



## TOURISM PROMOTION BROCHURE ON RECREATIONAL DESTINATION (LINGUISTICS PERSPECTIVE)

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### ABSTRAK

Penelitian ini dilatarbelakangi oleh keterbatasan efektivitas media promosi pariwisata di Pantai 101 Nusa Lima dalam merepresentasikan potensi destinasi serta nilai-nilai pariwisata berkelanjutan. Studi ini bertujuan mengembangkan brosur promosi pariwisata yang memiliki daya komunikatif tinggi sekaligus mendukung penguatan pariwisata lokal yang berorientasi pada keberlanjutan. Pendekatan Research and Development (R&D) yang diadaptasi dari Borg dan Gall digunakan dengan tahapan analisis kebutuhan, perencanaan dan perancangan, pengembangan produk awal, validasi ahli, revisi, dan penyajian produk akhir. Pengumpulan data dilakukan melalui observasi lapangan, wawancara dengan pemangku kepentingan pariwisata dan pengunjung, serta dokumentasi untuk mengidentifikasi potensi wisata, kebutuhan informasi wisatawan, dan kendala promosi yang dihadapi. Brosur dikembangkan dengan menitikberatkan kejelasan informasi mengenai daya tarik wisata, fasilitas, aksesibilitas, dan jam operasional, serta menggunakan bahasa persuasif dan elemen visual yang mendukung pembentukan citra destinasi. Proses validasi ahli yang melibatkan akademisi dan praktisi pariwisata digunakan untuk menilai kelayakan konten, ketepatan penggunaan bahasa, serta kualitas desain media. Hasil penelitian menunjukkan bahwa brosur yang dihasilkan dinyatakan valid dan layak digunakan sebagai media promosi setelah dilakukan sejumlah penyempurnaan minor. Produk akhir mengintegrasikan pesan-pesan pariwisata berkelanjutan yang selaras dengan Sustainable Development Goals (SDGs) dengan tujuan meningkatkan visibilitas destinasi, memperkuat komunikasi promosi, serta mendukung pengembangan pariwisata lokal secara berkelanjutan. Temuan ini menegaskan bahwa pengembangan media promosi berbasis kajian linguistik dan keberlanjutan dapat berfungsi sebagai strategi komunikasi yang efektif bagi destinasi pesisir yang sedang berkembang.

**Kata Kunci:** *Pariwisata, Promosi, Brosur, Destinasi Wisata Rekreasi*

### ABSTRACT

This study is motivated by the limited effectiveness of tourism promotional media at 101 Nusa Lima Beach in representing destination potential as well as sustainable tourism values. This study aims to develop a tourism promotion brochure that has high communicative effectiveness while supporting the strengthening of sustainability-oriented local tourism development. A Research and Development (R&D) approach adapted from Borg and Gall was used with the stages of needs analysis, planning and design, initial product development, expert validation, revision, and final product presentation. Data collection was conducted through field observation, interviews with tourism stakeholders and visitors, and documentation to identify tourism potential, visitor information needs, and promotional constraints encountered. The brochure was developed by emphasizing clarity of information regarding tourist attractions, facilities, accessibility, and operating hours, as well as using





persuasive language and visual elements that support destination image formation. The expert validation process involving academics and tourism practitioners was carried out to assess content feasibility, accuracy of language use, and media design quality. The results of the study show that the brochure produced was declared valid and feasible to be used as a promotional medium after a number of minor revisions. The final product integrates sustainable tourism messages that are aligned with the Sustainable Development Goals (SDGs) with the aim of increasing destination visibility, strengthening promotional communication, and supporting sustainable local tourism development. These findings affirm that the development of promotional media based on linguistic studies and sustainability can function as an effective communication strategy for emerging coastal destinations.

**Keywords:** *Tourism, Promotion, Brochure, Recreational Destination*

## INTRODUCTION

Tourism today is increasingly understood not merely as a recreational activity but as a complex sector that contributes substantially to economic development, social integration, and cultural sustainability. Recent scholarship highlights that destination success is strongly shaped by governance structures, competitiveness strategies, and the ways in which tourism products are communicated to the public (Sutrisno, 2024). Within global development frameworks, tourism has also been positioned as a vehicle for inclusive growth through its alignment with the Sustainable Development Goals (Lavaredas et al., 2025). Consequently, communication practices directed at potential visitors have become a decisive factor in determining long-term destination performance and resilience.

Within this broader landscape, recreational tourism has expanded rapidly as travelers increasingly seek places that provide relaxation, social engagement, and emotional renewal. Such destinations depend not only on scenic resources but also on infrastructure, facilities, and accessibility that enhance overall visitor satisfaction (Mandić et al., 2018). Regional innovation systems and tourism clustering further reinforce competitiveness by enabling local enterprises to coordinate resources and improve market positioning (Trusova et al., 2020). The success of recreational tourism development therefore hinges on how these material and organizational elements are coherently integrated and communicated to tourists.

Tourism promotion plays a pivotal role in transforming destination potential into actual visitation flows. While digital media dominate contemporary marketing strategies, printed promotional tools such as brochures remain relevant, especially for destinations that depend on local or regional visitor markets (Putra & Tan, 2022). Brochures are valued for presenting concise and structured information that assists tourists in decision-making processes. When carefully designed, these materials function not only as informational devices but also as persuasive instruments that construct destination image and shape visitor expectations.

From a linguistic standpoint, tourism brochures cannot be treated as neutral representations, as they actively construct meanings, identities, and value systems associated with a place. Murti and Ratriyana (2021) contend that brochures portray destinations through selective lexical choices and visual framing that influence audience perception. Likewise, Ignatova (2020) demonstrates that tourism discourse frequently foregrounds certain social actors while marginalizing others, revealing the ideological dimensions embedded within promotional texts. These insights suggest that language selection within brochures plays a





decisive role in shaping destination narratives and the types of experiences anticipated by visitors.

The effectiveness of brochure communication is also mediated by sociopragmatic and multilingual considerations. Pujiati and Alfishuma (2025) show that the strategic deployment of multilingual resources and pragmatic language choices enhances communicative reach and inclusivity. Such approaches not only improve message clarity but also foster cultural sensitivity among diverse audiences. Consequently, brochure development requires careful attention to discourse strategies, pragmatic meanings, and audience orientation in order to maximize promotional impact within competitive tourism environments.

In parallel with these developments, tourism promotion is increasingly expected to incorporate sustainability principles. Sustainable tourism discourse foregrounds environmental protection, community participation, and responsible tourist behavior as essential dimensions of destination management (Shabrina et al., 2024). Communication media including brochures play a crucial role in transmitting sustainability messages and encouraging ethical travel practices. Furthermore, both digital and non-digital promotional strategies must consistently reflect sustainability narratives to support long-term destination development objectives (Aliffianto & Andrianto, 2022).

Despite these conceptual advances, empirical research that translates linguistic and sustainability frameworks into the concrete design of promotional materials for emerging coastal destinations remains limited, particularly in small-island contexts such as Nias. Although 101 Nusa Lima Beach possesses substantial recreational resources and community-based tourism potential (Asy'ari et al., 2021), existing promotional brochures have not yet systematically incorporated discourse-based persuasion, nuanced cultural representation, or sustainability-oriented messaging. Previous studies have largely examined tourism discourse analytically rather than producing linguistically informed promotional products for underrepresented destinations. Addressing this gap, the present study explicitly aims to develop and validate a tourism promotion brochure for 101 Nusa Lima Beach by integrating discourse strategies, sociopragmatic considerations, and sustainable tourism principles, thereby offering a novel contribution in the form of a context-sensitive promotional model for community-based coastal destinations.

## **RESEARCH METHOD**

This study adopted a Research and Development (R&D) design aimed at producing a tourism promotion brochure for 101 Nusa Lima Beach that could be directly implemented in local tourism marketing practices. The approach was chosen to facilitate systematic product creation through sequential stages, from needs assessment to final refinement. The research prioritized practical applicability rather than theoretical testing, ensuring that the output addressed real promotional challenges faced at the destination. To maintain feasibility within a small-scale context, the R&D cycle was streamlined while preserving its core developmental functions.

Data were gathered through structured observations, semi-structured interviews, and documentary analysis. Observations employed a checklist to record visitor activities, site facilities, accessibility conditions, and environmental features relevant to brochure content. Interviews were conducted with tourism managers, community representatives, and visitors to identify promotional expectations, informational needs, and communication gaps.

Documentary sources, including photographs and secondary materials, were collected to corroborate field findings and enrich visual and textual brochure elements.

The development process comprised planning, design, expert appraisal, and revision stages. Planning and design activities involved selecting key destination information, drafting persuasive promotional narratives, and arranging visual components such as layout, imagery, color schemes, and typography. The preliminary brochure was assessed by tourism, language, and media specialists using structured validation instruments that evaluated content accuracy, linguistic clarity, and visual quality, with specific criteria and scoring indicators detailed in an appendix. Revisions were implemented based on evaluators’ feedback, and the finalized brochure was produced as a promotional medium integrating persuasive discourse and sustainability-oriented messages.

## RESULT AND DISCUSSION

### Result

#### Research and Data Collection

The research and data collection stage was conducted to identify tourism potential, visitor needs, and promotional challenges at 101 Nusa Lima Beach. Data were obtained through interviews with five respondents (P1–P5), direct field observations, and documentation. The findings indicate that visitors predominantly engage in recreational and social activities such as relaxing, gathering with family or friends, taking photographs, swimming, and enjoying culinary facilities around the beach area. Field observations confirmed frequent use of gazebos, photo spots, and open spaces, indicating that the destination functions mainly as a family-oriented recreational tourism site.

In addition to activity patterns, respondents emphasized the importance of clear and practical information before visiting the destination. Visitors require information related to facilities, access routes, operating hours, parking availability, entrance fees, and cleanliness regulations. Concerns regarding road conditions and transportation access were also highlighted, indicating existing infrastructural limitations. All respondents agreed that brochures remain a necessary and effective promotional medium, particularly for providing structured and reliable information in local and offline contexts. To present these findings concisely and systematically, the key results from interviews, observations, and documentation are summarized in Table 1.

**Table 1. Summary of Research and Data Collection Findings**

Aspect	Key Findings	Data Source
Visitor Activities	Relaxing, gathering, taking photos, swimming, dining	Interviews (P1–P5), Observation
Visitor Information Needs	Facilities, access routes, operating hours, fees, cleanliness rules	Interviews, Observation
Need for Promotional Media	Brochure considered necessary and effective	Interviews
Tourism Potential	Attractive scenery, family-friendly environment,	Interviews, Observation

Aspect	Key Findings	Data Source
	strategic location	
Promotional Challenges	Limited promotion, cleanliness issues, infrastructure limitations	Interviews
Existing Facilities	Gazebos, toilets, parking areas, canteens, event hall	Observation, Documentation

As summarized in Table 1, tourist activities at 101 Nusa Lima Beach are dominated by recreational and social uses, while visitors simultaneously expect clear and practical pre-visit information. The data also show that brochures continue to be regarded as a useful promotional tool even in an increasingly digital marketing environment. In addition, the destination is perceived as possessing considerable natural and recreational appeal. However, the results reveal that promotional limitations and infrastructural constraints still require attention in order to strengthen future destination development.

### Planning and Designing the Brochure

The planning and designing stage focused on translating the results of interviews and observations into a structured and informative tourism brochure. Based on the needs analysis, brochure content was selected to address visitor expectations, promotional gaps, and key destination characteristics. Essential information such as visitor activities, available facilities, operating hours, and location was prioritized to ensure clarity and usefulness. This stage ensured that brochure planning was directly grounded in empirical findings.

Sections such as *“What You Can Enjoy”* were designed to present the main attractions of 101 Nusa Lima Beach, including natural scenery, family-friendly picnic areas, gazebos, photo spots, and the calm beach atmosphere. A *Highlights* section emphasized practical advantages such as easy access, spacious parking areas, the availability of an event hall, and suitability for family and group activities. These elements were selected based on visitor responses indicating a strong need for concise and accessible destination information. The planning process ensured alignment between visitor needs and brochure content.

Visual design considerations were also prioritized in this stage. Photographs depicting gazebos, beach scenery, entrance landmarks, and event facilities were selected to represent the destination’s identity. Balanced composition and circular image layouts were applied to enhance visual appeal, while warm color tones were used to reflect the natural and welcoming atmosphere of the beach. Typography was chosen to maintain readability and a promotional tone, supporting effective communication.

### Developing the Initial Product

The initial product was developed by integrating selected content, visual elements, and promotional strategies into a complete brochure draft. This stage aimed to produce a tangible promotional product that could be evaluated through expert validation. Informative and persuasive content was combined to present essential information about attractions, facilities,

visitor activities, operating hours, and location. The brochure draft was designed to be concise, clear, and visually engaging for potential visitors.

Sections such as *“What You Can Enjoy”* and *Highlights* were retained to communicate both experiential and practical aspects of the destination. Visual materials obtained through field documentation were incorporated to support textual descriptions. Layout balance, color harmony, and typography consistency were carefully applied to enhance readability and aesthetic quality. In addition, the brochure included a short slogan, *“Experience the calm, capture the moments,”* to strengthen emotional appeal and reinforce the destination’s recreational identity.

Key logistical details, such as opening hours and the site’s closeness to Binaka Airport, were deliberately highlighted to facilitate visitor planning. Consequently, the first brochure prototype constituted a well-integrated and comprehensive promotional output. This preliminary version was subsequently used as the foundation for expert assessment and further refinement aimed at enhancing its overall quality and communicative impact.

### Expert Validation and Revision

The brochure draft was evaluated through an expert validation process involving academics and tourism practitioners. The validation focused on three main aspects: tourism content, language use, and media design. Expert feedback was collected to assess clarity, accuracy, visual quality, and alignment with sustainable tourism values. A summary of the expert validation results and revision actions is presented in Table 2.

**Table 2. Summary of Expert Validation and Revision**

Validation Aspect	Evaluation Focus	Expert Feedback	Revision Action
Tourism Content	Content relevance, clarity, alignment with sustainable tourism and SDGs	Content accurate; sustainability messages needed to be more explicit	Sustainability messages strengthened
Language Use	Grammar, clarity, persuasive style, readability	Clear and persuasive; minor grammatical issues	Sentence refinement and simplification
Media Design	Layout, image quality, color harmony, typography	Visually balanced; image quality needed improvement	Image and layout adjustments

Based on Table 2, the brochure required only minor revisions to enhance its overall quality and effectiveness. The feedback primarily emphasized message clarity, visual consistency, and explicit integration of sustainable tourism values. After revisions were implemented, the brochure met the required standards for tourism content accuracy, language clarity, and media design quality. Therefore, the brochure was considered valid and feasible for use as a tourism promotional medium.

### Final Product Presentation

The final output of this study is a revised tourism promotional brochure for 101 Nusa Lima Beach that incorporates recommendations from expert reviewers. The revision process

emphasized improvements in informational accuracy, language clarity, visual appeal, and the articulation of sustainability messages. These refinements were intended to enhance the brochure's effectiveness as a communication and marketing tool. The completed product is presented in Figure 1 as the visual representation of the developed brochure.

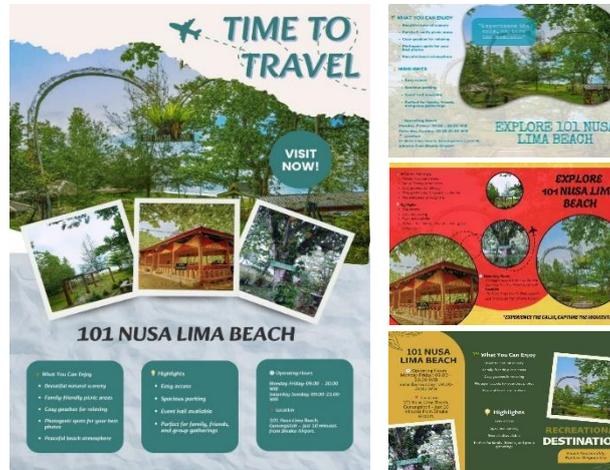


Figure 1. Final Tourism Promotional Brochure of 101 Nusa Lima Beach

As illustrated in Picture 1, the finalized brochure presents comprehensive and well-structured information about the destination. The brochure includes descriptions of main attractions, available facilities, visitor activities, operating hours, and location accessibility using clear and persuasive language. Visually, the brochure demonstrates improved layout balance, enhanced image quality, and consistent use of color and typography. Sustainability messages encouraging environmental cleanliness, responsible visitor behavior, and respect for local communities are clearly integrated, supporting responsible and sustainable tourism development.

## Discussion

The results of this study suggest that the tourism brochure developed for 101 Nusa Lima Beach operates not only as a channel for conveying information but also as a form of promotional discourse that actively shapes tourists' perceptions of the destination. This interpretation supports Jalilifar and Moradi (2019), who argue that tourism brochures depend heavily on evaluative linguistic resources to project positive destination images. The strategic use of appreciative, descriptive, and persuasive expressions in the brochure helps construct an emotionally appealing portrayal of the site. Accordingly, the effectiveness of tourism promotion is closely related to how language is mobilized to foreground experiences, values, and expectations associated with the destination.

From a tourism marketing standpoint, these findings resonate with Zakharova (2021), who highlights clarity, persuasion, and affective appeal as central features of tourism language that influence promotional success. The brochure produced in this research was intentionally designed to satisfy visitors' informational needs while simultaneously encouraging interest and intention to visit. This orientation is consistent with Kanca (2025), who frames language as a strategic marketing resource rather than a neutral vehicle for factual



delivery. Consequently, the brochure functions as a communicative mechanism that may shape tourists' travel-related judgments and decisions.

The study further demonstrates that meaning-making in tourism promotion emerges from the interaction between verbal and visual resources. This observation parallels Firmansyah et al. (2025), who emphasize that multimodal discourse combining textual elements, imagery, layout, and color—enhances communicative impact and audience engagement. In the brochure developed for 101 Nusa Lima Beach, photographs of landscapes, visitor activities, and facilities complement written descriptions and reinforce promotional narratives. Through this multimodal configuration, the brochure is able to articulate the destination's identity in a more integrated and compelling manner.

At the same time, tourism promotion requires critical reflection in order to prevent excessive commodification of place and culture. Adiwinata and Muhid (2025) caution that tourism discourse can reduce local culture to marketable commodities when ethical considerations are sidelined in favor of commercial appeal. The incorporation of messages concerning environmental stewardship and respect for host communities in the brochure reflects an attempt to balance marketing objectives with normative tourism values. In this sense, the brochure is positioned not merely as a commercial artifact but also as a medium for encouraging responsible tourist conduct.

Moreover, the inclusion of sustainability-oriented narratives in the brochure corresponds with contemporary debates on sustainable tourism communication. Marchi et al. (2024) underline the importance of explicitly communicating sustainability principles through both online and offline promotional channels, while Lakshmi and Saputra (2025) stress the relevance of aligning tourism communication with the Sustainable Development Goals. These perspectives are reinforced by Laksmi and Saputra (2025), who demonstrate how SDG-oriented tourism strategies contribute to long-term sustainability in destination contexts such as Bali. In the present study, messages concerning cleanliness, responsible visitation, and community engagement illustrate how promotional media can operationalize sustainability ideals, echoing Chamidah et al.'s (2020) pentahelix communication framework.

Finally, the findings reaffirm the central role of community participation in tourism promotion and destination development. Utami et al. (2019) and Wibowo and Belia (2023) emphasize that active local involvement strengthens resilience and sustainability in tourism systems. The brochure designed in this research implicitly foregrounds the contribution of local communities in maintaining and supporting the destination, thereby cultivating a narrative of shared responsibility between hosts and visitors. This observation aligns with Permana and Wirayani (2021), who contend that well-crafted promotional media can function strategically to reinforce community-based tourism initiatives and long-term sustainable development.

## CONCLUSION

This study demonstrates that the development of a tourism promotional brochure for 101 Nusa Lima Beach represents a strategic communicative initiative rather than a purely technical design outcome. By employing a Research and Development approach, the brochure was formulated to address previously identified promotional limitations through the integration of informative content, persuasive linguistic strategies, and coherent visual organization. The findings indicate that successful destination promotion depends on the synergy between language choices, visual composition, and the tourism values being



communicated. In this respect, the brochure contributes meaningfully to strengthening destination visibility and enhancing the effectiveness of communication at the local tourism level.

The incorporation of sustainability-oriented messages within the brochure further underscores the broader significance of this research. Beyond its marketing function, the brochure operates as a medium for disseminating responsible tourism principles, including environmental awareness, visitor accountability, and respect for host communities. This orientation reflects the objectives outlined in the introduction and is reinforced by the interpretations advanced in the discussion section. Consequently, the study positions promotional media as a vehicle not only for attracting visitors but also for shaping ethical and sustainability-driven tourism practices.

With regard to future prospects, the outcomes of this research open multiple avenues for continued development and application. The brochure model can be adapted for other recreational destinations that share similar characteristics, particularly in areas facing constraints in promotional resources. Subsequent studies may extend this work by incorporating digital and interactive promotional formats, undertaking broader user-based evaluations, or assessing the long-term influence of promotional materials on tourist behavior and destination sustainability. Through these efforts, future research can further consolidate both the practical and theoretical contributions of this study within the domains of tourism communication and sustainable destination development.

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