

# Storynomic tourism as destination DNA in an effort to increase demand for agricultural visit of Way Lalaan water fall destination

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**Abstract.** Way Lalaan is one of the leading agrotourism destinations in Tanggamus Regency, Lampung. The construction of infrastructure at this location has been well managed, but the number of visits is still below the local government's target. Based on these conditions, promotion techniques are important to study as a form of branding and driving the interest of potential tourists to visit Way Lalaan. This study examines the marketing policies carried out and the possibility of the storynomic presentation model as a promotional strategy which is expected to be able to create the uniqueness and excellence of destinations. The results of this study indicate that the promotion pattern that has been carried out has not maximized the storynomic tourism strategy which will encourage tourists not only enjoy the beauty of nature, but are also expected to be able to know the story behind the destinations visited so that it has an impact on tourist behavior, including longer visits, regional exploration, maximum travel, gain new knowledge and experience, and provide testimonials or recommendations to others. This research also finds a number of aspects that have the potential to be used as material in the preparation of marketing strategy for storynomic tourism.

## 1. Introduction

Agrotourism is an activity that seeks to develop the natural resources of an area that has potential in agriculture to be used as a tourist area [5]. The contained potential must be seen in terms of the natural environment, geographical location, types of agricultural products or commodities produced, as well as facilities and infrastructure [11]. The development of agro-tourism is essentially an effort to exploit the potential of agricultural tourism attractions. These potentials are capital that can make a major contribution to local, regional economic development and the creation of jobs through the development of the tourism industry [10]. Agrotourism is developed in developing countries as a potential development model to preserve natural resources and support the process of improving the economy of local communities. Agrotourism is a narrowing of ecotourism as a concept that can provide an alternative economic improvement to resource management activities, and to generate income for local communities.

Empowerment of the region with all its potential is a step to increase the role and contribution of the region towards the independence of the nation [7]. Tanggamus Regency is one of the tourist destinations that is trying to align itself with other tourist areas that developed earlier [9]. There are relatively many potential locations to be developed into tourist areas in Tanggamus Regency, one of which is the government's priority is Way Lalaan Waterfall, which is the direction of its development to the concept of Agrotourism.

Searches through questionnaires examining tourist destinations in Tanggamus Regency that have been visited by tourists indicate that the highest interest in tourist visits is the Way Lalaan Waterfall destination. This is directly proportional to its status as a leading regional tourist destination which is the main focus of the development and management of the local government.

The excellence of the tourism sector of Way Lalaan Waterfall, which has been known since 1937, was during the Dutch colonial administration which had made cement stairs leading to the waterfall valley. Since the establishment of the Way Lalaan Waterfall Tourism Object, it is hoped that it can provide employment opportunities for the local community and the income from this tourism object can contribute to increasing the income of the surrounding community in particular.

However, the facts show that the growth of tourists is currently at 8.3% while the standard set by the Tanggamus Regency Tourism Office is 15% per year, this means that it is still far below the standard set by the Tanggamus Regency Tourism Office. This is influenced by the average number of tourists who change or fluctuations due to natural conditions such as high rainfall and lack of promotion in Way Lalaan Waterfall agrotourism, Tanggamus Regency, Lampung Province [2].

**Table 1.** Number of tourist visits to Way Lalaan in 2016-2019.

No	Year	Visitors	Changes (%)
1	2016	7803	-
2	2017	7883	1.03
3	2018	10382	31.70
4	2019	10468	0.83
<b>Average</b>		<b>9134</b>	<b>-</b>

*Source: Tourism Office of Tanggamus, 2019*

Other factors that affect the number of requests for visits are the economic instability of the community, the delivery of promotions that are not well targeted and the ineffective use of promotional media. Promotions and information are usually used by the manager to introduce tourism objects in order to attract tourists to visit [13], among others is storynomics.

In simple terms, storynomic Tourism is a tourism approach that puts forward narrative, creative content, and living culture and uses the power of culture as the DNA of a destination. In another language, the Minister of Tourism said, later the promotion of tourist areas will be carried out with story telling narratives and packaged in interesting content related to local culture. There is a reciprocal relationship between humans and the environment. Landscapes become part of the humans who live in them and vice versa [4].

Folklore which is a cultural heritage from the past turns out to be very relevant to contemporary life in the global era [8]. Folklore if packaged in an interesting way it will be economically useful. The folklore has been processed into storynomic so that it can be used as tourism branding. Examples of folklore that have succeeded in becoming tourism branding in their respective regions include: Sangkuriang folklore as a branding for the tourism area of Mount Tangkuban Parahu, West Java. The folklore of Putri Mandalika as a tourism brand in the Lombok area, as well as the story of Bale Gajah Tumpang Salu, a story about the traditional house of the Sidetapa community, one of the Bali Aga villages, in North Bali.

Thus, it can be emphasized that folklore which is identified with the past is actually very useful for social, cultural, and economic life today and in the future. Integrated Marketing Communication Mix such as (advertising, personal selling, direct marketing, sales promotion, public relations and e-WOM) is expected to introduce and develop a tourism especially in increasing the intention to visit tourists [1]. The concept of storynomic tourism which is considered good enough to be applied in Indonesia, if it is not supported by adequate infrastructure such as cleanliness, environmental quality, security, safety and so on, it will not work well either.

## 2. Method

The research was conducted for 5 months in June-October 2021 at Way Lalaan Agrotourism located in Kota Agung Timur District, Tanggamus Regency, Lampung Province. Selected as a research location based on considerations of cultural and ecological quality as a potential tourist attraction to be studied and developed as a basis for community empowerment as well as a source of local income and media for promoting regional excellence.

The sample or informants in the study are divided into 5 (five) points of view, namely the government, academics, traditional leader figures, communities, and tourists [11]. Based on its structure, the closed interview approach will provide more detailed results because it is guided by directed questions [3]. In-depth interviews were conducted with traditional leaders using a snowball interview approach and using a question guide related to the data/information to be sought. To verify the exploration results from the traditional texts and interviews with traditional leaders, a field visit was conducted. In addition, the collection of data from the perception of the public and tourists.

**Table 2.** Selection of research informants and respondents.

<b>Informant</b>	<b>Total</b>
Tanggamus tourism office	1
Academician f	3
Tradition igure	3
Native people	30
Tourists	30

The data needed in this study include primary data and secondary data. Primary data obtained through observation and interviews. The primary data needed in this study are related to the existing condition of the Way Lalaan Agrotourism component. Furthermore, the primary data needed are the views of the Government, academics, traditional leaders, local communities and tourists. Meanwhile, secondary data were obtained from documentation techniques. The secondary data needed in the form of statistical data related to tourism, literature studies and policy documents related to the development of Way Lalaan Agrotourism.

The data collection method in this study consisted of three parts: observations were carried out to collect data by systematically observing and recording the symptoms or phenomena that existed in the research object [12]. In-depth interviews were also conducted with informants for more open issues, where the parties invited to the interview were asked for their opinions and ideas [10]. As reinforcement, literature studies were also carried out by taking sources from books, scientific journals, government policy documents, as well as sources from online media (internet) such as official government websites, statistical data institutions, educational and research institutions, news, as well as access to journals. domestic & abroad.

The data analysis used in this research is descriptive qualitative analysis. Descriptive analysis is used to identify the opinions of experts or institutions from various sources related to the components supporting the development of Way Lalaan Agrotourism. Data from primary and secondary sources are described, then conclusions are drawn as findings from the research conducted.

## 3. Results and Discussion

The management of Way Lalaan Waterfall has been developed into the concept of agro-tourism because it is supported by the surrounding area which is the agricultural land of the local community, both fisheries, livestock, plantations, and even rice fields which are actively managed well. Some examples of plants that can be found easily include durian, mangosteen, duku, and avocado which are currently being developed. Based on information from the Tourism Office of Tanggamus Regency, this type of

plant for agro-tourism activities will continue to be developed together with other sectors in the wider agricultural scope .

Way Lalaan Agrotourism has been designated by the Tanggamus Regency government as one of the leading destinations, this is strongly supported by the development of governance, infrastructure development and promotional strategies carried out.

### *3.1 Infrastructure facilities that have been established in Way Lalaan Agrotourism*

The Department of Tourism and Culture is actively engaged in developing Way Lalaan Agrotourism governance as a leading destination for Tanggamus Regency. A major effort in recent years is the construction of tourist facilities and infrastructure to create a comfortable visit so as to increase tourist satisfaction, this of course has a positive impact on impressions and requests to come to the location. Previously, the infrastructure at this location was still limited, or even the lack of maintenance on buildings or other facilities, but in 2021 it has seen quite a number of new buildings being built to beautify the location, create tourist comfort, and even add shooting points that are considered attractive for tourists. The infrastructure facilities are as follows: Entrance and parking, photo spots, hall, souvenir center, stairs to the waterfall, Ratu food stall, hobbit house, garden, underwater photo spots, signage of Way Lalaan and open stage

### *3.2 Way Lalaan agro-tourism promotion strategy*

Promotion strategy carried out by the Tourism and Culture Office of Tanggamus Regency to attract tourists to visit Way Lalaan Waterfall.

*3.2.1 Promotional photos and videos.* This strategy utilizes social media as a platform to introduce Way Lalaan Waterfall to the general public with a wide reach and unlimited time to access it. The social media used are the Instagram (@majestic.tangmus) and youtube (Majestic Tanggamus) platforms which are managed by the Tanggamus Tourism and Culture Office to promote all destinations in Tanggamus Regency, one of which is Way Lalaan. In an effort to produce attractive photos and videos, Tanggamus Regency uses the services of a professional team that has experience in photography and videography. The photos are also printed to become banners or flyers with additional descriptions and persuasive sentences which are also one of the promotional tools in the form of print media.

*3.2.2 Discounts and bonuses (sales promotion).* This strategy is used by the Department of Tourism and Culture of Tanggamus Regency by providing special coupons in the form of tickets that have been purchased by tourists and then exchanged for beverage products according to the number of tickets/coupons.

*3.2.3 Participating in tourism exhibitions.* One of the efforts of the Tanggamus Tourism and Culture Office is to participate in tourism exhibitions such as the "Semaka Bay Festival" which is an annual party for the Tanggamus community to explore local tourism and culture. Way Lalaan Waterfall always hosts these events with the aim that apart from promoting the Tanggamus culture, the manager can also introduce Way Lalaan as a leading destination. The hope is that the event held at Way Lalaan can provide a strong branding among tourists. In addition, the Tanggamus Tourism Office promotes and introduces the object of Way Lalaan Waterfall on the national stage by participating in the "Archipelago Tourism and Culture Festival" at the Jakarta Convention Center. This annual event of the Ministry of Tourism and Creative Economy is always included in the agenda of the Tanggamus Tourism and Culture Office because it is an opportunity to openly market the potential of its tourism objects to a wide range, considering that the event is also visited by a lot of domestic and foreign tourists.

*3.2.4 Branding icon.* The Tanggamus Tourism Office together with Way Lalaan tourism activists apply the Catalog Marketing concept in the form of printed brochures containing Way Lalaan attractions ranging from area descriptions, location images, infrastructure, area access maps, ticket prices, and now

has been supported by the Tourism Information Center service. Tourism ambassadors or commonly called "Muli Mekhanai" play an important role in communicating for the promotion of tourist destinations in the Tanggamus Regency when in public activities or tourism events. It aims to socialize and introduce to the general public what tourism products are in Tanggamus Regency, especially superior tourism, either orally or by providing printed brochures.

*3.2.5 Public relations.* In implementing integrated marketing communications, tourism managers must also carry out public relations whose benefits can provide a good image to the community. In this realm, the Tourism Awareness Group (Pokdarwis) plays an important role in contributing to tourism development in order to create Sapta Pesona, a local tourist destination that has elements of security, order, cleanliness, friendliness, beauty, coolness and memories. Tanggamus Regency is recorded to have 9 Pokdarwis, one of which is Pokdarwis in the Way Lalaan area. Way Lalaan Waterfall also has a cooperative relationship with the local community in developing the Way Lalaan tourism sector, besides that the purpose of this Pokdarwis is so that the Tanggamus Tourism Office can reach tourists massively from community assistance both in terms of promotion, buying and selling of the MSME sector such as special foods, processed products, earth, various handmade and artistic products typical of Tanggamus Regency as well as community activities with elements of local culture.

### *3.3 Potential of storynomics tourism*

The concept of a storynomic tourism approach that puts forward narratives, creative content, and a living culture is believed to be able to accelerate the development of the tourism industry in the current digital era. Storynomic tourism is used to increase the interest of tourists who are interested in traditional stories, traditions, culinary, and the culture of these tourist destinations. Efforts to support this concept include the assistance of tour guides, influencers, as well as the provision of facilities containing signs/barcodes that display destination information. Not only enjoying the natural beauty, this concept is also expected to be able to make tourists know the stories behind the destinations visited so that it has an impact on tourist behavior: visiting longer hours, exploring tourist areas optimally, gaining new knowledge and experiences, and providing testimonials or recommendations to others. The storynomic potential that needs to be developed to increase the selling value of the Way Lalaan tourist destination can be explained as follows.

*3.3.1 History of Way Lalaan waterfall.* According to traditional leaders in the Tanggamus Regency, Way Lalaan Waterfall has been found since ancient times. Starting from a prince who is always restless and feels sad, this has an impact on his declining physical condition. Seeing the crown prince who will continue the leadership of the kingdom in a bad condition, the Queen was very worried and not calm. For days the Prince still never felt happy, until finally he asked to find a place that could create peace for him. The Queen who really loves her son (Prince) then orders the Hulu Balang with the royal guards to explore every area of the kingdom to find a shady and blessed place so as to create happiness and tranquility for the Prince according to the desired criteria.

After days of exploring the Tanggamus area, passing through the coast, jungle, settlements, plantations, and hills, they finally found a very clear water flow. Then the flow of the water was traced, and it turned out that there was a very beautiful waterfall in accordance with the criteria for the place that the Prince expected. Hulu Balang and the guards returned to the palace to convey this good news to the Queen and Prince who welcomed them with great expectations. After the news was delivered, then they all went to the location in question. Arriving there, the Prince was very impressed and satisfied to see the natural beauty that existed and the aura of happiness emanating from his face. This, of course, made the Queen feel emotional and happy because her son was back in the spirit as usual. At that time, the Prince asked all his people to keep the area sustainable and enjoyed for generations to posterity, then he named the water flow "Way Lalaan Waterfall".

Literally the name Way Lalaan taken from the Lampung language; way means water or river, Lalaan comes from the word Lala which means spicy, so Way Lalaan means "spicy water or river". There is an

interesting story with the naming of this waterfall. The word 'way' in Lampung language means water/river. It is said that the naming of Way Lalaan itself is to balance the name of the waterfall which is located to the south of Way Lalaan Waterfall, namely Way Kandis waterfall. If "way" means water or river, then 'kandis' in Lampung language means sour.

*3.3.1 Myths in Way Lalaan waterfall area.* The existence of the Way Lalaan area, which has been known since the days of the kingdom, left a belief for the local community which is quite thick with customs and culture. The stories from generation to generation are still believed by the Tanggamus community regarding the myths that exist in several locations in the Way Lalaan area. This is also widely conveyed to tourists to foster attractiveness and curiosity about the uniqueness of a tourist attraction.

The myths found in the Way Lalaan Agrotourism area include:

*a. The Myth of Way Lalaan angel's tears*

The water that comes out of the cracks in the rock walls at Way Lalaan Waterfall is believed to be the tears of an angel. The water that comes out is still clear like springs in general. It is said that if a person takes a bath or washes his face with the tears of an angel, that person will increase his aura of beauty or handsomeness, besides that, the tears of an angel are believed to make him stay young. Again, this is just a myth, regardless of whether it is true or not.

*b. The myth of the Way Lalaan waterfall love tree*

The Way Lalaan tourist destination has one tree that grows in the tourist area. Local people know him as the Kerincing Tree, but people know him better as the Love Tree. The position of this tree is at the top of the stairs when we go down the stairs to Way Lalaan I Waterfall, so we can be sure that all tourists will be easy to reach because it is on the main route. It is said that if there are lovers who make a promise to live and die under the tree of love, then their love relationship will last until death do them part. This is just a myth that develops in the community, but many visitors sit on this tree on weekends.

*c. The myth of the stone hermit Way Lalaan waterfall*

Way Lalaan has a unique and myth-colored boulder. At first glance the shape of this stone resembles a seat for meditation, and it is said that according to local stories, this stone was used for meditation by the ancestors and the royal family. This stone is located not far from Way Lalaan Waterfall. Usually this stone is used for seating by tourists who come to visit. Around the Way Lalaan waterfall, you can find several large stones that are easy for tourists to access as a place to sit or put their luggage.

#### **4. Conclusion**

The promotional concept carried out by the Tanggamus Tourism Office to introduce Way Lalaan has been very good, but to achieve maximum market penetration, it is better for each concept to be carried out consistently to create branding in the general public. This promotional activity is also very influential when collaborating with tourism stakeholders who are often called Pentahelix consisting of academics, business or private sector, media, government, and the community. This, of course, will get feedback in the form of positive testimonies, suggestions, and input for the development of promotional strategies and governance of the flagship destination of this Tanggamus district.

It is necessary to make a printout of the storynomic tourism guide and place it at the Tourism Information Center to facilitate access, as well as regular training of tour guides specifically for the Way Lalaan area to understand the narrative flow of storynomic tourism that is conveyed to tourists so that the information conveyed is in the same direction. This is expected to be able to provide impressions, information and knowledge for post-visit tourists.

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*Pawiyatan 1*

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