

Storynomic Tourism in The Development of Cultural Tourism at Setu Babakan

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Abstract

Purpose This study aims to examine whether the concept of storynomic tourism has been implemented and to explore its suitability as a promotional approach for developing cultural tourism in Setu Babakan, a Betawi cultural village in South Jakarta, Indonesia. *Methodology/Design/Approach* – The research adopts a qualitative descriptive approach. Data were collected through observation, interviews, and documentation conducted directly at the Setu Babakan Betawi Cultural Village to capture the integration of storytelling elements in tourism promotion and visitor experiences. *Findings* The findings reveal that Betawi cultural tourism at Setu Babakan provides an immersive visitor experience through a blend of cultural performances, traditional crafts, culinary experiences, and community-based attractions. Supporting facilities such as public restrooms, parking areas, and accessibility for people with disabilities enhance the overall experience. The adoption of storynomic tourism as a promotional strategy has strengthened cultural identity, improved visitor engagement, and contributed to the preservation of Betawi cultural heritage. *Originality of the research* This study is among the few that specifically focus on the implementation of storynomic tourism in promoting and preserving Betawi culture. It highlights the role of narrative-based tourism marketing in creating sustainable cultural tourism development, offering a localized model that integrates cultural storytelling, digital promotion, and experiential engagement.

Keywords: Storynomic Tourism; Cultural Tourism Development; Betawi Culture; Storytelling Marketing; Setu Babakan;

INTRODUCTION

Tourism is a crucial sector that generates significant foreign exchange for Indonesia (Walakula, 2020). As an archipelagic nation, Indonesia possesses a vast diversity of ethnicities, religions, races, and cultures a phenomenon widely recognized as multiculturalism (Wales, 2022). Tourism contributes substantially to economic growth, regional income, employment creation, and business opportunities. In response, the government has introduced a new strategy called Storynomic Tourism to develop tourism, particularly within five super priority destinations: Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang.

Storynomic Tourism represents a narrative driven approach that integrates creative content and living culture, utilizing cultural strength as its core DNA (McKee, 2018). Through this narrative framework, the government seeks to shift tourism orientation from quantity based development toward quality based experiences. This concept serves as a high value communication and promotional strategy within the tourism sector, capable of influencing tourists' decisions to visit specific destinations (Putra Ahmad Sutahami, 2022).

Building upon this framework, the researchers aim to explore the development of cultural tourism at Setu Babakan through the promotional style of Storynomic Tourism. Setu Babakan is an administrative village located in Jagakarsa District, South Jakarta. The establishment of this cultural village aims to preserve and promote Betawi culture through various attractions such as cultural performances, traditional music and martial arts, household industry products, community activities, agrotourism based on local agriculture, and water-based recreation such as paddle boating, canoeing, and fishing. This potential was also highlighted by Romdonih (2019).

Accordingly, this study seeks to determine whether the government developed Storynomic Tourism method is suitable for application within Setu Babakan Cultural Tourism, and to identify the efforts made by the management in promoting Betawi culture through storytelling-based strategies. A qualitative descriptive approach was employed, with data collected through observation, interviews, and documentation conducted directly at the Betawi Cultural Village of Setu Babakan.

LITERATURE REVIEW

The Concept of Storynomic Tourism

Storynomic tourism is an approach that combines narrative, creative content, and living culture, utilizing cultural strength as its core DNA. This concept draws upon a destination's authentic cultural assets, creative storytelling, and living traditions to construct a unique "identity" or "DNA" for each tourism site. In this context, Storynomic Tourism is highly relevant for developing Betawi Cultural Tourism in Setu Babakan, as the area has been officially designated as a preservation and development zone for Betawi culture.

This is reinforced by the Jakarta Provincial Regulation No. 4 of 2015 on the Preservation of Betawi Culture, particularly Article 10, which outlines the key components of cultural preservation, including:

- a) Art
- b) Antiques
- c) Museums
- d) Welfare
- e) Language and Literature
- f) Customs
- g) Libraries and Manuscripts
- h) Film
- i) Traditional Clothing
- j) Culinary Heritage
- k) Architecture and Ornamentation
- l) Souvenirs

Storynomic tourism emphasizes storytelling, creative content, and living culture as fundamental tools for destination marketing. Adapted from marketing theory, it seeks to attract visitors through economically valuable narratives, such as local folklore or myths related to the destination (Kartika & Riana, 2020). This narrative based approach focuses on creating immersive experiences that explore historical, cultural, and local wisdom values, fostering emotional connections between tourists and destinations (Sulistia et al., n.d.). From these perspectives, storynomics can be consistently defined as a storytelling based strategy that integrates creative content and cultural assets to produce meaningful and economically valuable tourism experiences.

Story Content

Storynomic tourism underscores the use of narratives, creative content, and cultural heritage as promotional instruments. It aims to convey compelling stories about destinations through media such as film, social media, animation, and emerging technologies like virtual reality (VR) and augmented reality (AR). These tools enhance visitor engagement, enrich experiences, and strengthen destination competitiveness (Machmury, n.d.). The term *storynomics* itself refers to an approach that merges narrative structure and economic systems within the tourism context. Specifically, it highlights storytelling as a key mechanism for promoting cultural and historical destinations, integrating narrative power as a marketing strategy that draws visitors through emotional connection and deep cultural engagement (Agung Istri Agung Maheswari et al., 2025).

Media and Technology Dimensions

The media and technology dimension serves as a critical foundation in the storynomic tourism model, particularly for creative and cultural destinations like Borobudur. Media and technology not only act as platforms for disseminating cultural and historical narratives through digital media, social networks, and AR based applications, but also provide interactive tools that enrich the tourism experience emotionally, educationally, and authentically (Lintang Citra Christiani et al., 2022).

Technology enables co-creation opportunities between visitors and local communities, fostering social engagement, community empowerment, and participatory cultural innovation. Thus, media and technology function as strategic bridges connecting local narratives with global audiences, strengthening destination identity and enhancing competitiveness in the creative tourism sector.

In the development of storynomic tourism in Klungkung, digital media and technology play a pivotal role in strengthening destination promotion and cultural appreciation. Through articles, blogs, and social media, cultural narratives can reach a broader audience and create personalized, interactive experiences. Moreover, innovations like VR and AR provide immersive explorations of historical and cultural stories, increasing educational value and visual appeal particularly for millennial and Gen Z travelers who are highly connected to digital platforms (Agung Istri Agung Maheswari et al., 2025). Hence, digital technology becomes a vital instrument in sustaining and modernizing storytelling-based tourism marketing.

Tourist Experience Dimension

A memorable tourism experience is characterized by its episodic nature, encompassing personal, emotional, and narrative elements that contribute to autobiographical memory. These experiences are shaped by cognitive and bodily engagement, visitor interaction, and emotional evaluation, all of which enhance the depth and meaning of memory formation.

Ultimately, the essence of such experiences lies in their ability to evoke stories, nurturing enduring connections between tourists and their travel experiences. This aligns with the idea that storytelling-based experiences do not merely entertain but also educate and transform, reinforcing emotional ties between visitors and cultural destinations (Yin et al., 2023).

RESEARCH METHODS

According to (Moleong, 2017), qualitative descriptive research seeks to describe and understand phenomena as they exist holistically, without manipulation, and emphasizes meaning over generalization. This approach emphasizes words, narratives, and descriptions rather than numbers, thus obtaining in-depth data to understand social realities, behaviors, and experiences of individuals or groups. Moleong also emphasizes that descriptive qualitative research aims to systematically describe the facts, characteristics, and relationships between the phenomena being studied, using the researcher as the primary instrument for data collection through observation, interviews, and documentation. (Arikunto, 2010) defines the unit of analysis as the unit being studied, which can be an individual, a group, an object, or a social event setting, for example, the activities of an individual or group that are considered as research subjects. Based on this definition, the unit of analysis in this study is the Setu Babakan Cultural Tourism.

The next stage is data analysis, data analysis is the process of systematically compiling the data obtained so that it makes it easier for researchers to draw conclusions. According to (Sugiyono, 2019), concluding data analysis is the process of systematically compiling data obtained from the results of observations, interviews, field notes and documentation which are then described and make a conclusion that is easy to understand.

According to (Miles & Huberman, 1994), qualitative data analysis consists of three interactive and continuous flow activities: data reduction the process of selecting, focusing, simplifying, abstracting, and organizing raw data into a more manageable form, data display presenting data in narrative form, matrices, graphs, or charts to facilitate researchers' understanding of the information and drawing conclusions, conclusion drawing/verification interpreting the meaning of the data, identifying patterns and relationships, and drawing conclusions that are repeatedly verified throughout the research process.

RESULTS AND DISCUSSION

Is Storynomic tourism suitable for implementation in the Betawi Cultural Tourism of Setu Babakan? Storynomic Tourism is an approach technique in the form of narrative, creative content and living culture using cultural power as its DNA, namely the power of original culture, creative

narrative, and living culture of a place that becomes the unique "identity" or "DNA" of a tourist destination. Through this understanding it can be seen that Storynomic Tourism is suitable to be applied in Betawi cultural tourism Setu Babakan, this is because Setu Babakan is a village area designated as a place for the preservation and development of Betawi culture, this is also stated in the Regional Regulation of the Special Capital Region of Jakarta Province Number 4 of 2015 concerning the Preservation of Betawi Culture, also explained in article 10, where the implementation, preservation of Betawi culture is aimed at the following elements:

- a) Arts
- b) Antiquities
- c) Museums
- d) Welfare
- e) Language and Literature
- f) Customs
- g) Libraries and Manuscripts
- h) Films
- i) Traditional Clothing
- j) Culinary
- k) Ornaments/Architecture
- l) Souvenirs

These clear regulations suffice to demonstrate that the Indonesian government is preserving Betawi culture by designating an area as a place to represent the aforementioned aspects of Betawi culture. The objectives, as outlined in Article 2 of the Jakarta Special Capital Region Provincial Regulation Number 4 of 2015, include protecting, preserving, and increasing public understanding, raising awareness, and developing Betawi culture. Setu Babakan, in narrating Betawi cultural tourism, created a website to digitally visualize it, packaged in a creative and contemporary form that is easy for readers to understand.



Figure 1. Setu Babakan Cultural Tourism Website Home
Source : Setu Babakan Cultural Tourism Website

Efforts to develop Setu Babakan Cultural Tourism through Storynomic Tourism as a promotional tool Storynomic tourism is a promising promotional tool for the development of cultural tourism in Setu Babakan. Storynomics focuses on exploring, developing, and delivering the stories that develop within an attraction and packaging them into a valuable commodity. Through this perspective, this study found that Betawi culture in Setu Babakan has a selling point through the Storynomic promotional style. Further analysis of related indicators is explained below.

Goal Analysis

The results of the research on this indicator confirm that in an approach using the Storynomic promotional style, the management of the Setu Babakan PBB UPK stated that the main marketing targets are young people, both those who are still in school and those who are already in college. This

statement was obtained from the results of interviews with the managers of Setu Babakan Cultural Tourism.

The management provides information about Betawi culture through the Setu Babakan Cultural Tourism Website, social media, and posters distributed directly by the management. The information is presented in an attractive, contemporary and aesthetic way, with comprehensive and easy to understand information and narrative.

The selection of the younger generation as the main marketing target is quite profitable because this generation has a high curiosity and through the Betawi Cultural Village cultural tourism management program, this generation can be directly involved in learning Betawi culture through workshops or weekly programs where young people can learn directly about culinary, music, dance, literature and Betawi crafts, where this program prioritizes educational aspects to raise awareness of cultural preservation, especially Betawi culture.

The younger generation is also a technology-savvy generation and uses social media all the time, so by targeting this generation, it can increase free publication and influence people, this is used to increase the number of visits because they see posts on social media, this is in line with the feedback expected through the Storynomic approach.

Load of Experience

In this indicator, researchers found that the Museum in this area presents itself as a place for preserving Betawi culture. This museum has a cultural content that can be felt by the five senses (tangible cultural heritage), namely collections about Betawi culture in the Museum, such as paintings of ancient actors, antique objects, heirloom weapons, musical instruments, etc. This learning material is also presented through programs prepared by the management such as workshops, cultural events, fruit trees and culinary. This is done with the aim of educating and preserving Betawi culture. Experiences that visitors can experience include Betawi art performances, workshops on making pletok beer, and making batik.

Setu Babakan has successfully carried out promotional efforts with the Storynomic concept by utilizing the indicators of objects of desire through programs provided by the management, such as Betawi Cultural arts performances which are one way of visualizing art to show the image of Betawi culture, workshops as a form of introducing Betawi Culture, as well as museums which are a place to introduce figures, clothing, musical instruments, clothing and so on, through this the management has succeeded in fulfilling the desires and expectations of visitors and creating an educational and memorable experience as well as preserving Betawi Culture

Discussion

The Betawi Cultural Museum offers immersive, hands on experiences through its programs. These include learning about history, traditional weapons, musical instruments, traditional clothing, traditional houses, and museum decorations, watching traditional arts performances, and workshops. Introduction to Betawi culture, including tasting Betawi food and fruits, which are specifically grown for tourists. This experience can be an effective educational tool, providing a deeper understanding of Betawi culture.

The first action felt by visitors starts from typical Betawi ornaments to buildings and typical foods served, this adds to the level of experience that makes visitors really feel the culture. This is also one of the important points in using the Storynomic Tourism concept, where cultural education is able to influence the experience of tourists through the first action as an indicator of Storynomic Tourism, in creating a deep sense and knowledge of Betawi culture, through deep experience the objectives of the Republic of Indonesia Law No. 5 of 2017 concerning the Advancement of Culture Article 32 are also realized, namely the use of cultural tourism objects to build national character, increase cultural resilience, improve community welfare and increase Indonesia's active role and influence in international relations.

The management of Setu Babakan Cultural Tourism realizes the importance of the impact of the experience felt by visitors, the management sees this as an effective way to promote, introduce Setu

Babakan cultural tourism to potential new tourists or those who make repeat visits. The management of Setu Babakan Cultural Tourism has succeeded in creating a positive reaction among tourists by possibly encouraging tourists to share their experiences, thereby increasing understanding of Setu Babakan Cultural Tourism.

CONCLUSION

The results of this study indicate that Betawi Cultural Tourism has indirectly implemented Storynomic Tourism as a promotional style. This is evidenced by the indicators used for sampling, which are supported by previous research. Storynomic tourism offers an effective approach to promoting and preserving Betawi culture in Setu Babakan. However, in conducting this research, the researcher encountered limitations such as references and the author's limited knowledge in writing scientific papers. Suggestions for management through this research include collaboration with private investors and the need to pay attention to website management to ensure the information contained therein is always up to date.

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