



Enhancing Tourism Promotion in Arjasa Village: Towards Global Recognition as a Traditional Tourism Village

Muhammad Dzulkifli^{*,1}, Milawaty², Hablana Rizka³, Fuad Nasir⁴, Rezha Isyraqi Qastalano⁵, Amelia Harliansyah⁶, Mushthofa Kamal⁷, Khafidurrohman Agustianto⁸

^{1, 2,3,4,6,7} *Language, Communication and Tourism Department, Politeknik Negeri Jember, Indonesia*

⁵ *Business Department, Politeknik Negeri Jember, Indonesia*

⁸ *Information Technology Department, Politeknik Negeri Jember, Indonesia*

*Corresponding email: dzulkifli@polije.ac.id

Abstract

Arjasa Traditional Tourism Village is a rural tourism destination located in Jember Regency. Its primary target market currently consists of local tourists, particularly those interested in history, traditional customs, and cultural heritage. Although the village has attracted some international visitors, their numbers remain limited. To enhance global recognition and increase the number of foreign tourists—both annually and during specific cultural events—there is a need for the development of strategic tourism promotion initiatives. Hence, the main objective of this research is to examine the development of tourism promotion strategies in Arjasa Traditional Village. This research used a qualitative-descriptive approach, with data collection techniques including direct observation, in-depth interviews, and literature review. The research results encompass the creation of attractive tour packages, robust promotional programs, and the establishment of broader networks across the ASEAN region. The findings are expected to contribute to the formulation of a comprehensive tourism promotion plan that can be implemented by the village's tourism management to improve visibility and visitor engagement.

Keywords: *Tourism Village, Global Promotion, Traditional Tourism Village, Arjasa*

1. Introduction

Tourism has become one of the most dynamic and fastest-growing sectors in global development, contributing significantly to economic growth, job creation, and cultural exchange (UNWTO, 2017). Beyond its economic role, tourism also functions as a



medium for identity formation, intercultural dialogue, and the preservation of tangible and intangible heritage. In recent decades, rural and cultural tourism have gained increasing scholarly and policy attention as sustainable alternatives to mass tourism, emphasizing authentic experiences, local empowerment, and environmental stewardship (Morrison, 2019). The promotion of rural destinations as centers of cultural heritage is particularly relevant for developing countries such as Indonesia, where diverse traditions and local wisdom represent valuable tourism assets.

The concept of *desa wisata* (tourism village) in Indonesia has emerged as a strategic policy initiative to combine economic development with cultural conservation. These villages highlight traditional arts, crafts, rituals, agriculture, and local knowledge while also providing opportunities for alternative livelihoods for rural communities (Purwani, Fakhrurozi, & Warsiyah, 2023). The tourism village framework aligns with national goals of diversifying tourism products beyond Bali and other established hubs, while also addressing sustainability concerns through community participation and heritage preservation (Putra, Fatoni, & Dewi, 2023). However, despite their potential, many tourism villages face persistent challenges such as limited visibility in international markets, inadequate marketing strategies, poor infrastructure, and weak collaboration with external stakeholders (Kotler et al., 2017).

Arjasa Traditional Tourism Village, located in Jember Regency, East Java, represents a case of both opportunity and challenge. Rich in historical narratives, traditional customs, and cultural heritage, the village has attracted a loyal segment of domestic tourists, particularly those seeking cultural identity and local wisdom. Nevertheless, international arrivals remain relatively limited compared to the village's potential to attract cultural tourists from abroad. This imbalance reflects broader issues faced by rural tourism destinations in Indonesia, where global promotion remains underdeveloped and destination branding lacks coherence (Putra et al., 2023). For instance, while Bali has successfully leveraged storytelling and experiential design to appeal to global audiences (Sudarmika, Darmawan, & Suardana, 2023), villages such as Arjasa still depend heavily on local initiatives with limited strategic outreach.

Tourism promotion is increasingly recognized as a critical factor in destination competitiveness. Effective strategies include the development of attractive tour packages, integrated branding, use of digital platforms and social media, collaboration with regional tourism boards, and participation in ASEAN and international networks (Morrison, 2019). Moreover, studies show that modern tourists, particularly millennials and Generation Z, seek immersive and authentic experiences, which must be effectively communicated through innovative promotional narratives (Kotler et al., 2017). In this regard, cultural tourism villages like Arjasa are well positioned to respond to such



demands, but require a structured approach to marketing and promotion in order to expand their visibility beyond local audiences.

From a theoretical perspective, tourism promotion can be situated within broader frameworks of destination marketing and sustainable tourism development. Scholars emphasize that tourism villages must not only create economic benefits but also preserve cultural integrity, foster community engagement, and adapt to dynamic market trends (Creswell & Poth, 2018; Braun & Clarke, 2019). Thematic analysis of rural tourism promotion reveals recurring issues such as lack of professional capacity, insufficient use of digital tools, and fragmented stakeholder collaboration (Purwani et al., 2023). Addressing these gaps requires a comprehensive and context-sensitive strategy that takes into account both socio-cultural values and international market expectations.

This research seeks to address these gaps by examining the development of tourism promotion strategies in Arjasa Traditional Tourism Village. Employing a qualitative-descriptive approach, the research utilizes direct observation, in-depth interviews, and literature review to uncover patterns in promotional practices, identify challenges, and explore potential opportunities for expansion. Unlike previous research that has primarily focused on promotional outcomes in established tourism destinations such as Bali or Yogyakarta, this research contributes by highlighting the experiences of an emerging village destination that is striving to position itself in global markets. The findings are expected to inform not only local stakeholders in Arjasa but also contribute to broader academic and policy discussions on rural tourism promotion in Indonesia and comparable contexts.

In particular, the research aims to provide practical recommendations on the creation of culturally rooted tour packages, the design of robust promotional campaigns leveraging digital platforms and social media, and the establishment of regional and international networks across the ASEAN region. Ultimately, this research aspires to support Arjasa Village in enhancing its global recognition, diversifying its visitor base, and ensuring that tourism development remains sustainable, culturally sensitive, and inclusive of local community interests.

When there is no separated theoretical framework addressed in the paper, please include the literature review in the Introduction together with the background, gaps, and contexts of the study. When there is no separated theoretical framework addressed in the paper, please include the literature review in the Introduction together with the background, gaps, and contexts of the study. When there is no separated theoretical framework addressed in the paper, please include the literature review in the Introduction together with the background, gaps, and contexts of the study.



2. Literature review

2.1. Previous research

This research was formulated following an extensive review of scholarly literature comprising studies that exhibit thematic, methodological, and conceptual affinities with the present research. The body of prior research underscores that tourism promotion constitutes a pivotal instrument in expanding the visibility and accessibility of destinations within the global tourism market. Drawing upon these findings, the present study seeks to further examine the application of tourism promotion strategies within the context of the Arjasa Traditional Tourism Village (*Desa Wisata Adat Arjasa*) to enhance its international recognition and competitiveness. The synthesis of relevant previous studies is presented in the following table:

Table 1. Summary of Previous Research

Author(s)	Title	Results
Zalukhu, et al. (2024)	Boosting Tourism Village Appeal: Strategies for Effective English Language Content Creation	The development of English-language digital promotional media increases international tourist interest. The research indicated that incorporating local cultural storytelling and interactive website design significantly enhances the global reach of tourism villages.
Legowo, M. B. (2024)	Developing Promotion of Tourist Village Using Applied Technological Innovation: An Empirical Study	The application of technological innovations—such as web-based GIS platforms and Artificial Intelligence (AI)—has a strong and positive effect on promoting prospective tourist village destinations.
Mukti, A.R., Rofiah Chusnul (2024)	Community-Based Tourism: Destination Branding Model of Segunung Traditional Village	The research findings showed that the Community-Based Tourism (CBT) Destination Branding Model requires a multidimensional approach involving Product Innovation, Promotion Strategy, Social Media, Marketing Communications, Educational Tourism, Brand Positioning,



Author(s)	Title	Results
		Collaboration, Local Wisdom, Brand Equity, and Value Chain Development.
Dahana, K., Sulaiman, A. I., & Sari, L. K. (2023).	Tourism Village Development through Media Extension and Marketing Promotion Communication	The research results revealed that promotional media have been implemented by organizations with varying intensity. Commonly used channels include public relations, social media, the internet, and personal selling, while advertising, billboards, and direct marketing are less frequently employed.
Dwiningwarni, S. S., Indrawati, M., Ali, M., & Andari, S. Y. D. (2021)	Development of Tourism Villages Based on Promotion Integration Through Websites	The organizational management training successfully enhanced the managerial quality of Pokdarwis members by establishing structured job descriptions and clearer administrative roles that were previously undefined.

The reviewed studies collectively highlight the importance of promotional innovation in enhancing the competitiveness of tourism villages. While prior research underscores the effectiveness of digital media, technology integration, and culturally rooted marketing approaches, limited attention has been given to their implementation in traditional tourism villages. Accordingly, this research seeks to examine how tourism promotion strategies can be applied to the Arjasa Traditional Tourism Village to enhance its global visibility while preserving its cultural authenticity.

2.2. Tourism Promotion and Global Recognition

Tourism promotion can be understood as a set of deliberate and strategic actions designed to inform, introduce, and attract the public to a particular tourist destination. It serves as one of the essential instruments in tourism management, bridging the gap between the potential of a destination and the awareness of its target audience. Unlike conventional commercial promotion, which primarily emphasizes the sale of tangible products, tourism promotion focuses on offering intangible experiences that deliver emotional satisfaction, cultural enrichment, and recreational value to visitors (Florido-Benítez, 2022). Hence, the



essence of promoting a tourist destination lies not merely in presenting physical attributes but in communicating authenticity, uniqueness, and experiential value that distinguish one destination from another.

As a core component of destination development, tourism promotion functions as a catalyst for increasing both awareness and competitiveness. Effective promotional efforts generate multiple advantages that contribute to a destination's overall growth and sustainability. First, they enhance brand awareness by effectively communicating relevant information to audiences whose preferences align with the destination's characteristics and thematic identity (Kim & Lee, 2018). Second, consistent and well-targeted promotional activities help reinforce destination image, particularly among returning visitors, who may subsequently act as brand advocates through positive word-of-mouth and social media sharing (Afshardoost & Eshaghi, 2020). Third, these efforts contribute to increasing visitation and purchase intentions, as public awareness and a favorable image directly influence tourists' behavioral intentions to visit, revisit, or recommend the destination to others.

Furthermore, tourism promotion plays a pivotal role in shaping the global recognition of a destination. Global recognition refers to the extent to which a destination, brand, or product attains international visibility and distinctiveness, characterized by attributes that are easily identifiable and memorable to global audiences. In the tourism context, this recognition indicates that a destination has transcended local and national boundaries to attract attention and appreciation from international markets (Hatzithomas, Boutsouki, Theodorakioglou, & Papadopoulou, 2021). Achieving such recognition often signifies that a destination has reached the status of an internationally acknowledged tourism site—one that successfully represents both cultural uniqueness and competitive market positioning.

In this regard, tourism promotion not only serves as a communication tool but also as a strategic framework for constructing and maintaining destination identity in an increasingly competitive global tourism environment. By integrating cultural narratives, technological innovation, and targeted marketing, promotional activities can transform local destinations into globally recognized tourism brands. This conceptual understanding provides the theoretical foundation for the present study, which explores how effective promotional strategies can be implemented to strengthen the global recognition of the Arjasa Traditional Tourism Village while preserving its cultural authenticity and heritage values.



3. Method

This research employed a descriptive-qualitative approach aimed at exploring tourism promotion strategies in Arjasa Village to strengthen its global recognition as a traditional tourism village. The qualitative design was selected to allow a contextual and in-depth understanding of local promotional practices, communication patterns, and socio-cultural dynamics influencing tourism development (Creswell & Poth, 2018; Denzin & Lincoln, 2018; Yin, 2016).

Data were collected through in-depth interviews with key stakeholders, including village tourism managers, local government officials, and community-based tourism actors. These interviews were complemented by participatory observation of cultural activities and tourism practices to capture authentic community interactions and promotional behaviors. Furthermore, document analysis was conducted on tourism promotional materials, official social media accounts, and relevant local government reports to provide additional empirical support and contextual triangulation.

The collected data were analyzed using thematic analysis, which enabled the identification of recurring patterns, strategic approaches, challenges, and opportunities related to tourism promotion. This analytical method was chosen for its effectiveness in uncovering meanings within socio-cultural contexts and communication practices (Creswell & Poth, 2018; Braun & Clarke, 2019). To ensure the trustworthiness and validity of the findings, data triangulation was applied across sources and methods, thereby enhancing the credibility and comprehensiveness of the research outcomes.

In this part, please elicit the research method applied in the study. Explain the correspondence between the research gaps and the research method, the data collection, the participants, and the data analysis. In this part, please elicit the research method applied in the study. Explain the correspondence between the research gaps and the research method, the data collection, the participants, and the data analysis (Figure 1).

4. Findings and discussion

Based on discussions conducted with the management of the Arjasa Traditional Tourism Village, several key development issues were identified, one of which pertains to the formulation of a comprehensive promotional development plan. According to Mr. Sugianto, the Head of the Tourism Awareness Group (*Pokdarwis*), one of the primary aspirations of the community is to advance the Arjasa Traditional Tourism Village and enhance its visibility among international tourists. He emphasized the importance of strengthening promotional efforts, particularly in conjunction with the annual Hyang



Argopuro Festival, as a strategic opportunity to introduce the village's cultural richness to a broader global audience.

"...We want Arjasa to be widely known among international tourists, especially during the Hyang Argopuro Festival (HAF). If many foreign tourists come and participate in the HAF, it will be an added value, especially if they buy from our MSMEs."

The research team began by re-mapping all tourist attractions within the Arjasa Traditional Tourism Village, encompassing natural, historical, cultural, and man-made sites. Prior to this re-mapping process, the available data on Arjasa's tourism potential included only eight locations, consisting of MSMEs, man-made attractions, and historical sites. The re-survey was conducted in collaboration with the Head of the Tourism Awareness Group (*Pokdarwis*). As a result, the research team successfully identified and mapped a total of 23 attractions in the Arjasa Traditional Tourism Village, comprising 3 historical attractions, 8 cultural attractions, 10 artificial attractions related to the creative economy and MSMEs, and 2 supporting artificial attractions. The mapping results are illustrated in the following thematic map:



Figure 1. Thematic Map of Tourist Attractions in Arjasa Traditional Tourism Village



Following the re-mapping of attractions in the Arjasa Traditional Tourism Village, the research team proceeded to identify appropriate marketing strategies using the Marketing Mix (7Ps) framework. This analysis aimed to develop a targeted and comprehensive promotional plan encompassing various approaches such as direct marketing, advertising, and sales promotion. The findings of the team's assessment of the Marketing Mix components are presented as follows:

1. Product

Arjasa Village offers a diverse range of tourist attractions, encompassing historical sites such as *Punden Berundak* (the terraced sanctuary), the Calok Site, and *Sendang Tirta Amertha* (a sacred spring). In addition to these heritage assets, the Arjasa Traditional Tourism Village also features several man-made attractions, including the Citra Mandiri Tourism Pool. The village's creative economy is further reflected in its local products, such as those produced by the *Lukis Bakar* Gallery, which specializes in wood-based art, and *Kesseh*—woven bamboo crafts commonly used for rice containers, hats, and other functional items. Another notable product is *Putri Madu* cassava tape, a traditional fermented cassava delicacy that has achieved market distribution beyond the local and provincial levels. Furthermore, the village offers a variety of service-based tourism products, including art and cultural studios that serve as a defining feature of the traditional tourism experience. However, one aspect still lacking in Arjasa's tourism offerings is the availability of locally managed homestays to accommodate visiting tourists.

2. Price

At several tourist destinations in Arjasa, such as the Calok Site, *Punden Berundak*, and *Sendang Tirta Amertha*, visitors are not required to pay an entrance fee. In contrast, the Citra Mandiri Tourism Pool, managed by the Village-Owned Enterprise (*BUMDes*), offers affordable entry rates, with an admission fee of only IDR 5,000 and parking fees of IDR 2,000. Local products are also reasonably priced, with *Putri Madu* cassava tape starting at IDR 12,500 and *Kesseh* (woven bamboo crafts) available from IDR 10,000.

3. Place

The Arjasa Traditional Tourism Village is situated approximately 10 kilometers from the center of Jember and is generally accessible by land transportation. However, several access routes to the village's tourist destinations still require infrastructural improvements, particularly in terms of road quality and directional signage. For instance, the routes leading to attractions such as *Punden Berundak*, the *Putri Madu* cassava tape production site, and the *Kesseh Gumitir* Craft Village remain rocky and slippery, posing challenges for vehicles—especially those with automatic



transmissions. Access to the *Punden Berundak* site also requires visitors to ascend a steep and slippery hill, with no available safety equipment. Similarly, the road leading to the Calok site is narrow, characterized by sharp turns and uphill gradients, thereby demanding heightened caution from travelers.

4. Promotion

One of the key efforts undertaken by the Arjasa Traditional Tourism Village to promote its destinations to a broader audience is through its official Instagram account, @desaadatwisata_arjasa, which serves as a digital platform for disseminating information on village activities and showcasing the tourism potential of Arjasa. Among its flagship annual events is the *Hyang Argopuro Festival*, a cultural celebration featuring traditional ceremonies and artistic performances. This festival functions not only as a medium for cultural preservation but also as a strategic promotional tool to enhance public awareness and highlight the unique attractions of the Arjasa Traditional Tourism Village.

5. People

Upon arrival at the Citra Mandiri Tourism Site, an enterprise managed by the Arjasa Village-Owned Enterprise (*BUMDes*), tourists are welcomed by courteous ticket officers who provide essential information about the destination. Local residents are also present at several attraction sites; however, many still lack a comprehensive understanding of the surrounding tourism assets. Moreover, the majority of Arjasa Village residents possess limited foreign language proficiency, which presents a challenge in serving international visitors. To address this limitation, the Tourism Awareness Group (*Pokdarwis*) has established a collaborative network with professional tour guides affiliated with the Indonesian Tour Guide Association (*Himpunan Pramuwisata Indonesia* or HPI) to assist in guiding foreign tourists.

6. Process

The Arjasa Traditional Tourism Village offers a variety of tour packages designed to cater to different visitor interests. The booking process is relatively simple and can be made through the village's official Instagram account, @desaadatwisata_arjasa, which directly connects prospective visitors with the tourism village management. This streamlined communication channel enhances the accessibility and convenience of visiting the Arjasa Traditional Tourism Village, providing tourists with an efficient and user-friendly booking experience.

7. Physical Evidence

Citra Mandiri Tourism, managed by the Arjasa Village-Owned Enterprise (*BUMDes*), is equipped with several supporting facilities, including parking areas, restrooms, and



gazebos for visitor convenience. However, other tourist destinations within the Arjasa Traditional Tourism Village—such as the Calok Site, *Sendang Tirta Amertha*, and *Punden Berundak*—still lack proper management structures and adequate supporting infrastructure. In addition, several local MSMEs, including *Kesseh* (woven bamboo crafts), *Putri Madu* cassava tape, and the *Lukis Bakar* Gallery, play an active role in supporting tourism activities and contributing to the local creative economy.

Following the completion of the mapping process and the identification of the marketing mix components, the research team developed a new experiential learning-based tourism package and designed a promotional development program for the Arjasa Traditional Tourism Village. The experiential learning-based tourism package was formulated to expand the range of tourism options, particularly targeting foreign visitors seeking interactive and culturally immersive experiences. Meanwhile, the promotional development program was designed as a strategic action plan for village tourism managers to be implemented over a five-year period. The proposed experiential learning-based tourism package is presented as follows:

a. Arjasa Traditional Tourism Village ‘Experiential Learning’ Tour Package (Option 1)

Duration : 9:00 AM - 4:00 PM (7 hours)
Group Size : 4-15 participants
Language : English, Madurese
Transportation : Walking, Bicycle, or Motorcycle

Table 2. *Itinerary of Tour Package (Option 1)*

08.30 WIB	<i>Pick-up at accommodation</i>
08.45- 09.00 WIB	<i>Arrival at Lukis Bakar Gallery "Thoni Artworks"</i>
09.00 - 10.30 WIB	<i>Painting Gallery Demo</i>
10.30 - 10.40 WIB	<i>Journey to Sendang Tirta Amertha</i>
10.40 - 11.20 WIB	Exploring the Spring Pool & Learning about Traditions and Customs
11.20 - 11.30 WIB	<i>Journey to the Calok Site</i>
11.30 - 12.15 WIB	<i>Calok Site Exploration</i>
12.15 - 12.25 WIB	<i>Travel to Wisata Citra Mandiri + Lunch</i>
12.25 - 13.55 WIB	<i>Relax & Enjoy Lunch</i>
13.55 - 14.05 WIB	<i>Travel to Arjasa Village Art Studio</i>
14.05 - 14.35 WIB	<i>Learn about the local arts of Arjasa Village at the</i>



	<i>Arjasa Village Art Studio</i>
<i>14.35 – 15.00 WIB</i>	<i>Back to Hotel</i>

b. Arjasa Traditional Tourism Village Tour Package (Option 2)

Duration	: 9:00 AM - 4:00 PM (7 hours)
Group Size	: 4-15 participants
Language	: English, Madurese
Transportation	: Walking, Bicycle, Motorcycle

Table 3. *Itinerary of Tour Package (Option 2)*

<i>08.30 WIB</i>	<i>Pick-up at accommodation</i>
<i>08.45 - 09.00 WIB</i>	<i>Arrival at Lukis Bakar Gallery "Thoni Artworks"</i>
<i>09.00 - 10.30 WIB</i>	<i>Bakar Gallery Painting Demonstration</i>
<i>10.30 - 10.50 WIB</i>	<i>Trip to Kesseh Gumitir Tourism Village</i>
<i>10.50 – 11.50 WIB</i>	<i>Kesseh" Demonstration in Gumitir, Arjasa</i>
<i>11.50 – 12.00 WIB</i>	<i>Trip to Putri Madu Tape</i>
<i>12.00 – 12.30 WIB</i>	<i>Cassava Fermented Demonstration</i>
<i>12.30 – 13.00 WIB</i>	<i>Lunch</i>
<i>13.00 – 13.10 WIB</i>	<i>Trip to Punden Berundak</i>
<i>13.10 - 13.40 WIB</i>	<i>Punden Berundak Exploration</i>
<i>13.40 – 13.50 WIB</i>	<i>Trip to Wisata Citra Mandiri</i>
<i>13.50 – 14.50 WIB</i>	<i>Relaxation & Outbound (optional)</i>
<i>14.50 WIB</i>	<i>Back to Hotel</i>

c. Arjasa Traditional Tourism Village Tour Package (Option 3)

Duration	: Full Day (24 Hours)
Group Size	: 4-15 participants
Language	: English, Madurese
Transportation	: Walking, Bicycle, or Motorcycle

Table 4. *Itinerary of Tour Package (Option 3)*

<i>12.30 WIB</i>	<i>Pick-up at accommodation</i>
<i>12.45 - 13.00 WIB</i>	<i>Arrival at the Lukis Bakar Gallery</i>
<i>13.00 - 13.30 WIB</i>	<i>Welcome Drink</i>
<i>13.30 - 15.00 WIB</i>	<i>Lukis Bakar Demonstration</i>
<i>15.00 - 15.10 WIB</i>	<i>Journey to Sendang Tirta Amertha</i>
<i>15.10 - 15.50 WIB</i>	<i>Explore Sendang Tirta Amertha</i>



15.50 - 16.00 WIB	to Calok Sites
16.00 - 16.45 WIB	Explore Situs Calok
16.45 - 17.00 WIB	to homestay / penginapan
17.00 - 18.30 WIB	Clean – up
18.30 - 19.15 WIB	Dinner time
19.15 - 21.00 WIB	Relax and sharing session
21.00 - 06.30 WIB	take a rest
06.30 - 07.30 WIB	Wake up & Join the local community
07.30 - 08.00 WIB	Breakfast: Soto Essoh
08.00 - 08.15 WIB	Trip to Kesseh Gumitir
08.15 - 09.15 WIB	Kesseh Demonstration
09.15 - 09.30 WIB	Trip to Tape Putri Madu
09.30 - 10.15 WIB	Cassava Fermented Food Demonstration
10.15 - 10.20 WIB	Trip to <i>Punden Berundak</i>
10.20 - 10.50 WIB	Explore <i>Punden Berundak</i>
10.50 - 10.55 WIB	Trip to Wisata Citra Mandiri
10.55 - 11.15 WIB	Outbound activity in Wisata Citra Mandiri (optional)
11.15 - 11.25 WIB	Trip to <i>Sanggar Seni Desa Arjasa</i>
11.25 - 11.55 WIB	Explore <i>Sanggar Seni</i>
11.55 - 12.25 WIB	Lunch with Nasi Gudung
12.25 WIB	Back to hotel

Activity Highlights:

1. Lukis Bakar Gallery
 - a. Watch artisans demonstrate the painting technique
 - b. Learn about the cultural meaning and symbolism of traditional motifs
 - c. Opportunity for a hands-on workshop to create your own artwork
 - d. Unique handicraft souvenirs
 - e. Documentation at a handicraft business
2. Tirta Amertha Spring
 - a. Explore the clear spring pool
 - b. Learn about local traditions and culture
 - c. Documentation in the natural environment
3. Calok Site
 - a. Explore ancient stone structures and artifacts
 - b. Learn about the history of the site and surrounding area
 - c. Preservation of local archaeology



4. Citra Mandiri Tour
 - a. Relaxing/Outbound
 - b. Traditional Lunch

5. Various Art Studios in Arjasa Village
 - a. Learning about local arts and culture
 - b. Meeting artists and learning about their creative process
 - c. Optional: Basic lessons in traditional Jember dance movements (Ta' Buta'an & Can Macanan Kaddhuk)

Furthermore, based on the results of the mapping and the identification of the marketing mix, the research team formulated a promotional development program for the Arjasa Traditional Tourism Village, as presented in the following table:

Table 5. Promotional Development Program of Arjasa Traditional Tourism Village

No.	Program	Involved Institution	Funding	Phase I					Phase II		
				1	2	3	4	5	1	2	3
Promotional Development Strategy											
1	Strengthening community institutions in the tourism sector, including Tourism Awareness Groups (Pokdarwis), arts groups, and culinary groups in foreign languages	Universities, Tourism and Culture Office, Arjasa Traditional Tourism Village	APBDes								
2	Fostering Tourism Awareness Groups and Tourism Villages on global tourism insights or cross-cultural understanding.	Universities, Tourism and Culture Office, Arjasa Traditional Tourism Village	APBDes CSR								



No.	Program	Involved Institution	Funding	Phase I					Phase II		
				1	2	3	4	5	1	2	3
Promotional Development Strategy											
3.	Participating in national-level Tourism Awareness Group and Tourism Village Competitions and winning prizes, then submitting their entries to the ASEAN level (Wonderful Indonesia Award, Sustainable Tourism Village, Best Tourism Village UNWTO).	Universities, Tourism and Culture Office, Arjasa Traditional Tourism Village, Provincial Tourism Office, Ministry of Tourism	APBDes APBN, CSR								
4.	Comparative studies of Tourism Awareness Groups, Tourism Villages, artisan groups, culinary groups, and others with the best tourism villages in the world (Nglanggeran DIY, Penglipuran Bali, and Wukirsari DIY).	Universities, Tourism and Culture Office, Arjasa Traditional Tourism Village, Training Institutions, Tourism Businesses: Hotels, Restaurants, BPW. Provincial Tourism Office, Ministry of Tourism.	APBDes CSR								



No.	Program	Involved Institution	Funding	Phase I					Phase II		
				1	2	3	4	5	1	2	3
Promotional Development Strategy											
5.	Identifying and fostering private tourism institutions (tourism businesses).	Universities, Tourism and Culture Office, Department of Industry, Trade, Cooperatives/Small and Medium Enterprises/Small and Medium Enterprises, Arjasa Traditional Tourism Village, Practitioners, Department of Industry, Trade, Cooperatives	APBDes								
6.	Developing partnerships between government institutions, the private sector, and the community	Tourism businesses, Tourism and Culture Office, Arjasa Traditional Tourism Village, Department of Maritime Affairs and Fisheries	APBDes								
7.	Drafting regulations on various tourism institutions	Tourism and Culture Office, Arjasa Traditional Tourism Village, tourism service businesses and the community	APBDes								
8.	Formulating Village Regulation on Tourism Development in Arjasa Village.	Tourism and Culture Office, Arjasa Traditional Tourism Village, Academician	APBDes								
Marketing Development Strategy											



No.	Program	Involved Institution	Funding	Phase I					Phase II		
				1	2	3	4	5	1	2	3
Promotional Development Strategy											
9.	Digital marketing development using META Ads, JADESTA, Linktree, and Trip Advisor Atourin	Department of Tourism and Culture, Arjasa Traditional Tourism Village, Department of Industry, Trade, Cooperatives, and MSMEs, Business Groups/Tourism Industry Associations	APBDDes								
10.	Development of cultural groups, village customary institutions, culinary tourism businesses, souvenirs, homestays, and art studios	Department of Tourism and Culture, Arjasa Traditional Tourism Village, Department of Industry, Trade, Cooperatives, and MSMEs, Business Groups/Tourism Industry Associations	APBDDes, CSR								
11.	Mentoring and capacity building for communities in tourism businesses, particularly those focused on exports and international market share	Department of Tourism and Culture, Arjasa Traditional Tourism Village and Business Actors	APBDDes CSR								
12.	Fostering tourism business management in the areas of foreign languages and applications	Department of Tourism and Culture, Arjasa Traditional Tourism Village, Department of Industry, Trade, Cooperatives, and MSMEs	APBDDes CSR								



No.	Program	Involved Institution	Funding	Phase I					Phase II		
				1	2	3	4	5	1	2	3
Promotional Development Strategy											
13.	Facilitating business partnerships between the tourism industry and community groups	Department of Tourism and Culture, Arjasa Traditional Tourism Village, Department of Industry, Trade, Cooperatives, and MSMEs, ASITA, PHRI, Home Industry Actors/MSMEs	APBDes								
14.	One village one campus Program	Department of Tourism and Culture, Arjasa Traditional Tourism Village, Academician	APBDes								
15.	One village one hotel Program	Department of Tourism and Culture, Arjasa Traditional Tourism Village, Academician	APBDes								
16.	One village one BUMN Program	BAPPEDA, Department of Tourism and Culture, Academician	APBDes								

In summary, the formulation of the experiential learning-based tourism package and the promotional development program represents a strategic step toward strengthening the competitiveness of the Arjasa Traditional Tourism Village. Through systematic mapping, identification of the marketing mix, and the establishment of supporting policies such as the formulation of village regulations on tourism development, Arjasa is progressively enhancing its readiness to attract both domestic and international tourists. These initiatives are expected to serve as a foundation for sustainable tourism growth and to position Arjasa as a culturally distinctive and globally recognized traditional tourism destination.



5. Conclusion

The findings of this research demonstrate that the development of the Arjasa Traditional Tourism Village requires an integrated strategy that combines destination mapping, marketing mix identification, experiential learning-based tourism design, and promotional development planning. The results highlight that Arjasa possesses diverse tourism potential—ranging from historical, cultural, and creative economy attractions to strong community participation—yet faces challenges in infrastructure, facility management, and foreign language competence. The implementation of an experiential learning-based tourism package is expected to enrich visitor experiences, particularly for international tourists, while the formulation of a promotional development program and village regulation on tourism development serves as a strategic foundation for long-term sustainability. Overall, these initiatives strengthen the village's capacity to achieve global recognition while preserving its local cultural identity.

Future development initiatives for the Arjasa Traditional Tourism Village should focus on several strategic recommendations. First, improving accessibility and infrastructure—particularly the roads leading to key tourist sites—should be prioritized through collaborative efforts between village authorities and relevant governmental agencies. Second, the provision of essential supporting facilities, such as restrooms, parking areas, and information centers, is crucial to enhance visitor comfort and satisfaction. Third, promotional activities need to be strengthened by utilizing popular video-based social media platforms, including TikTok and YouTube, to expand the village's outreach to both domestic and international audiences. Lastly, the development of multilingual information platforms, particularly in English, supported by human translators or artificial intelligence technology, is necessary to improve communication and engagement with foreign tourists.

References

- Afshardoost, M., & Eshaghi, M. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*.
<https://doi.org/10.1016/j.tourman.2020.104154>.
- Braun, V., & Clarke, V. (2019). *Reflecting on reflexive thematic analysis*. *Qualitative Research in Sport, Exercise and Health*, 11(4), 589–597.
<https://doi.org/10.1080/2159676X.2019.1628806>
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE Publications.



-
- Dahana, K., Sulaiman, A. I., & Sari, L. K. (2023). Tourism Village Development through Media Extension and Marketing Promotion Communication. *Technium Soc. Sci. J.*, 44, 639.
- Denzin, N. K., & Lincoln, Y. S. (Eds.). (2018). *The SAGE handbook of qualitative research* (5th ed.). SAGE Publications.
- Dwiningwarni, S. S., Indrawati, M., Ali, M., & Andari, S. Y. D. (2021). Development of Tourism Villages Based on Promotion Integration Through Websites. *Engagement: Jurnal Pengabdian Kepada Masyarakat*, 5(2), 468-479.
- Florido-Benítez, L. (2022). The impact of tourism promotion in tourist destinations: a bibliometric study. *International Journal of Tourism Cities*. <https://doi.org/10.1108/ijtc-09-2021-0191>
- Hatzithomas, L., Boutsouki, C., Theodorakioglou, F., & Papadopoulou, E. (2021). The influence of global brand communication on consumer perception and international market recognition. *International Journal of Advertising*, 40(3), 422–445. <https://doi.org/10.1080/02650487.2020.1775702>
- Kim, H., & Lee, T. (2018). Brand Equity of a Tourist Destination. *Sustainability*, 10, 431. <https://doi.org/10.3390/SU10020431>.
- Kotler et al. (2017). *Marketing for hospitality and tourism* (7th ed.). Pearson.
- Legowo, M. B. (2024). Developing promotion of tourist village using applied marketing tools. *Proceedings of the National Conference on Tourism and Creative Economy*,
- Morrison, A. M. (2019). *Marketing and managing tourism destinations* (2nd ed.). Routledge.
- Mukti, A. R., & Rofiah, C. (2024). Community-based tourism: Destination branding model of Segunung Traditional Village. *Journal of Economics, Finance And Management Studies*, 7(06), 3373-3386.
- Purwani, E., Fakhrurozi, F., & Warsiyah, S. (2023). Development strategy of tourism villages as a tourism destination in Indonesia. *Journal of Tourism, Hospitality and Environment Management*, 8(33), 135–148. Universiti Utara Malaysia Press. <https://e-journal.uum.edu.my/index.php/jeth/article/view/19888>
- Putra, A., Fatoni, I., & Dewi, R. (2023). Analysis of the effect of promotion strategy and branding on tourist visiting decisions in Eastern Priangan tourism village. *Jurnal Ilmiah Manajemen Kesatuan (JIMKES)*, 11(2), 217–229. <https://jurnal.ibik.ac.id/index.php/jimkes/article/view/3604>
-



Sudarmika, P., Darmawan, A., & Suardana, I. W. (2023). Tourism village strategy development in Bali: A qualitative study of resource management and cultural integration. *Journal of Hospitality and Tourism Management*, 56, 85–94. <https://doi.org/10.1016/j.jhtm.2023.08.004>

UNWTO. (2017). *Tourism and the sustainable development goals – Journey to 2030*. World Tourism Organization. <https://www.unwto.org/tourism-and-sdgs>

Yin, R. K. (2016). *Qualitative research from start to finish* (2nd ed.). Guilford Press.

Zalukhu, F. A., Siregar, M. R., & Hutapea, D. (2025). Boosting tourism village appeal: Strategies for effective English language content creation. *Journal of Applied Tourism and Communication Studies*,