

Leveraging Instagram for the Development of Sustainable Tourism MSMEs in Pampang Cultural Village, East Kalimantan

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ABSTRACT

Keywords

Instagram; Pampang Cultural Village; Tourism; MSMEs; Sustainability

The use of Instagram to develop micro, small, and medium enterprises (MSMEs) in the sustainable tourism sector of Pampang Cultural Village represents a strategic approach to promoting the area's cultural and natural assets. As a visual-based social media platform, Instagram facilitates the effective dissemination of information through engaging, accessible photo, video, and story content. Authentic, creative, and consistent content helps increase public awareness of the distinctive local culture, traditions, and tourist attractions. This initiative forms part of the Community Service (PKM) program, which seeks to enhance MSME capacity in effective social media management. The implementation methods include analyzing the Pampang Cultural Village Instagram account, facilitating discussions and mentoring account managers, and conducting continuous monitoring and evaluation. This approach supports sustained management of effective, targeted content. The outcomes of this activity indicate improved skills in content creation, the formulation of structured promotional strategies, and the use of storytelling to emphasize cultural values in product marketing, including souvenirs. These advancements have enhanced the village's visibility, increased both local and international tourist visits, and strengthened the community's economy while maintaining a commitment to cultural and environmental preservation.

1. Introduction

Pampang Cultural Village, located in East Kalimantan, represents the cultural heritage of the Dayak Tribe in Sungai Siring Village, North Samarinda District, East Kalimantan Province. Since its founding in 1991, Pampang Cultural Village has showcased the richness of Dayak culture, including traditional houses, traditional dances, and the beauty of Pampang Village (kliksamarinda.com, 2024). As a historic tourism destination, Pampang Cultural Village has survived to this day, in the era of communication and information technology. An appropriate tourism communication strategy is needed to manage the Pampang Cultural Village. Based on the background described above, the research question is how to develop a sustainable tourism communication strategy for Pampang Cultural Village.

Communication strategies in tourism play a crucial role in shaping a destination's image, attracting tourists, and advancing a sustainable, inclusive tourism sector. Effective communication serves not only as a promotional tool but also to build strong relationships between tourism actors, local communities, and tourists. In today's digital, globalized era, an effective communication strategy is key to a destination's success amid increasingly fierce competition and dynamic shifts in

tourist behavior. Good tourism communication can increase tourist confidence, strengthen a destination's brand, and encourage local communities to participate in tourism development actively.

Tourism communication strategies are increasingly important with the rapid development of technology and social media. Effective marketing communications are a key element in enhancing the attractiveness of a tourist destination. Research has shown that memorable tourism experiences can influence tourists' decisions to return to a particular destination (Zhou et al., 2022). Therefore, a thorough, well-planned communication strategy is essential to reach consumers and ensure a satisfying experience.

In Indonesia, tourism communication strategies begin with government branding initiatives such as Visit Indonesia Year, which has been running for several years. This branding plays a crucial role in raising awareness of local tourism potential through integrated and comprehensive promotions (Yuliarti et al., 2021). Furthermore, community empowerment through tourism awareness groups (Pokdarwis) can increase community contributions to tourism development while encouraging their participation in decision-making (Nizam & Yasir, 2022). By adopting a community-based communication approach, tourism will be more sustainable and better planned. The application of information and communication technology (ICT) also plays a crucial role in tourism communication strategies. The use of social media as a marketing tool has proven effective in reaching a wider audience and providing easily accessible information to potential tourists (Prasetyo et al., 2023). Research shows that the presence of digital media in marketing communications can increase interactivity between tourism service providers and consumers, creating new opportunities for the promotion and sale of tourism products (Sulistyanto et al., 2022). By leveraging digital media, tourist destinations can deliver promotions that are more tailored to tourists' needs and desires.

One significant challenge in tourism marketing communications is competition among destinations. Each tourist destination strives to create a unique identity that differentiates itself from others (Sari & Batubara, 2021). Therefore, destination managers must develop consistent, experience-based marketing communications that are not only informative but also engaging (Darmaningrum et al., 2022). Through strategies such as cultural events, festivals, and art performances, destinations can attract more visitors and create immersive experiences for tourists (Kusuma Wijayanti & Sari, 2023). Furthermore, integrated communications, combining various information and promotional channels, can strengthen the message conveyed to the audience. By following this trend, stakeholders in the tourism industry are expected to be more effective in achieving their marketing objectives, increasing visit numbers, and encouraging residents to actively participate in the development of the tourism sector (Pratiwi et al., 2024). From all this, an effective tourism communications strategy must encompass various components, ranging from positive tourist experiences and community empowerment to the utilization of technology and the in-depth integration of communication channels. In this way, the Indonesian tourism industry can develop and adapt to the needs of an increasingly dynamic new market.

Previous research on Culture-Based Tourism Communication Strategies has been conducted by researchers from various disciplines, including a study titled *Glocalization: Cross-cultural Communication of Tourism Research*. This study resulted in glocalization, manifested in communities that speak English as a mother tongue and as a foreign/second language. It fostered a collaborative environment that values diversity and inclusivity in academic tourism research and communication (Liao et al., 2025). Another study, entitled *Transforming Intangible Cultural Heritage in Destinations: A Fashion Communication Perspective*, examined the outcomes of fashion communication across six constructs. Studies 2 and 3 showed that fashion communication elements (fashion representation, fashion ontology, and fashion construction) significantly influence tourists' perceptions of fashion.

Furthermore, fashion communication channels (the distribution of exhibition spaces and the participation of various groups) mediated the relationship between these elements and tourists' perceptions of fashion. This research enhances the theoretical understanding of the communication and marketing of intangible cultural tourism (Xie et al., 2025). Another study, titled *Unlocking Cultural Tourism: Local Community Awareness and Perceptions of Cultural Heritage Resources in the Katavi Region in the Southern Circuit of Tanzania*, identified inclusive strategies that foster local engagement and enhance the value placed on cultural heritage. These findings can help policymakers

and stakeholders develop tailored interventions to increase community awareness and engagement in cultural tourism initiatives (Mteti et al., 2025). Another study, titled Cultural Heritage Tourism and Urban Regeneration: The Case of Fez Medina in Morocco, presents a holistic strategy for balancing economic and social sustainability in urban regeneration. This paper contributes to the expanding body of research on sustainable urban regeneration in historic cities. These findings are expected to benefit academic research and the implementation of regeneration strategies in historic cities in Morocco and around the world (Boussaa & Madandola, 2024).

Scholars in management and tourism typically research culture-based communication strategies in tourism. However, similar research has also been conducted in communication science with a different nuance. One example is the study entitled Comparison of Instagram Hashtags in Increasing Audience Engagement Through Music Concerts in Indonesia. This study tells the story of alternative tourism based on music concerts. This article further examines the flow of social media networks during music concerts. This study compared Instagram hashtag activity to increase audience engagement at music concerts in Indonesia, aligning with the concepts of a network society: eternity, the cultural consequences of information capitalism, the power of identity, and changing times (Paramita et al., 2023). Then, another study on CSR communication and media channel choice in the hospitality and tourism industry. This study presents relevant implications for hotel and tourism companies, encouraging the integration of controlled and uncontrolled media channels into an integrated marketing communication strategy (Pérez & García De Los Salmones, 2023). Marketing Communication and Creative Tourism: An Analysis of the Local Destination Management Organization. This study found that local tourism destination management organizations must prioritize organizational culture by coordinating effective knowledge learning and training to strengthen marketing communication capabilities while focusing on maximizing their resources to develop tourism destinations by implementing local creative tourism destinations, thereby generating greater value for local creative tourism destinations in which tourists play an active role (Gato et al., 2022). Communication research related to halal tourism communication strategies, including case studies of halal hotel implementation in Indonesia and Thailand, revealed that government communication plays a crucial role in strengthening perceptions of product value and the benefits of halal tourism. The existence of halal hotels is influenced by both intrinsic factors namely, the owners' religious beliefs and extrinsic factors, such as tourist demand and operational costs. The development of halal hotels varies across locations; in Bangkok, the high interest of Muslim tourists drives initiatives from business actors, while in Bandung, halal standards have become an integral part of community life, with halal hotel branding considered a lesser priority (Rachmatie et al., 2020). Finally, the study titled Tourism Communication Strategy: Making Seminyak a Top-of-Mind Tourist Destination in Bali. Research shows that, in efforts to increase tourism in a region, tourism communication strategies play a crucial role and must be carefully designed by local governments, tourism offices, tourism businesses, and local communities (Situmeang, 2020).

Sustainable tourism communication encompasses various aspects related to managing and disseminating information about the impacts of tourism on the environment and communities. In this context, communication becomes a tool for raising awareness of sustainability among tourists and local communities. Through effective campaigns, communication can motivate communities to adopt environmentally friendly practices, support local products, and actively participate in tourism development (Hidayat et al., 2023). Local community involvement in the sustainable tourism sector is crucial for building support for destination development. According to research by Bajrami et al., residents' emotional ties to their environment play a vital role in strengthening support for sustainable tourism projects (Bajrami et al., 2020). When residents recognize the direct benefits of sustainable tourism, such as increased income and the protection of local culture, they tend to provide more substantial support.

Furthermore, a study by Eslami and Namdar emphasized the importance of recognizing the impacts of tourism on local communities and involving them in development projects. This not only leads to project sustainability but also fosters a sense of ownership within the community (Eslami & Namdar, 2022). This research recommendation suggests that any tourism policy or initiative must involve local community participation for its success and sustainability.

The following are strategies to encourage sustainable tourism communication. Various strategies can be implemented to improve sustainable tourism communication:

1) Education and Empowerment: Raise awareness about the environmental impacts of tourism through educational programs targeting both communities and visitors. According to Hidayat et al., green economy initiatives involving education on environmental management can strengthen social solidarity in the tourism sector (Hidayat et al., 2023).

2) Community Program Development: Implement a community-based tourism (CBT) model that focuses on local development. According to Rosilawati et al., community-based tourism development programs not only increase income but also strengthen community management capacity (Rosilawati et al., 2021).

3) Involvement in Multi-Stakeholder Teams: Build synergy between the government, the private sector, and communities to ensure tourism sustainability. While debate persists regarding the appropriate approach, many agree that community-based marketing can increase annual competitiveness (PÁLINKÁS et al., 2024).

4) Use of Digital Technology: Integrating information technology into communication strategies to educate visitors about sustainable tourism. Discussions on the digital paradigm in tourism indicate that social media promotion can be effective for disseminating sustainability messages to a broader audience (Suwarno et al., 2023).

Based on the above, this research is expected to make a novel contribution to the development of communication science. This novelty is evident in research results from international and national sources; none have specifically discussed sustainable tourism communication strategies in the Pampang Cultural Village. Therefore, this research is important as a contribution to communication science, both theoretically and in practice.

2. Method

The research methods used in this study are outlined below. The research paradigm and approach are discussed below. The constructivist paradigm assumes that reality or truth is not singular. Reality is created by individuals within a group based on their interpretations. Furthermore, the constructivist paradigm is used in research to discover the meaning of an event or activity (Morissan, 2019). Based on the constructivist paradigm, the appropriate approach in this study is qualitative.

The research method used in this study is a case study. This method analyzes communication phenomena through four stages: the foundation stage, the pre-field stage, the field stage, and the report stage (Rashid et al., 2019). The foundation stage is the initial stage in developing scientific thinking about the phenomenon being studied, both theoretically and conceptually. In the pre-field stage, this study will gather information through observations and supporting data to understand the phenomenon holistically. In the field stage, this study will conduct in-depth observations and interviews with primary and supporting sources. This stage will explore and analyze previous research findings, then unravel several classifications.

Reporting stage. At this stage, the research should be complete and produce new knowledge about a phenomenon that the community can utilize subjects and Objects of Research. The subjects in this study are the managers of Pampang Cultural Village in East Kalimantan. The object of this research is to examine how Sustainable Tourism Communication is implemented at the Pampang Cultural Village. Data collection techniques in this study are divided into two: primary and secondary. Primary data consists of a series of field observations and interviews during the field phase. Secondary data in this study consist of various journal references generated during the foundation and pre-field phases. Data analysis techniques in this study include transcribing the data collection results, classifying them into research concepts, designing the tourism communication strategy, providing input on the findings, and finally validating the data. Research Ethics Qualitative researchers demand a high level of naturalness. A qualitative researcher intensively immerses themselves in a community to gain a complete picture of a situation or experience (Bajari, 2017). Good research upholds ethical research practices. Therefore, in this study, ethics in data analysis are prioritized.

3. Result and Discussion

3.1 Pampang Cultural Village, Samarinda

Pampang Cultural Village in Samarinda is a cultural destination that emphasizes the Dayak Kenyah identity and has long been recognized by the local government as a cultural village. Research on Pampang Culture shows that the village possesses distinctive characteristics, including Dayak Kenyah cultural performances, local crafts, and cultural economic potential that can be developed through community-based tourism and sustainable ecotourism. Historically, the village has been designated a cultural village by the local government since 1991, which established a policy framework for the management, preservation, and development of local culture-based tourism (Nabela et al., 2023). Further research emphasizes that Dayak Kenyah culture in Pampang is a crucial asset for enhancing regional economic value through sensitive promotion of local wisdom (Mardiany et al., 2020), and that cultural components such as dances, crafts, and the surrounding cultural environment can be key attractions for both domestic and international tourists (Mardiany et al., 2020). Cultural Identity and Cultural Assets. Pampang culture highlights the Dayak Kenyah as the core of the cultural village's identity, with dance performances, handicrafts, and woven fabrics as leading products central to the village's cultural tourism experience (Nabela et al., 2023). Specifically, woven fabrics and other crafts from the Dayak Kenyah have been identified as attractive cultural elements for tourists and as potential for local culture-based ecotourism, and have been the focus of studies on how acculturated cultural products can strengthen the region's tourism marketing competitiveness (Mardiany et al., 2020). Pampang has been mapped as a cultural destination cluster within Samarinda, with local cultural potential that supports the city's identity and offers promotional opportunities through cultural narratives and digital media. City branding efforts through the Dayak Village in Pampang have been presented as an example of how tourism communication can shape the city's image and increase tourist visits (Mardiany et al., 2020).



a) b)

Figure 1: a) Pampang Cultural Village residents dancing. b) Entrance to the Lamim House, where the dance performance takes place. Source: Researcher documentation.



a) b) c)

Figure 2: a) Other available tourist posters. b) Sapta Pesona. c) Information for tourists. Source: Researcher documentation.

3.2 Sustainable Tourism Communication Strategy in Pampang Cultural Village

Pampang Cultural Village, as a tourism destination offering rich cultural heritage and natural beauty, has significant potential for sustainable tourism development. Sustainability in this context is not only about preserving the environment and culture, but also about ensuring equitable economic and social benefits for the local community. An effective communication strategy is the backbone of realizing this vision of sustainable tourism. This analysis will explore four crucial components of the sustainable tourism communication strategy in Pampang Cultural Village: Education and Empowerment, Community Program Development, Multi-Stakeholder Team Involvement, and the Use of Digital Technology.

1) Education and Empowerment: The Foundation of Sustainable Awareness Education and empowerment are essential foundations for building collective awareness of the importance of sustainable tourism. In the Pampang Cultural Village, this initiative should target two primary audiences: local communities and visitors. For the community, educational programs should focus on fostering a deeper understanding of the positive and negative impacts of tourism on their environment, society, and culture. This should include training on proper waste management, natural resource conservation, the preservation of traditions and customs, and environmentally friendly tourism practices. As noted by (Hidayat et al., 2023), green economy initiatives that involve education on environmental management can strengthen social solidarity in the tourism sector.

"The majority of Pampang villagers are Christian. Their daily activities include making various handicrafts, such as rattan weaving and traditional Dayak beadwork. Pampang villagers also enjoy working together in front of the traditional house, Lamin Pamung Tawai." - Informant.

In the Pampang context, this means creating a sense of ownership and shared responsibility for the sustainability of the destination. When communities understand the intrinsic value of their cultural and natural heritage, they will be more motivated to protect it and make it a major tourist attraction. Empowerment also means providing communities with the skills needed to actively participate in the tourism industry, such as becoming knowledgeable tour guides, artisans of quality local products, or entrepreneurs of authentic culinary delights. For visitors, sustainable education can be integrated through various communication channels. This can take the form of informational materials presented at strategic points in the village, such as tourist information centers and accommodations, or through digital applications. Messages delivered should be clear and concise, highlighting the practices expected of visitors to support sustainability, such as maintaining cleanliness, respecting local culture, and using local products. Effective communication in this regard is not patronizing, but educational and inspirational, encouraging visitors to become agents of positive change during their visit.

2) Community Program Development: Building Tourism from the Roots. Community program development, particularly through the Community-Based Tourism (CBT) model, is a powerful strategy to ensure that tourism benefits are distributed equitably and sustainably. The CBT model focuses on empowering local communities to manage and operate their own tourism initiatives. In Pampang Cultural Village, this can be realized through the formation of community business groups that manage homestay accommodations, offer authentic cultural tourism packages, or develop unique handicraft products. (Rosilawati et al., 2021) Rosilawati emphasized that community-based tourism development programs not only increase income but also strengthen community management capacity. By directly engaging in tourism management, Pampang residents will have greater control over the development of their destination, ensuring that development does not neglect cultural values and environmental sustainability. They can determine the type of tourism they want to develop, set the necessary boundaries, and ensure that the profits generated are reinvested in community development. Communication in community program development is crucial to ensure active participation and broad agreement among community members. Regular meetings, workshops, and informal discussion forums can be used to share information, identify needs, and solve problems together. Furthermore, transparent communication regarding revenue and fund use will build trust and accountability, which are key to the long-term success of the CBT model.

3) Multi-Stakeholder Team Engagement: Synergy for Competitiveness. Sustainable tourism in Pampang Cultural Village cannot be achieved without strong synergy between various stakeholders.

This includes the local government, the central government, the private sector (hotels, travel agents, tour operators), non-governmental organizations (NGOs), academia, and most importantly, the local community itself. Building a strong multi-stakeholder team enables better coordination, more efficient resource allocation, and more informed decision-making. While there is debate regarding the appropriate approach to communitybased marketing, the consensus is that it can enhance annual competitiveness.

"The Pampang Village area is well-organized. The entrance to Pampang Village is lined with houses and places of worship, as well as a field and a town square. There is a traditional house called Lamin Pamung Tawai, which is well-maintained and used weekly for dance performances. In addition, other tourist attractions are advertised in front of the Lamin Pamung Tawai Traditional House, including nature tourism, Pampang River cruises, Samarinda Mini Garden Canyon, and Kalelabat Cave. There is ample parking for visiting tourists. Several souvenir shops around the Lamin Pamung Tawai traditional house sell and rent traditional clothing for selfies, including the Tiga Tawai traditional clothing rental." - Informant.

In the Pampang context, the local government can play a role in providing supporting infrastructure, establishing regulations conducive to sustainable tourism, and facilitating promotion. The private sector can contribute to the development of innovative tourism products, improving service standards, and expanding market reach. NGOs can provide technical support in environmental conservation and community empowerment. Effective communication between stakeholders is key to addressing potential conflicts of interest and ensuring that all parties work toward common goals. Establishing regular communication forums, such as village tourism councils or cross-sector working groups, can facilitate dialogue, exchange of ideas, and problem-solving. Communication strategies involving stakeholders must be inclusive, providing space for each party to express their aspirations and contributions.

4) Use of Digital Technology: Expanding Sustainability Reach and Education. In today's digital era, integrating information technology into sustainable tourism communication strategies is crucial. The use of digital technology, particularly social media, offers a tremendous opportunity to educate visitors about sustainable tourism in Pampang Cultural Village and attract a wider audience.

"There are social media platforms that demonstrate Pampang village tourism, and MSMEs in Pampang village already use social media (Instagram) as a marketing tool. There is a call center to find out the schedule or what arts activities are taking place in Pampang village. The arts event organizers in Pampang village allow tourists to record or broadcast live on social media during Pampang village dance performances held at the Pamung Tawai traditional house," - informant.

Discussions on digital paradigms in tourism indicate that social media promotion can be effective for disseminating sustainability messages to a broader audience. Pampang Cultural Village can utilize platforms such as Instagram, Facebook, YouTube, and its official website to showcase its natural beauty, cultural richness, and sustainable tourism practices. The content shared can include inspiring stories from local communities, educational videos on conservation, visitor etiquette guides, or even virtual tours highlighting sustainability. The use of compelling visuals and a strong narrative will be more effective in attracting attention and encouraging engagement. In addition to social media, digital technology can also be used to develop informative mobile applications for visitors. This app can provide interactive maps, information about attractions, activity schedules, and tips on sustainable tourism. Chatbots can also be a solution to instantly answer common visitor questions, including those related to environmentally friendly practices in the village. Strategic digital communication serves not only as a promotional tool but also as a means of ongoing education, shaping positive perceptions and encouraging responsible behavior among tourists.



Figure 3: Sustainable Tourism Communication Model

The sustainable tourism communication strategy in Pampang Cultural Village must be built on a solid foundation of the four components analyzed. Education and empowerment will create deeper awareness, community program development will empower local communities, multi-stakeholder engagement will create strong synergy, and the use of digital technology will expand the reach and effectiveness of sustainability messages. By harmoniously integrating these four pillars, Pampang Cultural Village can position itself as a tourism destination that offers authentic cultural experiences and serves as a model of sustainable tourism, providing long-term benefits to the environment, community, and local economy. Proactive, inclusive, and adaptive communication will be key to successfully realizing this vision.

4. Conclusion

An analysis of the sustainable tourism communication strategy at Pampang Cultural Village shows that a holistic, integrated approach is key to achieving sustainability goals. The four components discussed—Education and Empowerment, Community Program Development, Multi-Stakeholder Team Engagement, and the Use of Digital Technology complement and support each other. Education and empowerment are crucial foundations for building collective awareness among local communities and visitors regarding the importance of sustainable tourism. The development of community programs, particularly through the Community-Based Tourism (CBT) model, empowers communities to manage and directly benefit from tourism, while strengthening local management capacity. Synergy among stakeholders—from government to community—is vital to creating a harmonious and competitive tourism ecosystem. Finally, the use of digital technology opens the door to broader education and effective promotion, reaching a global audience with sustainability messages. Overall, the success of the communication strategy in Pampang Cultural Village depends not only on the implementation of each component but also on how all four are integrated into a cohesive narrative. By implementing a strong communication strategy across these four areas, Pampang Cultural Village has excellent potential to become a sustainable tourism destination that not only preserves its cultural heritage but also has a significant positive impact on community well-being and the environment.

Recommendations for the Local Community: Develop a more in-depth, sustainable training program that covers not only environmental management but also technical tourism skills (e.g., service standards, homestay management, creative product marketing), as well as a deeper understanding of the cultural values that need to be preserved. Involve traditional leaders and village elders as resource persons to ensure the authenticity of the materials. For visitors: Create more interactive, engaging educational materials beyond static posters. Consider using storytelling through short videos or infographics that are easy to share on social media. Create a transparent, easily accessible, and sustainable etiquette guide, available both digitally and in print.

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