

***Storynomics Tourism as a Global Promotion Strategy for Kampoeng Heritage
Kajoetangan Malang City***

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ABSTRACT

This study aims to identify and analyze the existing promotional strategies of Kampoeng Heritage Kajoetangan and to formulate global promotional strategies through a storynomics tourism approach. This research employed a descriptive qualitative method. Data were collected through participant observation, in-depth interviews, documentation, and literature review. Informants were selected using purposive sampling, consisting of one representative of the Tourism Awareness Group (POKDARWIS), one local tour guide, and fourteen tourists (twelve domestic tourists and two international tourists). The data were analyzed using descriptive qualitative analysis combined with SWOT analysis to formulate alternative promotional strategies. The findings reveal that the current promotional strategy has incorporated four elements of the promotion mix (advertising, sales promotion, personal selling, and public relations). However, these strategies have not been implemented optimally to support the application of storynomics tourism, particularly in presenting historical and cultural narratives consistently. Based on the SWOT analysis, which identified the destination's strengths, weaknesses, opportunities, and threats, several global promotional strategies were formulated through the SO, WO, ST, and WT matrices. These strategies emphasize strengthening narrative-based attractions, presenting engaging and emotionally compelling stories, and encouraging greater international tourist visits. This study is expected to serve as a reference for destination managers and government stakeholders in developing Kampoeng Heritage Kajoetangan as an internationally recognized heritage destination driven by the power of its narratives.

Keywords: storynomics tourism, promotion strategy, heritage tourism, SWOT analysis, Kampoeng Heritage Kajoetangan