

Analyzing Tourism Promotion and Service Tactics for Wanurejo Village's Visitor Growth

Anggita Cahya Rosdiana¹, Prihatin Dwi hantoro^{2*}, Shakira Insanu Fitri³

^{1 2 3} Departement of Communication Science, Faculty of Psychology and Humanities, Universitas Muhammadiyah Magelang, Magelang, Indonesia, 59214

Email: anggitacahyaaa33@gmail.com¹; hantoro@ummgl.ac.id²

ABSTRACT

Tourism is a sector that can increase the amount of state revenue. This sector is used as an economic activity that accommodates many employment opportunities for the surrounding community, so as to increase income and community welfare. Like the Tourism Village in Borobudur, Magelang Regency, this tourism village develops several attractions in the form of natural tourism, cultural community activities and craft centers. This research targets to identify the situation of Wanurejo village tourism gadgets within the new everyday generation, secondly to find out the promoting strategy to growth the number of site visitors, thirdly to find out tourism offerings geared toward growing the wide variety of traveler traffic. This study makes use of descriptive-qualitative research whilst data series techniques use interviews, remark, and documentation. Wanurejo Tourism Village are several potentials such as tourism, arts, culinary, crafts, village events, and homestays. The result of the research obtained are that wanurejo village implements a promotion strategy in the new normal era using conventional and online strategies, social media and website are one of the media used in promoting wanurejo tourist village.

Keyword: Promotion Strategy, Tourism Services, Tourism Village

ABSTRAK

Pariwisata merupakan sektor yang dapat meningkatkan jumlah pendapatan negara. Sektor ini dijadikan sebagai suatu kegiatan ekonomi yang memberikan lebih banyak kesempatan kerja kepada masyarakat lokal, sehingga dapat meningkatkan pendapatan dan mensejahterakan masyarakat. Seperti halnya Desa Wisata yang berada di Borobudur, Kabupaten Magelang. Desa wisata ini mengembangkan beberapa objek wisata berupa wisata alam, budaya aktivitas masyarakat serta sentra kerajinan. Penelitian ini bertujuan untuk mengidentifikasi kondisi objek wisata desa Wanurejo pada era new normal, kedua mengetahui strategi promosi untuk meningkatkan jumlah pengunjung, ketiga mengetahui pelayanan pariwisata yang bertujuan meningkatkan jumlah pengunjung wisatawan. Penelitian ini menggunakan penelitian deskriptif-kualitatif sedangkan teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Di Desa Wisata Wanurejo terdapat beberapa potensi seperti pariwisata, kesenian, kuliner, kriya, event desa, maupun homestay. Hasil penelitian yang diperoleh adalah desa wanurejo menerapkan strategi promosi pada era new normal dengan menggunakan strategi konvensional dan online, media sosial dan website menjadi salah satu media yang digunakan dalam mempromosikan Desa Wisata Wanurejo.

Kata kunci: Strategi Promosi, Pelayanan Pariwisata, Desa Wisata

INTRODUCTION

Tourism is a sector that can increase the amount of state revenue. This sector is used as an economic activity that accommodates many job opportunities for the surrounding community, so as to increase income and prosper the community. The tourism industry provides direct economic benefits. Tourism can directly generate revenue for the country from the cost of travel, accommodation, food, drink and other tourism activities. In addition, tourism can also create jobs in the tourism industry and related sectors such as construction, transportation, food and beverage industry and trade. Indirectly, tourism can provide benefits to the country's economy and development. Tourists arriving in the country can present local culture, traditions and products to the world,

increasing national pride and cultural awareness. In addition, the tourism industry can increase foreign investment and tourism-related government export sales.

This is related to the development and development of tourist villages, which of course can overcome unemployment and eradicate poverty. Similarly, the development of tourism village capability may be applied as an effort to preserve nature and sell way of life. Tourism development is presently one of the leading programs in regional improvement. Tourism improvement is expected to contribute to regional very own-source sales and create jobs in region (Suta & Mahagangga, 2018). For the network, tourism improvement has good sized capability blessings for the economy, socio-subculture and surroundings (Hermawan, 2016).

According to I. Pitana (2009), in the journal (Hermawan, 2016), tourism development and will have a direct impact and involve the community, for the community tourism development has the capacity to provide widespread advantages for the econoy, socio-subculture, and the surroundings. Tourism improvement in the village can be achieved if all related factors such as village officials and local villagers as well as the entire potential of the village are integrated so that tourism can provide quality economic impacts to the village community. Of course, it is expected that with the existence of tourism villages, the economic impact will not only be felt by the village community, but more broadly to the national level (Budiayah, 2020). neighborhood groups play an critical position inside the improvement of tourism villages due to the fact the resource as well as the unique traditions and lifestyle inherent in these groups are the primary riding pressure in encouraging tourism villages sports, on the other hand, local groups that grow and live aspect through facet with vacationer enchantment become a part of the associated ecological device (Budhi Pamungkas Gautama et al., 2020). There is no denying that the constant monitoring of market traits is one of the most crucial roles for advertising scientists and practitioners to perform, as tourism is heavily encouraged through demographic, cultural and economic traits, this duty will become critical for vacation spot entrepreneurs and different tourism entrepreneurs (Nella & Christou, 2016).

One of the tourism potentials in Magelang Regency is the Wanurejo Tourism Village. This vacationer village develops numerous vacationer objects inside the shape of nature tourism, cultural network sports and craft centers (Suryaningsih et al., 2018). Wanurejo Village is located 600 meters southeast of the Borobudur Temple tourist complex and is the entrance gate to Borobudur Temple, located between the foot of the Menoreh mountains and flanked by the Proho and Sileng rivers. One of the attractions of Wanurejo Village as a tourist village is that tourists can visit and can enjoy the village atmosphere by going around using a carriage, tourists can also visit the MSME industry of traditional arts and culinary arts in the village (Oemiati et al., 2022). In the Wanurejo Tourism Village, with its natural and cultural potential it will have a positive impact on opening new jobs and in an effort to increase economic welfare, after the great interest of tourists, especially foreign tourists, in the natural feel of the countryside around the Borobudur Temple tour, it is impossible that the community only silent watching tourists going back forth by missing various opportunities (Sutarto et al., 2018).

However, the Covid-19 pandemic has brought on a giant downturn inside the tourism industry worldwide. Many countries have imposed travel restriction and closed tourist

attractions with the aim of slowing the spread of the virus, which has had a direct impact on the number of tourists arriving and the revenue generated. This decline also had an impact on employment in the tourism sector, both directly and indirectly. Many people have lost their jobs or lost their income because of the decline in tourism activity. Many tourists have canceled their plans to go on vacation due to government advice to stay at home. The development of tourism during the pandemic caused a downturn. In the Wanurejo tourist village, Covid-19 has also had a clear impact on the community. The decline in the number of tourist visitors is one of the problems faced at this time.

In the new normal era, the right promotional strategy is needed in promoting the Wanurejo Tourism Village with the aim of increasing the number of tourist visitors. Promotional strategies are very important in the tourism industry to attract tourists, increase the number of visits, build a strong image, and increase revenue. Quality is one of the factors in increasing competitiveness and achieving company performance in the field of tourism services, competitiveness and performance make the company must care about the quality of the services the offer, to match what cutomers expect. An crucial position within the improvement of service high-quality in tourism is the realization of the extent of expertise of the significance of high-quality by way of control, and the level of sources required to obtain high-quality. The current concept of exceptional well-knownshows the involvement of all company personnel in its implementation, which implies consistent attention to schooling and improvement (Butnaru & Miller, 2012).

The role of marketing is very important and strategic in marketing, including in the public sector, the main purpose of marketing is to create, communicate, distribute and deliver services of value to society (Susanti et al., 2023). This promotional strategy is also important, because the tourism sector is currently a competitive industry and in the rapidly growing tourism industry, competition is getting higher, so that the promotion strategy of tourist destinations is increasingly important (Setiawan & U., 2014). Tourism digitalization provides various tourism services to tourists with easy accessibility in the context of organizing its marketing, tourism digitalization is considered easy for travelers to access statistics about a tourism vacation spot. This paper aims to perceive the condition of the Wanurejo Village vacationer enchantment within the new ordinary era, secondly to discover the merchandising method to growth the number of visitors, then the third to find out tourism offerings geared toward increasing the range of tourist visitors.

LITERATURE REVIEW

Promotion strategy

A promoting approach is a plan for the most beneficial use of the factors of merchandising: advertising and marketing, public relation, personal selling, and sales advertising (Hedynata & Radianto, 2016). Promotion strategy according to Kotler and Armstrong (2012), “merchandising manner sports that communicate the merits of the product and persuade goal customers to shop for it”. The definition of promotion strategy according to Ireland, et al. in (Halim & Radianto, 2016) is a series of commitments, coordinated actions designed with the aim of exploiting core competencies to gain competitive advantage. (Duan et al., 2019) state that promotion is an important component in marketing a product that makes consumers interested in purchasing the product, so promotions need to be designed attractively so that the information conveyed can be easily understood by the public.

primarily based at the above know-how, researchers can finish that advertising is an crucial thing in marketing a product so that consumers will be interested and make purchase of these product, for this reason a promotion needs to be designed as attractively as possible and the information conveyed can be easily understood by the audience.

Tourism

the broader definition of tourism in accordance to Spillane, in Pitana, 2001, (Ni Ketut Riani, 2021) tourism is a trip from one place to every other, temporary in nature done through individuals or agencies as an effort to are trying to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions.

Tourist Village

According to Faris Zakaria (2014) Village tourism is a rural area offering sociocultural authenticity and customs, daily life, traditional architecture, administrative structure of village agriculture represented in the shape of integration of tourism additives consisting of attraction, housing and maintenance services. Village tourism within the context of rural tourism is a tourism asset primarily based on rural capability with all the distinctiveness and beauty that can be applied and improvement as a tourism product to draw travelers to the village area (Sudibya, 2018).

Previous Research

Research conducted by Ivo Novitaningtyas, Andhatu Achsa, and Budi Rahardjo, entitled “Strategi Pemasaran Desa Brajan Menuju Desa Wisata Mandiri” (Novitaningtyas et al., 2020). The method used on this studies is descriptive, in which business model Canvas and SWOT are applied to describe the circumstance of the item

of studies and formulate appropriate techniques. The types of statistics used in this research are primary information and secondary information and the statistics collection strategies are interviews, remark, and documentation studies. The motive of this research is to pick out the present-day condition of the tourism commercial enterprise of Brajan Tourism Village through the commercial enterprise version Canvas (BMC) approach after which broaden a brand new enterprise version after being analyses the use of SWOT analysis. The end result of the evaluation display that the situation of this vacationer village has many strengths and some possibilities which have no longer been utilized. thus, the method of techniques that can be implemented is the SO strategy, namely developing tourism products in keeping with trends in traveler hobby, collaboration with position models as a way of promotion through social media and enhancing the satisfactory and quantity of vacationer centers. The approach is implemented to expand a brand-new enterprise version for Brajan Tourism Village with a view to come to be an unbiased tourism village. The different between previous research is that previous research identified the condition oh the tourism business of the Brajan Tourism Village through tha BMC approach to be developed into a new business model, while current research analyzes the right promotion strategy and tourism services to boom the range of tourist visits in Wanurejo Tourist Village.

Research conducted by Karmila and Tazkia Salsabila Ardan, entitled “Strategi Pemasaran Melalui Digital Marketing Dalam Upaya Promosi Desa Wisata Curugagung” (karmila, 2022). The approach used in this studies is qualitative description, from this system the statement process is then achieved. The cause of this research is to determine the proper steps in selling tourism via a digital method that has an impact at the development of tourism capability in Curugagung Village. The effects obtained from this study are strategies that can be done in the digitalization of tourism in Curugagung Village are (1) Making promotional media as one of the application of digital marketing. (2) Integrating all components of village potential into one tourism village program using digital marketing. The conclusion of this research is the importance of implementing digital marketing using Instagram media and increasing the knowledge of managers in maximizing tourism marketing in Curugagung Village by utilizing Instagram promotional media. The difference between previous research and current research aims to determine the right stpes in promoting tourism potential using digital marketing in Curugagung Tourism Village. While the current research analyzes the right promotion strategy and tourism services to increase tourist visits to Wanurejo Tourism Village.

METHOD

This research uses descriptive- qualitative research. Qualitative research according to (Walidin, Saifullah & Tabrani: 77) in the journal (Fadli, 2021) is a studies process to recognize human or social phenomena with the aid of developing a comprehensive and complicated picture that can be provided in words, reporting specified views acquired from informant assets, and carried out in a natural putting. statistics collection techniques use interviews, observation, and documentation. in addition, reserchers also use literature studies, where researchers from previous research sources taken from Google Scholar. The statistics that has been collected is then analyzed the usage of qualitative descriptive analysis.

RESULT AND DISCUSSION

General Description of Wanurejo Village

Objects and attraction are interconnected forms and facilities, without an attraction, the object in a particular area or place will be difficult to develop for tourism and will even seem ordinary. Magelang district consists of 21 sub-district and one of the most famous sub-district is Borobudur sub-district due to the Borobudur Temple which is one of the world heritages designated by UNESCO. With the attraction in Borobudur sub-district, the government of Magelang district develops tourism villages as regulated in the policy on tourism village in Magelang district in RIPPARDA (Regional Tourism Master Plan) of Magelang district 2014-2034 Number 4 of 2015. It describes the regulation of tourism development tourism industry development, tourism institutional development, indications of development programs, and supervision and control.

Now Borobudur sub-district has several tourist villages that support other tourist villages in Magelang district. There is one tourism village in Borobudur sub-district, one of which is Wanurejo tourism village. Wanurejo tourism village is a cultural and craft tourism village because of the thick heritage of the ancestors and the ancestor of the village as well as the many household industries that make various kinds of craft. In addition, this wanurejo tourism village has a variety of interesting activities ranging from educational to cultural tours such as batik, dancing, home industry activities. Geographically, Wanurejo tourist village is very beautiful, fertile and green village with a stretch of rice fields located in the Borobudur Temple area. Wanurejo tourist village has an area of 275,249 Ha and has 9 hamlets.

Excellent Tourism Potential in Wanurejo Village

Tourism

Tourism is an industry related to travel and tourism. It includes all types of activities related to traveling and visiting tourist attraction. Tourism covers various aspects

including travel destination, transportation, accommodation, attraction food, beverages, and many other types of services related to travel and entertainment. Wanurejo tourism village highlights the authenticity or activities that are usually carried out in the daily life of the wanurejo village community. There are two options that can be chosen by tourists to enjoy the natural atmosphere of this wanurejo village, namely by riding an andong, this andong is run by the wanurejo tourism village community. Next, using an ontel bicycle, the ontel bicycle belongs to the wanurejo tourism village community which is provided for use by tourists.

Arts

Arts has existed throughout human records and has played an essential position inside the development of culture and civilization, including in Wanurejo Tourism Village itself. Art can also be a source of inspiration, entertainment, and critical reflection on our world. Through art, humans can relate to the world around then in unique and profound ways.

In several hamlets in the wanurejo tourism village, each has its own art, such as in the hamlet of stay and ngentak hamlet. The arts in this wanurejo tourism village are also divided into several groups, namely: Folk Arts, for example Jatilan (Jaran kepang / kuda lumping), kubro siswo, topeng ireng, tong-tong lek, arumba, tambourine, angklung, campur, pituturan, ketoprak. Traditional Arts, for example Bondan Dance, Bedayan Dance, Simpren Dance. Ballet, e.g. kinara-kinari dance, manohara dance, babad tanah wonorojo. Garapan Dance, for example Children's Dance, Archipelago Dance.

Culinary

Culinary attraction play an critical position within the tourist enjoy. The food and beverages offered in tourist attractions are often an integral part of the visit, as they can reflect the local culture traditions and flavors of the region. Culinary attraction can also be a major draw for some tourist detination. People often use food as the main reason for visiting a place. It plays an important role in supporting tourism and generating revenue for the area.

Culinary is a major supporter of the ongoing EduTourism activities in Wanurejo Tourism Village and is one of the sights of tourist visits. The culinary products offered are very diverse and are processed using crops in Wanurejo Tourism Village, such as gethuk lindri, klepon, and clorot.

Craft

Many activities are carried out in Wanurejo Tourism Village where processed products or crafts authorized in MSME (Micro, Small and Medium Enterprises) are packaged as tourist destinations, including Lidah Art, Batik Dewi Wanu, Batik Citra, pawon, Rik-Rok Pencil Gaul, Keychain Making, Vulkanik Ash Printing, Miniature Temple Printing, Painting Gallery, and Bamboo Carving.

However, the most representative symbol of Wanurejo Tourism Village is the temple, so the most produced miniature temple models.

Village Events

Events in Wanurejo Tourism Village are one of the efforts of the village government and BAPADES in order to promote Wanurejo Tourism Village, such as: The Wanurejo cultural title takes place once a year and is held every May 17. This cultural title event is commemorated as the birthday of the Wanurejo tourist village and at the same time three for the village and generally a cultural cultural carnival called the Great 99 carnival to pray for ancestors. Gelar Budaya has also been held since 2003 until now, counting 15 years this event has taken place and as an annual agenda that should not be missed. Folk art performances This folk art performance is usually held every 16th and 17th night, usually held to entertain guests who come to Wanurejo Tourism Village and the Wanurejo Tourism Village community.

Homestay

Homestay is one of the widespread accommodation facilities in Wanurejo Tourism Village, offering a variety of different facilities at varying prices. Homestay give travelers the opportunity to experience the local culture in depth. Tourism sports can not be separated from lifestyle and network existence, if a visitor visits a traveller spot whose culture is higher than his existence, there may be cultural gaining knowledge of on him, in this case the tourist has the oppoertunity to learn and improve his culture (Komariah et al., 2018). Travelers can interact with locals, learn about their tradition, language, way of life, and understand more about what makes the area unique. Homestay offer a more private and personalized accommodation than hotels or other commercial lodgings. Travelers can feels like invited guests in someone's home.

Promotion Strategy for Wanurejo Tourism Village

Based on data from observations and interviews conducted by researchers, Wanurejo Tourism Village implements conventional and online strategies. The conventional strategy used is the provision of brochures and also word of mouth information sources. While for online strategies through social networks, such as through social media or websites. With social media as part of communication through computers, users can interact with other users more quickly and virtually without limits, the various features of social networking make it a unique media compared to other media (Fawzian et al., 2023). Through social media marketing, business, people can quickly inform, convince, and remind clients, each immediately and not directly, about merchandise and brands that have services offered by producers to consumers sincerely, which aims to establish relationships with customers (Prana, 2023). Wanurejo tourism village also promotes by

cooperating with external parties which is a form of joint effort between individuals or groups to achieve a certain goal together.

Like any other services, promotion must provide accurate and timely information to help decide whether or not to visit the target audience, the image the organization wants to create, objectives, budget, campaign schedule, media chosen and evaluation methods (Srinivasan, 2009). Tourist marketing emphasizes further on who the market segment actually is how it behaves, the emphasis is on how to communicate to the market that the destination products offered are superior and different from other products (Manafe et al., 2016).

In addition to optimizing the use of social media, the promotional strategy applied by Wanurejo Tourism Village to increase the number of tourists and develop tourism is to provide excellent service to tourists, create a brand image through the uniqueness of nature and excellent service, and build trust in visitors by consistently improving services. In principle, services try to meet the expectation of tourists an win their trust as a guarantee of the existence of an organization or institution, in general, services can be in the form of tangible goods, intangible goods, and can also be services (Supriyadi, 2020). If a positive brand image has been formed and the services provided by the tour manager are memorable in the hearts of tourists. Then it is expected that they will be able to visit again or give recommendations to friends, colleagues, family, or the public in general to visit Wanurejo Tourism Village. Spending by tourist is expected to increase the income of local residents, and another benefit is the construction of supporting infrastructure to the tourist sites including transportation, lodging, and even shops (Manafe et al., 2016).

The position of the offerings advertising blend in tourism is to attract customers or tourist to a destination, product or services that the tourism company wants to sell, to increase tourist satisfaction can effect the destination choice of prospective tourists, so tourist satisfaction can be taken into consideration (Rahman et al., 2019). The assessment of tourism services made by consumers is influenced by their emotional state depending on many factors, especially the level of education, age, and cultural traditions of the community represented by the tourists, their understanding of comfort, habits, health or psychological conditions in the plase, reception time, service, etc. (Goryushkina et al., 2019).

CONCLUSION AND RECOMMENDATION

One of the tourism potentials in Magelang district is Wanurejo Tourism Village. This tourist village develops several attractions inside the shape of nature tourism,

cultural network activities and craft centers. Geographically, Wanurejo Tourism Village is a very beautiful, fertile and green village with rice fields located in the Borobudur Temple area. In its potential, Wanurejo Tourism Village has potential such as Arts, Culinary, Crafts, Village Events, and comfortable Homestays. Based on data from observations and interviews conducted by researchers, Wanurejo Tourism Village implements conventional and online strategies. The conventional strategy used is the provision of brochures and also word of mouth information sources. While for online strategies through social networks, such as through social media or websites. The concrete contribution to the field of study clearly shows how Wanurejo Tourism Village as one of the Tourism Villages in Borobudur shows its existence with various potentials so that it can attract the attention of all circles.

REFERENCE

- Budhi Pamungkas Gautama, Yuliawati, A. K., Nurhayati, N. S., Fitriyani, E., & Pratiwi, I. I. (2020). Pengembangan Desa Wisata Melalui Pendekatan Pemberdayaan Masyarakat. *BERNAS: Jurnal Pengabdian Kepada Masyarakat*, 1(4), 355–369. <https://doi.org/10.31949/jb.v1i4.414>
- Budiyah, F. (2020). Implikasi Pengembangan Desa Wisata Terhadap Peningkatan Ekonomi Masyarakat Lokal Studi Kasus Di Desa Ketenger. *Jurnal Ekonomi, Bisnis, Dan Akuntansi*, 22(2), 182–190. <https://doi.org/10.32424/jeba.v22i2.1594>
- Butnaru, G. I., & Miller, A. (2012). Conceptual Approaches on Quality and Theory of Tourism Services. *Procedia Economics and Finance*, 3(232), 375–380. [https://doi.org/10.1016/s2212-5671\(12\)00167-0](https://doi.org/10.1016/s2212-5671(12)00167-0)
- Duan, R. R., Kalangi, J. A. F., & Walangitan, O. F. C. (2019). Pengaruh Strategi Promosi Terhadap Keputusan Pembelian Motor Yamaha Mio Pada PT. Hasrat Abadi Tobelo. *Jurnal Administrasi Bisnis*, 9(1), 128. <https://doi.org/10.35797/jab.9.1.2019.23710.128-136>
- Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>
- Fawzian, R. M., Mulyana, S., & Trulline, P. (2023). *Social media usage as health communication platform by adolescents with acne in Indonesia*. 7(2), 178–197.
- Goryushkina, N. E., Gaifutdinova, T. V., Logvina, E. V., Redkin, A. G., Kudryavtsev, V. V., & Shol, Y. N. (2019). Basic principles of tourist services market segmentation. *International Journal of Economics and Business Administration*, 7(2), 139–150. <https://doi.org/10.35808/ijeba/222>
- Halim, N., & Radianto, W. E. D. (2016). Perancangan Strategi Promosi Bagi Perusahaan Dessert Factory. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 1(2), 251–260.
- Hedynata, M. L., & Radianto, W. E. D. (2016). Strategi Promosi Dalam Meningkatkan Penjualan Luscious Chocolate Potato Snack. *Manajemen Dan Start-Up Bisnis*, 1(1), 87–96.
- Hermawan, H. (2016). Dampak Pengembangan Desa Wisata Nglanggeran Terhadap Ekonomi Masyarakat Lokal. *Jurnal Pariwisata*, 3(2), 105–117.
- karmila, T. S. (2022). *Strategi Pemasaran Melalui Digital Marketing Dalam Upaya Promosi Desa Wisata Curugagung*. 3(2), 449–456.
- Komariah, N., Saepudin, E., & Yusup, P. M. (2018). Pengembangan Desa Wisata Berbasis Kearifan Lokal. *Jurnal Pariwisata Pesona*, 03(2), 158–174. <https://doi.org/10.26905/jpp.v3i2.2340>
- Manafe, J. D., Setyorini, T., & Alang, Y. A. (2016). STRATEGI PROMOSI OBJEK WISATA ALAM, (Studi Kasus di Pulau Rote NTT). *Jurnal Bisnis Dan Manajemen Islam*, Vol 4, No.
- Nella, A., & Christou, E. (2016). Extending tourism marketing: Implications for targeting the senior tourists' segment Extending tourism marketing: Implications for targeting the senior tourists' segment. *Journal of Tourism, Heritage & Services Marketing*, 2(1), 36–42. <http://doi.org/10.5281/zenodo.376336>
- Ni Ketut Riani. (2021). Pariwisata Adalah Pisau Bermata 2. *Jurnal Inovasi Penelitian*, 2(5), 1470.
- Novitaningtyas, I., Achsa, A., & Rahardjo, B. (2020). Strategi Pemasaran Desa Brajan Menuju Desa Wisata Mandiri. *Jurnal Aplikasi Bisnis Dan Manajemen*, 6(3), 591–601. <https://doi.org/10.17358/jabm.6.3.591>
- Oemiati, S., Oemiati, S., Asmarani, R., & Rahayu, E. (2022). Pengembangan Potensi Diri Kelompok Sadar Wisata di Desa Wanurejo Magelang pada Masa New Normal. *Abdimasku: Jurnal Pengabdian Masyarakat*, 5(1), 112. <https://doi.org/10.33633/ja.v5i1.399>
- Prana, S. R. (2023). *The maximization of Bamed Health Care social media marketing in the pandemic era pandemi*. 7(2), 157–177.
- Rahman, M., Islam, M. S., Amin, M. Al, Sultana, R., & Talukder, M. I. (2019). Effective Factors of Service Marketing Mix on Tourist Satisfaction: A Case Study. *Asian Social Science*, 15(7), 1. <https://doi.org/10.5539/ass.v15n7p1>
- Setiawan, N. A., & U., F. H. (2014). Strategi Promosi dalam Pengembangan Pariwisata Lokal di Desa Wisata Jelekong. *Trikonomika*, 13(2), 184. <https://doi.org/10.23969/trikononika.v13i2.613>
- Srinivasan, K. (2009). Tourism Marketing: A Service Marketing perspective. *Munich Personal RePEc Archive*, 14031, 1–6. https://mpra.ub.uni-muenchen.de/14031/1/MPRA_paper_14031.pdf

- Sudibya, B. (2018). Wisata Desa dan Desa Wisata. *BALI MEMBANGUN BALI JURNAL BAPPEDA LITBANG*, 1(1), 1–30. <http://www.berdesa.com/apa-beda-desa-wisata-dan-wisata-desa>
- Supriyadi. (2020). Studi Terhadap Kepuasan Wisatawan Dilihat Dari Manajemen Pelayanan Pariwisata dan Kebijakan adaptasi Kebiasaan Baru (AKB) di Kabupaten Pangandaran. *Service Management Triangle: Jurnal Manajemen Jasa*, 2(1), 100–116.
- Suryaningsih, O., Nugraha, J. T., & Sos, S. M. S. (2018). PERAN LEMBAGA DESA DALAM PENGEMBANGAN DESA WISATA WANUREJO DAN DAMPAKNYA TERHADAP PEREKONOMIAN MASYARAKAT LOKAL (THE ROLE OF VILLAGE INSTITUTIONS IN THE DEVELOPMENT OF WANUREJO TOURISM VILLAGE AND ITS IMPACT ON THE LOCAL ECONOMY). *Jurnal Mahasiswa Administrasi Negara (JMAN)*, 02(01).
- Susanti, C. E., Srimulyani, V. A., Hermanto, Y. B., Anang, L., & Waloyo, S. (2023). Building public satisfaction with marketing communication strategy and service quality. *Jurnal Manajemen Komunikasi*, 7(2), 136–156. <https://doi.org/10.24198/jmk.v7i2.40431online>
- Suta, P. W. P., & Mahagangga, I. G. A. O. (2018). Pengembangan Pariwisata Berbasis Masyarakat. *Jurnal Destinasi Pariwisata*, 5(1), 144. <https://doi.org/10.24843/jdepar.2017.v05.i01.p26>
- Sutarto, J., Mulyono, S. E., Nurhalim, K., & Pratiwi, H. (2018). MODEL PEMBERDAYAAN MASYARAKAT MELALUI PELATIHAN KECAKAPAN HIDUP BERBASIS KEUNGGULAN LOKAL DESA WISATA MANDIRI WANUREJO BOROBUDUR MAGELANG. In *Jurnal Penelitian Pendidikan* (Vol. 35).