates real economic impacts, creates employment opportunities, and maintains cultural identity, social harmony, and environmental sustainability within the village.
5	Tourists (Domestic and Educational/Special Interest)	Obtaining authentic, educational, safe, and meaningful tourism experiences based on local nature and culture.	Receiving high-quality, informative tourism experiences that align with expectations formed through the destination’s digital communication and storytelling.

4.7 Target Customer and Product Portfolio Matching

The analysis indicates a strong alignment between @dewitinalah’s tourism products and its target market, as Instagram narratives consistently highlight nature-, culture-, and education-based experiences relevant to families, students, and community-oriented

tourists, in line with Balakrishnan’s [3] product-market alignment framework. Products such as educational camping, river tours, jemparingan, gamelan training, and nature exploration are visually presented as experiential offerings. However, market segmentation is not always communicated explicitly, resulting in generalized messaging and

limited differentiation. Thus, while substantive alignment has been achieved, more segmented digital narratives are

needed to strengthen focused destination branding.

Table. 15. Identification of the Tinalah Tourism Village Product Portfolio

No.	Theme	Brief Description	Sources of Information
1	Nature	A portfolio of nature-based tourism products emphasizing environmental experiences such as river trekking along the Tinalah River, camping grounds, nature trekking, and ecological education tourism in the Menoreh Mountains area. These products are designed as participatory experiences that highlight tranquility, closeness to nature, and sustainability principles.	Official Desa Wisata Tinalah website; Instagram account @dewitinalah (feed and reels content 2024–2025); interviews with the management of Desa Wisata Tinalah
2	Culture	A portfolio of cultural tourism products including traditional art performances, customary activities, artistic training, and community-based activities involving local residents. These products position culture as a lived and educational experience rather than mere spectacle, strengthening the identity of the community-based tourism village.	Instagram account @dewitinalah (cultural content 2024–2025); village activity documentation; interviews with the management and Instagram administrator
3	History	A portfolio of historical tourism products representing the origin narratives of Desa Wisata Tinalah, the historical significance of the Tinalah River area, and the collective memory of the local community. These products are delivered through informative and educational storytelling that reinforces destination identity and meaning as a place with strong historical and cultural roots.	Instagram content of @dewitinalah with historical themes; tourism village website; narratives from local community members through interviews

The analysis shows that Tinalah Tourism Village has a diversified yet integrated product portfolio built on nature, culture, and history, catering to tourists seeking authentic, educational, and community-based experiences. Based on Balakrishnan’s [3] Target Customer–Product Portfolio Matching framework, nature tourism targets special interest and family tourists, cultural tourism appeals to students and educational visitors, while historical tourism strengthens destination meaning and identity despite its limited commercial role. Although substantive product–market matching has been achieved, clearer digital narratives are still needed to enhance portfolio differentiation.

4.8 Positioning and Differentiation Strategies

Based on Balakrishnan’s [3] framework, Tinalah Tourism Village is positioned as a nature- and culture-based

destination offering authentic, educational experiences through active community involvement, with differentiation rooted in its community-based tourism approach. This identity is reflected in local participation in MSMEs, homestays, guiding, and cultural–nature activities, and visually reinforced through Instagram @dewitinalah. However, clearer and more consistent narrative differentiation is still needed to strengthen destination distinctiveness and memorability.

4.9 Communication Strategies

Instagram functions as the primary digital communication channel for Tinalah Tourism Village, aligning with digital tourist behavior and the visual, experiential nature of its products, in line with Balakrishnan’s [3] framework. The platform is used not only for promotion but also for education and meaning-making through experience-based

storytelling that reflects the destination's vision of nature, culture, and community empowerment. However, communication remains episodic, with limited cross-channel integration and narrative continuity, indicating the need for a more structured and interconnected storytelling strategy to strengthen destination brand memory.

4.10 Feedback and Response Management

Within Balakrishnan's [3] framework, feedback management reflects a destination's capacity to build trust and brand experience. Instagram @dewitinalah shows responsive feedback practices through comment and message replies, Google Reviews, and the use of tourist testimonials, contributing to a friendly and credible destination image. However, feedback and user-generated content remain incidental rather than strategically curated, indicating that feedback management is still reactive and has not yet evolved into a proactive storytelling strategy to strengthen destination positioning.

5. CONCLUSION

Based on the results of the study, it can be concluded that the *destination brand storytelling* strategy of Tinalah Tourism Village through Instagram plays a significant role in building the meaning, image, and identity of the destination in a sustainable manner. Instagram not only functions as a visual promotional medium, but has also developed into a digital narrative space that consistently represents the values, character, and tourist experience. Reviewed through Walter Fisher's (1987) Narrative Paradigm, the content presented has fulfilled the principles of narrative rationality, both in terms of

narrative coherence—especially in the themes of nature and culture, which show consistency in plot, visuals, and characterization of the local community—and narrative fidelity, which is reflected in the suitability of the stories with the values of mutual cooperation, sustainability, education, and cultural preservation. The integration of these findings with Zimand-Sheiner's [19] Four Dimensions of Brand Storytelling and Balakrishnan's [3] *destination branding* framework shows that Tinalah Tourism Village's digital storytelling is capable of supporting the destination's vision, strengthening community-based positioning and differentiation, and building a meaningful identity for the natural, cultural, and historical destination.

Based on these conclusions, the managers of Tinalah Tourism Village are advised to maintain consistency in digital storytelling, especially on the themes of nature and culture, and to develop historical narratives that are more integrated and oriented towards emotional experiences. Instagram needs to be optimized as a space for planned narratives through the management of continuous storylines, the utilization of platform features, and the strengthening of cross-digital channel connectivity. Theoretically, this study recommends the wider use of Fisher's Narrative Paradigm (1987) in tourism communication studies, particularly through an integrative approach with Zimand-Sheiner [19] and Balakrishnan [3]. For future research, it is recommended to expand the research objects, period, and methods—including audience reception analysis and exploration of other digital platforms—to gain a more comprehensive understanding of destination brand storytelling and contribute to the development of communication science and tourism practices in Indonesia.

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