

## Tourism Communication Strategies for Promoting Cultural Heritage in Sumenep: Analyzing Stakeholder Roles and Engagement

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### ABSTRAK:

Penelitian ini menyelidiki strategi komunikasi pariwisata yang digunakan untuk mempromosikan warisan budaya Sumenep, dengan fokus pada peran dan keterlibatan para pemangku kepentingan utama seperti pemerintah daerah, operator pariwisata, tokoh masyarakat, dan lembaga-lembaga budaya. Penelitian ini menggunakan pendekatan kualitatif dan analisis tematik melalui perangkat lunak NVIVO, meneliti bagaimana komunikasi disusun dan dikoordinasikan di antara kelompok-kelompok ini untuk meningkatkan pariwisata. Temuan penelitian ini menyoroti bahwa komunikasi pariwisata yang sukses bergantung pada kolaborasi yang kuat antara pemerintah daerah dan tokoh masyarakat, dengan acara-acara budaya dan pelestarian warisan budaya yang memainkan peran sentral. Penelitian ini diakhiri dengan merekomendasikan strategi komunikasi yang lebih baik melalui penyelarasan pemangku kepentingan dan penyertaan narasi budaya lokal untuk pengembangan pariwisata yang lebih baik di wilayah tersebut.

### ABSTRACT:

This research investigates the tourism communication strategies used to promote Sumenep's cultural heritage, focusing on the roles and engagement of key stakeholders such as local government, tourism operators, community leaders, and cultural institutions. The study, using a qualitative approach and thematic analysis via NVIVO software, examines how communication is structured and coordinated among these groups to enhance tourism. The findings highlight that successful tourism communication relies on strong collaboration between local authorities and community leaders, with cultural events and heritage preservation playing a central role. The research concludes by recommending improved communication strategies through stakeholder alignment and the inclusion of local cultural narratives for better tourism development in the region.

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## INTRODUCTION

Tourism communication strategies are essential for promoting cultural heritage, particularly in regions where local traditions and historical narratives play a significant role in attracting visitors. Sumenep, located in Madura, Indonesia, is renowned for its rich cultural heritage, which includes royal palaces, traditional crafts, and religious landmarks. The promotion of these cultural assets demands a comprehensive approach that moves beyond conventional media platforms. While previous studies have predominantly focused on digital and social media as primary tools for tourism promotion, non-media strategies, such as direct engagement with stakeholders, are equally important in regions where cultural and social dynamics are deeply rooted in local communities. These strategies not only preserve cultural heritage but also create more meaningful connections between visitors and the local culture.

In rural or culturally rich areas like Sumenep, the involvement of local communities, government authorities, tourism operators, and cultural institutions is crucial to the successful promotion of tourism (Sholik et al., 2015). Timothy (2024) emphasizes that community engagement in tourism fosters authenticity and strengthens the visitor experience, while Khan & Huda (2023) point to the positive social impacts of local participation in heritage site management. These studies highlight the importance of collaborative approaches in tourism communication, particularly in regions where heritage preservation is a key priority. Sumenep's cultural tourism, therefore, must be promoted through communication strategies that integrate stakeholder involvement and focus on cultural relevance, making it essential to explore how these groups can effectively collaborate to enhance the region's tourism offerings.

While tourism communication strategies have predominantly emphasized media-driven approaches, such as digital and social media platforms, there is a lack of research exploring how non-media strategies especially stakeholder engagement can effectively promote cultural heritage, particularly in rural areas. In regions like Sumenep, where traditional communication methods and community involvement hold significant importance, the focus on media-driven strategies may overlook key dynamics that contribute to successful tourism promotion. The problem, therefore, lies in the limited exploration of how direct engagement with local stakeholders can create culturally relevant and sustainable tourism communication strategies.

To address this gap, this study proposes to analyze how local stakeholders in Sumenep including government agencies, community leaders, cultural institutions, and tourism operators collaborate to develop and implement effective tourism communication strategies that do not rely on media platforms. By examining these interactions and the cultural dynamics involved, this research aims to identify successful non-media communication approaches that promote Sumenep's cultural heritage and enhance its appeal to both local and international tourists. The study's findings will contribute to the broader understanding of tourism communication, particularly in rural or culturally significant regions where direct stakeholder engagement plays a critical role.

Various scholars have highlighted the significance of community engagement and stakeholder collaboration in tourism communication strategies, particularly in culturally rich regions (Rianissaputri & Puspaningtyas, 2023). Khan & Huda (2023) argue that local community involvement in

heritage management not only promotes authenticity but also fosters social benefits, creating a sense of ownership among local populations. Timothy (2024) similarly emphasizes that empowering local communities enhances the overall tourism experience by providing deeper, more meaningful connections between visitors and heritage sites. These findings underscore the importance of community-based strategies in regions like Sumenep, where cultural heritage is deeply intertwined with local traditions and practices.

In addition to community engagement, government policy and institutional cooperation are crucial for creating effective tourism communication strategies. Al-Khaled (2023) discusses the necessity of collaboration among local governments, cultural institutions, and private tourism operators to ensure the sustainable promotion of cultural heritage. This perspective aligns with Nkwanyana (2023), who highlights that mutual understanding among stakeholders is vital for the long-term success of cultural heritage tourism. These studies suggest that non-media tourism communication strategies should be grounded in stakeholder collaboration, with each group playing a distinct role in promoting and preserving the cultural heritage of the region.

While the literature on tourism communication largely focuses on the use of digital and social media platforms as primary tools for promoting tourism destinations, Pappa & Makropoulos (2022) emphasize the role of information and communication technologies in enhancing visitor experiences, and Shehade & Stylianou-Lambert (2020) discuss how digital tools can redefine authenticity in the tourism sector. However, these studies overlook the significance of non-media strategies, particularly in rural or culturally rich regions like Sumenep, where

traditional forms of communication and direct stakeholder engagement may play a more critical role. This gap represents a significant opportunity to explore how non-media strategies can enhance tourism promotion in such regions.

Furthermore, while there has been substantial research on the impact of tourism on local economies and cultural preservation, few studies have investigated how local stakeholder collaboration directly influences tourism communication strategies. Al-Khaled (2023) & Nkwanyana (2023) emphasize the importance of stakeholder cooperation, but there is a lack of detailed analysis on how these relationships shape communication strategies in rural tourism settings. This gap suggests a need for research that explores how traditional communication channels and stakeholder engagement can contribute to promoting cultural heritage in areas like Sumenep, where media-driven approaches may not be as effective.

Sumenep presents an ideal case study for examining non-media tourism communication strategies. Traditional communication methods and direct stakeholder involvement, including that of local government authorities, community leaders, and cultural institutions, play a more significant role in promoting tourism in this culturally rich region. The involvement of local communities is vital for sustainable heritage management, as community participation enhances the authenticity of cultural experiences and fosters a sense of ownership. Khan & Huda (2023) emphasize the social benefits and stronger commitment to heritage conservation that come with local community engagement in managing heritage sites. Timothy (2024) argues that empowering communities enhances tourism experiences by creating deeper connections between visitors and cultural heritage.

Government policy and collaboration are also essential for effective tourism communication strategies in Sumenep. Al-Khaled (2023) highlights the importance of cooperation among government entities, local communities, and private businesses to ensure that tourism development benefits all stakeholders while protecting cultural heritage (Soetriono et al., 2019). This collaborative approach is further supported by Nkwanyana (2023), who stresses that mutual understanding among stakeholders is critical for the sustainable development of cultural heritage tourism. These studies underscore the importance of stakeholder collaboration in regions like Sumenep, where local involvement and traditional communication methods are key to promoting tourism.

In terms of branding, Cholil (2023) examines heritage tourism branding strategies in Madura, suggesting that a well-defined branding approach can significantly enhance the visibility and attractiveness of cultural destinations. This insight is particularly relevant to Sumenep, where a carefully crafted tourism narrative that reflects the region's unique cultural heritage could play a crucial role in attracting both local and international visitors. By leveraging its historical significance and cultural traditions, Sumenep can develop a tourism brand that resonates with diverse audiences while preserving its cultural heritage.

Despite the substantial body of research on media-driven tourism communication strategies, the literature lacks comprehensive studies examining the role of non-media communication in promoting tourism, particularly in rural or culturally rich regions like Sumenep. This gap highlights the need for further exploration of how stakeholder collaboration and traditional communication channels contribute to tourism promotion and cultural heritage preservation. The novelty of this research

lies in its focus on non-media strategies, offering new insights into how traditional communication methods and stakeholder cooperation can be effectively utilized to promote cultural tourism in Sumenep and similar regions.

## LITERATURE REVIEW

### Stakeholder in Tourism Communication

Stakeholder in Tourism Communication, as proposed by Freeman et al. (2010), asserts that organizations and institutions must consider the interests of all stakeholders when making decisions that affect them. In the context of tourism communication, this theory underscores the importance of involving various stakeholder groups such as local government authorities, tourism operators, cultural institutions, and community leaders in the development and execution of tourism communication strategies. This engagement is particularly crucial in rural areas like Sumenep, where local stakeholders possess deep cultural knowledge and play a pivotal role in heritage preservation. Their insights and participation are essential for ensuring that tourism initiatives reflect local cultural values and community needs, aligning with the broader goals of sustainability and inclusivity.

The theory posits that collaboration between these stakeholders can lead to more effective tourism promotion strategies by incorporating diverse perspectives, ensuring that strategies are culturally sensitive and aligned with local needs. Al-Khaled (2023) and Nkwanyana (2023) support this view, arguing that mutual understanding among stakeholders enhances the sustainability of cultural heritage tourism. Rachmawati (2023) adds that participatory collaboration is vital in tourism villages, as it promotes the sustainability of tourism initiatives. Labadi (2024) similarly highlights the importance of viewing local communities not only as beneficiaries but also as active

participants in tourism processes, fostering a sense of ownership and pride in their cultural heritage.

Government agencies are another critical stakeholder group, responsible for establishing policies and frameworks that guide tourism development. Their role in promoting spatial justice and ensuring that local stakeholders have a voice in decision-making processes is crucial. Paddison (2024) and Olsen et al. (2020) emphasize the need for policies that empower local communities, enabling them to engage in tourism initiatives that reflect their cultural identity. Effective communication between government bodies and local communities can lead to more inclusive tourism policies, which benefit all stakeholders and enhance the sustainability of tourism practices.

Tourism operators and businesses also play a significant role in tourism communication strategies, often serving as intermediaries between the destination and tourists. Their marketing strategies can shape visitor perceptions and influence tourism experiences. Marchi et al. (2021) note that imbalances in how sustainability is communicated by tourism operators can hinder effective stakeholder engagement. Therefore, it is essential for tourism businesses to adopt a balanced approach that incorporates the perspectives of all stakeholders, including local communities and tourists, to promote a more sustainable tourism model.

Moreover, the integration of technology has transformed stakeholder engagement in tourism communication. Digital platforms, such as social media, enable stakeholders to share information and collaborate more effectively. Buhalis & Inversini (2014) argue that real-time communication and feedback foster more interactive and engaging tourism experiences, allowing for direct interaction between tourists and local communities. Gordin & Trabskaya (2016) also highlight that constant interaction with

local stakeholders is crucial for assessing tourism's impact on the local environment and culture.

The roles of stakeholders in tourism communication are multifaceted and interdependent. Local communities, government agencies, tourism operators, and tourists each contribute unique perspectives and resources that are essential for developing and implementing effective communication strategies. By fostering collaboration, open dialogue, and participatory approaches among these stakeholders, tourism destinations like Sumenep can enhance their appeal while preserving their unique cultural identities and promoting sustainable tourism practices.

### **Heritage Tourism**

Heritage Tourism emphasizes the value of cultural heritage as a resource for tourism, advocating for its careful management to balance preservation with economic development (Timothy, 2024). This theory is particularly relevant to regions like Sumenep, where cultural heritage forms the foundation of tourism. According to Heritage Tourism, tourism communication strategies should highlight the authenticity and uniqueness of the heritage experience, which can be achieved through the active involvement of local stakeholders. Timothy (2024) and Khan & Huda (2023) suggest that community involvement enhances the visitor experience by fostering deeper connections between tourists and the region's cultural narratives, making the heritage experience more meaningful and engaging.

The theory also underscores the importance of authenticity in cultural tourism, which shapes how heritage is communicated and experienced. Shehade & Stylianou-Lambert (2020) argue that authenticity is critical in cultural tourism, as it influences tourists' perceptions and

understanding of heritage sites. This aligns with MacCannell's concept of "staged authenticity," which suggests that tourist experiences often present an idealized version of culture that may not fully reflect the realities of local communities (Arnott, 2021). This dynamic between commodification and genuine cultural representation creates a challenge for tourism communication, as it must strike a balance between appealing to tourists and preserving the integrity of the local culture.

Branding plays a significant role in heritage tourism communication. Cholil (2023) highlights the importance of developing a strong branding strategy that authentically represents a region's historical and cultural resources. Effective branding enhances the visibility of heritage sites and engages tourists by crafting narratives that resonate with their interests and values. This aligns with Ukpabi & Karjaluoto (2017) findings that social media can significantly influence heritage tourism branding by promoting cultural narratives and fostering stakeholder engagement. While branding and digital tools are essential for reaching a global audience, they must be balanced with the need for authenticity to ensure that tourism development respects local cultures.

In addition to branding, technology has transformed how tourists engage with cultural heritage. Villa & Šulc (2021) discuss the integration of augmented reality (AR) and virtual reality (VR) in tourism communication, which offers immersive and interactive ways for tourists to experience heritage sites. These technologies provide deeper insights into historical contexts and allow tourists to engage with heritage in innovative ways, creating a more dynamic and educational experience. This technological shift is particularly relevant for enhancing tourism communication in regions like Sumenep, where cultural heritage can be explored

through both traditional and modern methods.

A participatory approach to heritage tourism, which involves local communities in the tourism process, is also gaining traction. Nkwanyana (2023) emphasizes that community engagement in heritage tourism not only promotes social inclusion but also generates economic benefits, particularly in rural areas. This participatory model fosters a sense of ownership among local residents, ensuring that tourism development aligns with their cultural values and needs. It also supports the creation of sustainable tourism practices that benefit both visitors and host communities, enhancing the overall cultural heritage experience.

Heritage Tourism Theory provides a comprehensive framework for understanding how tourism communication strategies can balance heritage preservation with economic development. By focusing on authenticity, stakeholder engagement, branding, and the integration of technology, tourism communication in regions like Sumenep can create experiences that are culturally relevant, authentic, and sustainable. These strategies ensure that cultural heritage is preserved while promoting tourism in a way that benefits both the local community and visitors.

### **Non-Media Communication Strategy Framework**

This research draws on the concept of non-media communication strategies, which emphasize face-to-face interactions, community-based initiatives, and traditional communication methods over digital or social media platforms. These strategies are particularly relevant to rural and culturally significant regions like Sumenep, where direct engagement between stakeholders and visitors creates personalized and meaningful tourism experiences. The Non-Media Communication Strategy Framework in tourism encompasses various

approaches that do not rely on traditional media channels but rather on community engagement, experiential marketing, direct communication, and the use of digital platforms that facilitate interaction in a more participatory way.

Community engagement is a cornerstone of non-media communication strategies, especially in promoting cultural heritage. By actively involving local residents in the tourism development process, these strategies ensure that the voices of the community are heard and their cultural narratives are authentically represented. Fafurida et al. (2023) emphasize the importance of community participation in rural tourism recovery, showing that local insights can enhance the relevance and appeal of tourism offerings. This participatory approach fosters a sense of ownership among community members and leads to more sustainable tourism experiences, as local communities become stakeholders in tourism development rather than passive participants.

Experiential marketing is another critical component of the non-media communication strategy framework. It focuses on creating memorable experiences for tourists by engaging their emotions and senses through hands-on activities like cooking classes or traditional craft workshops. Daxböck et al. (2021) highlight that understanding tourists' motivations for sharing their experiences on social media can help tourism providers design more engaging and relevant experiences. This idea aligns with the notion that experiential marketing can enhance word-of-mouth promotion, as satisfied tourists are more likely to share their positive experiences, thus organically promoting the destination.

Direct communication methods-such as face-to-face interactions and community event-are also central to this framework. These methods allow for personalized engagement with tourists, enabling tourism

stakeholders to convey their messages more effectively. For example, local tourism boards can organize community fairs or cultural events where residents showcase their heritage, providing tourists with an authentic experience. This direct interaction fosters trust and rapport, which are essential for building long-term relationships with visitors.

Though non-media strategies focus on traditional communication, digital platforms still play a role, especially in fostering two-way communication between tourists and destinations. Andari (2023) emphasizes the role of digital advertising and social media marketing in promoting tourism villages, stating that these platforms allow for real-time engagement and feedback. This interactivity enables stakeholders to adapt their strategies based on tourist responses, ensuring that tourism offerings remain relevant and responsive to visitor needs.

Another vital tool in the non-media communication strategy framework is storytelling, which effectively conveys the unique cultural narratives of a destination, making it more relatable and appealing to potential tourists. By sharing stories about local traditions, historical events, or personal experiences, destinations can craft a compelling narrative that resonates with visitors. This approach aligns with the findings of Kim et al. (2021), who argue that visual and verbal storytelling can significantly influence tourist behavior and shape destination perceptions.

This study will analyze how non-media communication strategies are applied in Sumenep by focusing on the roles of stakeholders and their collaboration in promoting cultural heritage. Through qualitative data gathered via interviews and observations, which will be thematically analyzed using NVIVO, this research will identify key patterns in stakeholder collaboration and

communication practices. These findings will contribute to the understanding of how non-media communication strategies can foster more authentic and sustainable tourism experiences, particularly in culturally rich regions like Sumenep, where traditional engagement methods are crucial for preserving cultural heritage while promoting economic development.

## METHODS

### Research Location

This research uses a qualitative research design with a focus on in-depth interviews to explore tourism communication strategies that emphasise direct stakeholder engagement, excluding media-based approaches, in promoting the cultural heritage of Sumenep, Indonesia, where the research was conducted (Osborne & Grant-Smith, 2021; Wilhelmy et al., 2022).

The qualitative approach is appropriate for this research as it seeks to understand the complex social and cultural dynamics among stakeholders, including local government authorities, community leaders, tourism operators, and cultural institutions. In-depth interviews are chosen as the primary data collection method to allow for detailed, nuanced insights into participants' experiences and perspectives on non-media communication strategies. The interviews will explore how these stakeholders collaborate and communicate to promote Sumenep's cultural tourism in a culturally relevant and effective manner. Thematic analysis will be employed to identify patterns and relationships within the data, with the aid of NVivo software for data organization and interpretation (Dalkin et al., 2021).

### Participants

The participants in this study will consist of four key informants, each representing a critical stakeholder group involved in the promotion of Sumenep's cultural heritage.

These include:

- a. A representative from the local government, responsible for tourism policy and cultural heritage preservation.
- b. A community leader with deep knowledge of local cultural traditions and community engagement in tourism efforts.
- c. A representative from a cultural institution, who oversees the preservation and promotion of Sumenep's cultural assets.
- d. A tourism operator involved in developing and executing tourism initiatives, ensuring alignment with the cultural narratives of the region.

These informants are selected using a purposive sampling technique, based on their roles and expertise in Sumenep's cultural tourism. This small sample size allows for an in-depth examination of each participant's experiences and views, providing rich, detailed data on stakeholder collaboration and non-media communication strategies in the region.

### Research Instruments

The primary research instrument for this study will be a semi-structured interview guide, designed to gather in-depth qualitative data from the four informants. The interview questions will focus on:

- a. Their roles in promoting Sumenep's cultural heritage.
- b. Experiences and challenges related to tourism communication strategies.
- c. Collaboration with other stakeholders in the development of non-media communication methods.
- d. Perceptions of the effectiveness of these strategies in attracting tourists while preserving cultural authenticity.

The semi-structured format allows for flexibility, enabling participants to provide detailed responses and the



interviewer to probe deeper into emerging topics. Interviews will be recorded, with participants' consent, for subsequent transcription and analysis.

### **Data Collection**

Data collection will involve conducting in-depth interviews with the four key informants. Each interview will last between 60 to 90 minutes, allowing for a comprehensive exploration of the informants' experiences and insights. Interviews will be conducted in person or virtually, depending on participant availability. All interviews will be audio-recorded, with participants' consent, and transcribed for analysis. Along with interviews, **observational data** will be gathered during relevant cultural and tourism events in Sumenep, where stakeholder interactions and communication strategies can be observed in practice. These observations will provide additional context for understanding how non-media strategies are enacted in real-world settings.

### **Data Analysis**

The analysis will offer insights into how stakeholder collaboration and traditional communication methods support the preservation and promotion of cultural heritage, contributing to the broader understanding of non-media tourism communication strategies.

In NVIVO, nodes function as containers for organizing references to specific themes, concepts, or categories that emerge from qualitative data, such as interviews or focus groups. These nodes represent the core ideas and topics identified during the data analysis process. Researchers tag relevant text segments with codes and store them in nodes to systematically organize, manage, and explore the data. NVIVO categorizes nodes into several types: thematic nodes for broad topics, case nodes for individual

cases, relationship nodes for examining associations between concepts, and hierarchical nodes that allow themes to be structured in parent-child relationships. These nodes are the building blocks of data analysis, enabling researchers to explore patterns and relationships across the dataset (Muro et al., 2022).

The close relationship between codes and nodes underpins this process. Codes are the labels assigned to specific segments of data, while nodes act as containers for storing the references to these coded segments. When data is coded, the tagged segments are grouped under nodes that correspond to the relevant themes or categories. For example, coding several passages related to "community engagement" will store these references under the "Community Engagement" node. Nodes not only organize the coded data but also make it easier to retrieve and analyze it, enabling researchers to identify patterns and develop deeper insights.

After open coding, the analysis often progresses to axial coding, which focuses on refining and connecting the initial codes into broader categories or themes. In NVIVO, axial coding involves revisiting the initial codes from the open coding phase and grouping them under broader categories, such as combining "volunteer participation" and "local business support" under "Community Engagement." Axial coding also aims to identify relationships and patterns between categories, and NVIVO facilitates this by allowing researchers to create hierarchical nodes that organize themes into parent-child structures. This step helps contextualize the data, explore causal relationships, and ultimately develop a more structured and coherent understanding of the core themes.

The foundation for this process is laid during open coding, the first step in qualitative data analysis, where the data is broken down into smaller, meaningful

segments. The researcher systematically examines the data line by line, assigning codes to specific sections that reflect important themes or ideas. As more data is coded, patterns begin to emerge, and the researcher refines and organizes the codes, often using memos to record analytical notes and insights. Open coding continues until data saturation is reached, meaning no new themes are emerging. In NVIVO, open coding is facilitated by the software's ability to assign codes to text segments,

which are then organized into nodes. This stage serves as the foundation for more complex analysis, such as axial coding, where the relationships between themes are explored, and selective coding, where the central themes are identified (Muro et al., 2022).

Together, open coding and axial coding in NVIVO help researchers move from merely tagging data to developing deeper insights into the relationships between categories and themes, facilitating

Table 1. Codes and Nodes Overview

	<b>Codes</b>	<b>Nodes</b>	<b>Description</b>
1	Pentahelix collaboration	Stakeholder collaboration	Collaboration between government, businesses, academics, and communities to boost tourism in Sumenep
2	Pokdarwis-driven development	Community-based tourism management	Development driven by community tourism groups that manage local tourism efforts.
3	Local business involvement	Economic support through local business	Local businesses contribute to tourism by providing essential services such as homestays and food stalls.
4	Event-based promotion	Tourism events as promotional tools	Events like Funbike in Giliyang promote local tourism and engage tourists and residents
5	Infrastructure support by Transport Department	Infrastructure development for tourism	Transport infrastructure, such as docks and roads, supports increased tourism activity
6	Cultural institution partnership	Cultural preservation and tourism integration	Collaboration between cultural institutions and local government to preserve heritage sites like Keraton Sumenep
7	Community capacity building	Building local community skills	Educational efforts to prepare local communities to manage and benefit from tourism
8	Tourism awareness campaigns	Promoting tourism awareness	Campaigns to raise local awareness about tourism's importance and potential benefits
9	Community environmental awareness	Environmental sustainability efforts	Efforts to improve waste management and environmental practices to align with tourism growth
10	Homestay and infrastructure development	Tourism infrastructure improvements	Development of homestays and other infrastructure to accommodate tourists and improve accessibility

Source: Data Processed, 2024

the construction of a well-rounded analysis. By organizing data into nodes and using codes to structure analysis, NVIVO enables researchers to draw meaningful conclusions from large sets of qualitative data.

## RESULT AND DISCUSSIONS

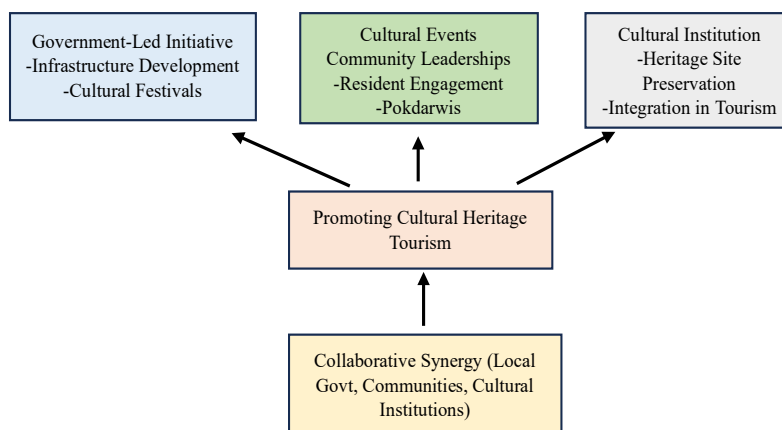
In order to effectively analyze the outcomes of the in-depth interviews using NVIVO, it is essential to begin by establishing the appropriate Codes and Nodes. These elements serve as the foundational categories and themes that will guide the data processing within NVIVO, helping to organize and classify the qualitative data for more structured analysis. By identifying relevant Codes, which represent specific patterns or topics discussed during the interviews, and Nodes, which act as thematic containers for these patterns, we can better interpret the data and draw meaningful insights from the interviews (Dalkin et al., 2021). This structured approach allows for a systematic exploration of the relationships between different themes, ensuring that the qualitative data is analyzed in a coherent and comprehensive manner.

The research findings analysed through NVIVO coding, resulted in several visual representations, including various diagrams illustrating the main patterns

and themes derived from the data analysis. These diagrams were critical in mapping the relationships and insights gathered during the research, helping to visualise the relationships among stakeholders, communication strategies and their impact in promoting heritage tourism in Sumenep.

### The Communication Strategies and Stakeholder Roles in Promoting Cultural Heritage Tourism in Sumenep

The diagram provides a comprehensive overview of the communication strategies and stakeholder roles in promoting cultural heritage tourism in Sumenep. It highlights the collaborative efforts of key stakeholders, including the government, community leaders, and cultural institutions, each of whom plays a distinct role in the promotion of Sumenep's cultural tourism. Government-led initiatives focus primarily on infrastructure development, such as building roads and homestays, and organizing cultural festivals to showcase Sumenep's unique traditions and attract tourists. These initiatives are crucial for improving accessibility and ensuring that visitors can experience the region's cultural and historical assets in a comfortable setting.



Source: Data Processed, 2024

**Figure 1. The Communication Strategies and Stakeholder Roles in Promoting Cultural Heritage Tourism**

Community leadership is another essential component, particularly through the Pokdarwis (Tourism Awareness Groups), which engage local residents in the management of tourism activities. The community contributes significantly to cultural event organization, ensuring that local traditions are upheld and integrated into the tourism experience. These groups empower locals to actively participate in tourism, enhancing both the authenticity of the visitor experience and the sustainability of tourism activities.

Cultural institutions play a critical role in the preservation of key heritage sites such as Keraton Sumenep. Their efforts ensure that cultural landmarks remain well-maintained and are effectively integrated into broader tourism strategies. By preserving these sites, cultural institutions help to ensure that tourism growth does not compromise the integrity of Sumenep's cultural heritage.

The concept of collaborative synergy is central to the success of these strategies, as the joint efforts of the government, communities, and cultural institutions enhance tourism offerings while ensuring the preservation of cultural identity. This collaboration allows for the development of non-media communication methods, such as direct engagement through cultural events and personal interactions, which foster meaningful connections between tourists and the local culture. These traditional methods of communication emphasize the authenticity of the visitor experience and contribute to sustainable tourism growth.

The diagram underscores the importance of stakeholder collaboration in promoting cultural heritage tourism in Sumenep. Through coordinated efforts in infrastructure development, community engagement, and cultural preservation, stakeholders are able to create tourism

strategies that not only drive economic development but also ensure the long-term protection and celebration of Sumenep's rich cultural heritage.

### **Effectiveness of Non-Media Strategies & Challenges in Implementing Strategies**

The diagram titled Effectiveness of Non-Media Strategies for Cultural Tourism outlines the use of non-media strategies in promoting cultural tourism and the challenges involved in their implementation. It emphasizes two primary methods for fostering deeper tourist connections with local heritage: Face-to-Face Engagement and Cultural Storytelling. Face-to-Face Engagement, which includes cultural performances and immersive experiences like homestays, allows tourists to interact directly with the local community.

These authentic experiences deepen tourists' understanding of local traditions and foster meaningful relationships with the community. Similarly, Cultural Storytelling, through guided tours and educational narratives, enriches tourists' appreciation of Sumenep's cultural heritage. This approach helps visitors gain a deeper understanding of the historical and cultural significance of the sites they visit, reinforcing the importance of heritage preservation.

However, the diagram also highlights significant challenges in implementing these non-media strategies. Infrastructure limitations, such as unreliable electricity and limited transportation, hinder the growth of tourism, particularly in remote areas. Without the necessary infrastructure, even the most effective non-media strategies may struggle to succeed. Additionally, there are concerns about community readiness, as gaps in hospitality skills and the capacity to manage tourism effectively present further obstacles. While local communities may be enthusiastic about participating in

tourism, they often lack the resources and training needed to provide quality services to visitors.

At the core of the diagram, the Effectiveness of Non-Media Strategies is emphasized, demonstrating how these methods when implemented successfully can create deeper tourist connections with the local heritage. However, the overall success of these strategies is contingent on overcoming the infrastructure and community capacity barriers identified at the bottom of the diagram. Addressing these challenges through improvements in infrastructure and community training will be critical in ensuring that cultural tourism can grow sustainably in Sumenep, ultimately benefiting both the local economy and cultural heritage preservation.

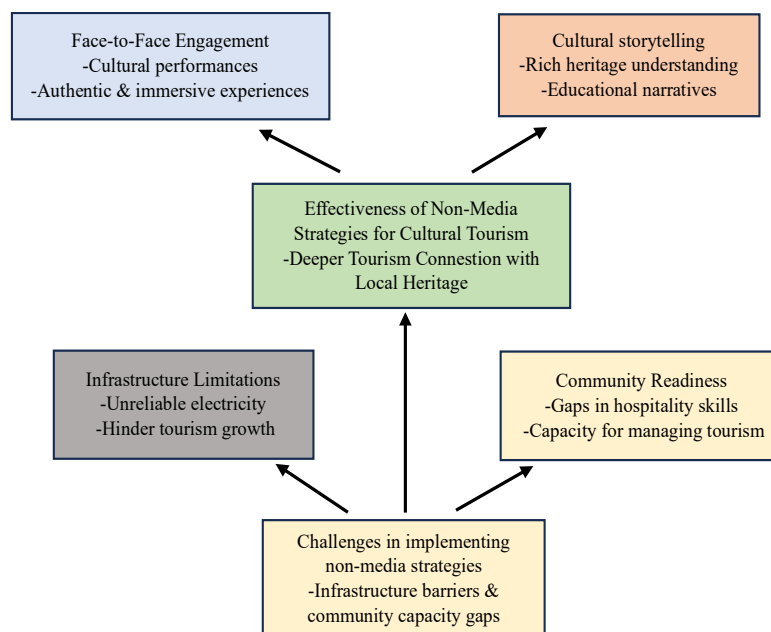
**Role of Traditional Communication, Community Empowerment, and Sustainability in Sumenep**

The diagram titled Role of Traditional Communication, Community Empowerment, and Sustainability in Cultural Tourism presents a comprehensive framework

illustrating how traditional communication methods, community-driven engagement, and sustainable practices contribute to the success of cultural tourism, particularly in regions like Sumenep. The diagram highlights several interconnected elements that support community empowerment, cultural pride, economic growth, and the preservation of heritage.

At the core of this framework is the Role of Traditional Communication in Cultural Tourism, which facilitates authentic tourist connections with local culture. Traditional communication methods, such as community-driven engagement and face-to-face communication, play a vital role in shaping the tourist experience.

Community driven engagement, through local guides and homestays, provides immersive cultural experiences for visitors, allowing them to engage directly with the local population and customs. Similarly, face-to-face communication during cultural festivals, storytelling sessions, and other forms of emotional connection strengthens the bond between



Source: Data Processed, 2024

**Figure 2. Effectiveness of Non-Media Strategies for Cultural Tourism**

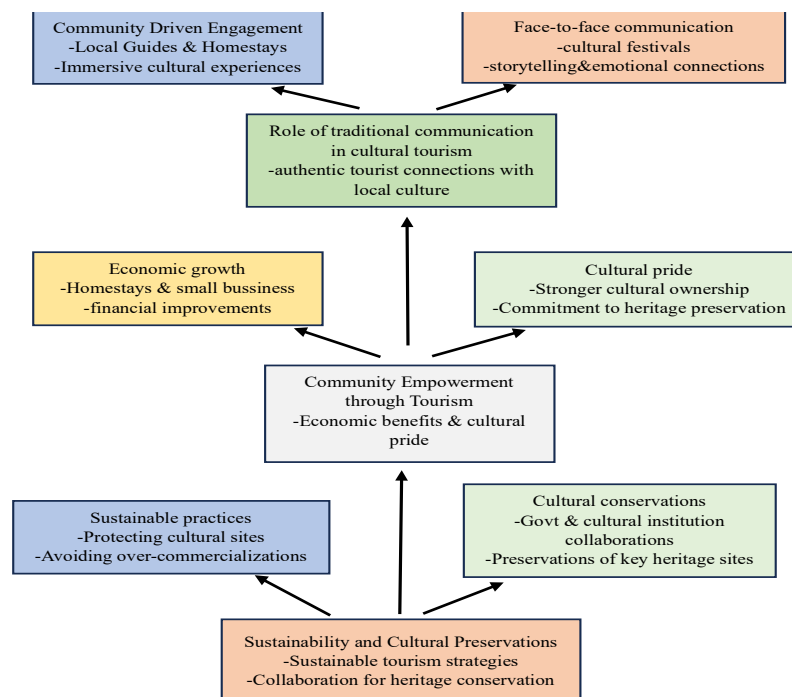
tourists and the local heritage, ensuring that visitors not only observe but actively participate in the cultural narrative of the region.

One of the key outcomes of traditional communication and engagement is community empowerment through tourism. By actively participating in tourism, local communities experience both economic benefits and cultural pride. On the economic front, tourism initiatives such as homestays and small businesses generate financial improvements for local families and entrepreneurs, contributing to the overall economic development of the region. On a cultural level, this involvement fosters a stronger sense of cultural pride and ownership, with locals becoming more committed to heritage preservation as they see the value of their traditions being recognized and appreciated by tourists.

The diagram also emphasizes the importance of sustainability and cultural preservation in ensuring the long-term

success of cultural tourism. Sustainable practices, such as protecting cultural sites and avoiding over-commercialization, are critical for maintaining the authenticity of the tourist experience and safeguarding cultural assets for future generations. Additionally, cultural conservation efforts, supported by collaborations between government bodies and cultural institutions, ensure that key heritage sites are preserved and integrated into broader tourism strategies. This collaborative approach enhances the ability of tourism stakeholders to balance economic growth with cultural sustainability.

In conclusion, the diagram illustrates how traditional communication methods, community empowerment, and sustainable tourism practices work together to create a holistic approach to cultural tourism. By prioritizing authentic tourist experiences, economic growth, and heritage preservation, tourism strategies can achieve long-term sustainability and ensure that local



Source: Data Processed, 2024

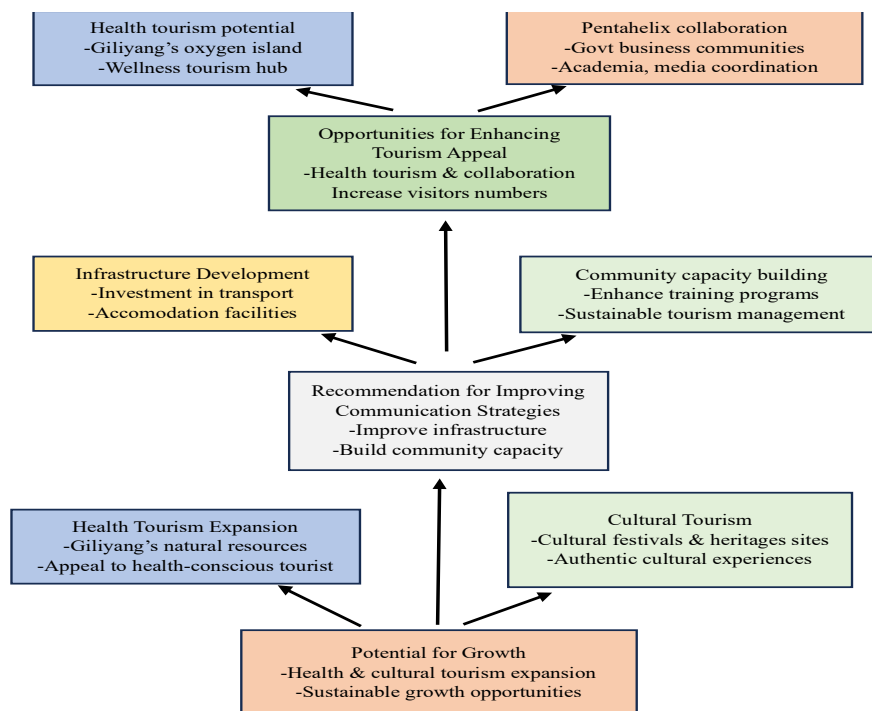
**Figure 3. Role of Traditional Communication, Community Empowerment, and Sustainability in Cultural Tourism**

communities benefit both financially and culturally from tourism activities. The key to success lies in fostering collaborative efforts between stakeholders, empowering local communities, and implementing sustainable practices that protect and celebrate the region’s rich cultural heritage.

**Opportunities, Recommendations, and Growth Potential for Tourism in Sumenep**

The diagram titled Opportunities, Recommendations, and Growth Potential for Tourism in Sumenep presents a detailed framework illustrating the various opportunities, recommendations, and growth prospects for the tourism sector in Sumenep, with a particular emphasis on health and cultural tourism. The diagram organizes its analysis into several key areas, focusing on tourism potential, stakeholder collaboration, infrastructure needs, and sustainable growth strategies.

At the center of the diagram is the theme of Opportunities for Enhancing Tourism Appeal, emphasizing the role of health tourism and collaborative stakeholder efforts in increasing visitor numbers. Giliyang, with its oxygen-rich environment, is identified as a wellness tourism hub, presenting significant potential for attracting health-conscious tourists. This niche market aligns with global trends where tourists are increasingly seeking destinations that offer health and wellness benefits. Alongside health tourism, Pentahelix collaboration is identified as a critical strategy for enhancing tourism appeal. This collaboration involves coordinated efforts between government, businesses, communities, academia, and media, ensuring that tourism development is a comprehensive and inclusive effort that leverages the strengths of all stakeholders.



Source: Data Processed, 2024

**Figure 5. Opportunities, Recommendations, and Growth Potential for Tourism in Sumenep**

The diagram also outlines Recommendations for Improving Communication Strategies, focusing on two core areas: infrastructure development and community capacity building. The necessity of investing in transportation and accommodation facilities is underscored, as these are crucial for making remote areas like Giliyang more accessible to tourists. Improved infrastructure will facilitate not only increased tourism but also more sustainable management of tourism activities. In addition, the recommendation for community capacity building suggests that enhancing training programs and focusing on sustainable tourism management will empower local communities to play a more active role in tourism development, ensuring that the benefits of tourism are distributed equitably and that local stakeholders are prepared to manage the impacts of increased tourism.

In terms of Potential for Growth, the diagram highlights the dual opportunities presented by health tourism expansion and cultural tourism. The expansion of health tourism is tied to the unique natural resources of Giliyang, which appeal to visitors seeking wellness experiences. On the other hand, cultural tourism remains a key strength of Sumenep, with its cultural festivals and heritage sites offering authentic cultural experiences that attract a diverse range of tourists. By continuing to preserve and promote these cultural assets, Sumenep can solidify its reputation as a destination for both health and cultural tourism.

The diagram emphasizes that the overall Potential for Growth lies in expanding both health and cultural tourism while ensuring that growth remains sustainable. By addressing infrastructure barriers, building community capacity, and fostering collaborative efforts, Sumenep can position itself as a leading destination in the health and cultural tourism sectors. The long-term success of these strategies

will depend on maintaining a balance between promoting tourism and preserving the cultural and environmental assets that make Sumenep unique.

The diagram provides a clear roadmap for leveraging Sumenep's natural and cultural strengths to enhance tourism appeal and ensure sustainable growth. By focusing on health tourism, stakeholder collaboration, infrastructure improvements, and community empowerment, Sumenep has the opportunity to grow its tourism industry in a way that benefits both the local economy and cultural heritage.

## CONCLUSION

This research highlights the critical role that tourism communication strategies play in promoting the cultural heritage of Sumenep. The study underscores the importance of stakeholder collaboration, with local government authorities, community leaders, cultural institutions, and tourism operators playing pivotal roles in the effective communication and preservation of Sumenep's rich cultural assets. The research findings emphasize that non-media communication strategies, particularly those grounded in face-to-face engagement and cultural storytelling, offer profound benefits in fostering authentic connections between tourists and the local culture.

However, the success of these strategies is contingent on addressing key challenges, such as infrastructure limitations and gaps in community capacity. Without reliable infrastructure and adequate training for local communities, the potential for growth in Sumenep's tourism sector may be stunted. Therefore, investments in transportation, accommodation, and community capacity building are essential for realizing the full potential of Sumenep as a destination for cultural and health tourism.

The research also identifies significant growth opportunities in both health and



cultural tourism, with Giliyang's natural resources offering unique wellness experiences, and Sumenep's cultural festivals and heritage sites continuing to attract diverse visitors. The Pentahelix collaboration model, which brings together government, businesses, communities, academia, and media, provides a strong framework for enhancing tourism promotion and ensuring sustainable growth.

The integration of traditional communication methods, stakeholder collaboration, and a focus on sustainability presents a pathway for Sumenep to develop a resilient and culturally enriched tourism sector. By prioritizing both health and cultural tourism, and ensuring that growth is managed sustainably, Sumenep can position itself as a premier destination for visitors seeking authentic, meaningful experiences that celebrate the region's unique cultural heritage. This study contributes to the broader understanding of how non-media communication strategies can effectively promote tourism in culturally rich regions, offering a model that can be applied to similar destinations seeking to balance cultural preservation with tourism development.

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