

The Effect of Cultural Storytelling and Destination Branding on Tourists' Intention to Visit Kampung Adat Gebong Memarong

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ABSTRACT

This study investigates the influence of cultural storytelling and destination branding on tourists' visiting intention to Kampung Adat Gebong Memarong within the context of digital tourism development. Contemporary tourism dynamics emphasize that destinations must go beyond physical attractiveness by integrating meaningful cultural narratives and a strong, consistent destination image to shape favorable tourist perceptions and behavioral intentions. A quantitative approach was adopted, with data collected through structured questionnaires from 150 respondents. The data were analyzed using SPSS through a series of statistical procedures, including construct validity and internal consistency testing, regression analysis, hypothesis testing (t and F tests), and variance explanation (R^2). The results reveal that cultural storytelling has a positive and significant effect on visiting intention ($t = 14.001$; $p < 0.05$). Destination branding also shows a positive and significant effect ($p = 0.002 < 0.05$). In addition, the F-test confirms that both variables jointly exert a significant influence on tourists' visiting intention ($F = 27.232$; $p < 0.05$). The model explains a substantial proportion of variance in visiting intention, as indicated by an R^2 value of 0.875, meaning that 87.5% of tourists' visiting intention is explained by cultural storytelling and destination branding, while 12.5% is influenced by other factors beyond this research framework. Overall, the study highlights that both cultural storytelling and destination branding function as key determinants of tourists' visiting intention. The integration of culturally rich narratives and a well-structured destination branding strategy is essential to strengthening destination competitiveness and enhancing tourists' intention to visit Kampung Adat Gebong Memarong.

A. INTRODUCTION

Tourism is recognized as a vital sector that supports regional economic advancement, cultural preservation, and the enhancement of local identity. Due to the rapid growth of digital technology, tourists' methods of accessing tourism-related information have undergone substantial change. Today, tourists increasingly depend on digital platforms and social media when selecting travel destinations. Modern tourism trends reveal that travelers are no longer interested solely in visiting attractive places, but also seek authentic and meaningful experiences supported by compelling narratives. Destinations capable of presenting strong cultural stories are generally easier for tourists to recognize, remember, and appreciate. Consequently, storytelling-based communication strategies and destination branding have become essential elements in tourism development, particularly in the digital era.

Cultural storytelling functions as a medium for communicating historical values, traditions, and local identity, allowing tourists to establish emotional connections with the destinations they visit. Meanwhile, destination branding helps create a distinctive and consistent image that differentiates a tourism destination from competing attractions. The integration of storytelling and effective branding can strengthen destination appeal and increase tourists' intention to visit. This trend is particularly visible among younger tourists, who



are often attracted to destinations that offer unique narratives, visually engaging content, and a strong cultural identity through digital media.

As a local cultural tourism destination, Kampung Adat Gebong Memarong possesses considerable cultural potential reflected in its traditional architecture, customs, and local wisdom. These cultural assets create opportunities for the destination to be developed sustainably within the cultural tourism sector. Nevertheless, the existing potential has not yet been communicated effectively to the broader public. Cultural narratives related to the destination remain limited and have not been systematically integrated into the destination's identity. In addition, the image presented through digital media lacks consistency, resulting in weaker visual attractiveness and unclear cultural messaging. As a result, tourists' visiting interest remains below the destination's actual potential. This situation highlights a gap between the richness of the destination's cultural resources and its ability to communicate those values effectively to tourists.

The existence of this gap demonstrates the importance of conducting scientific research to examine the influence of cultural storytelling and destination branding on tourists' visiting interest. This study is expected to provide a deeper understanding of effective communication strategies in cultural tourism while supporting the development of destinations based on local wisdom.

Effective branding enables a tourism destination not only to gain recognition but also to earn appreciation from wider audiences at both national and international levels. Therefore, branding should not merely be viewed as a marketing tool, but rather as a comprehensive strategy aimed at identifying, developing, and communicating the uniqueness and identity of a destination. A well-designed branding strategy can consistently represent the character of a destination and create a strong perception in the minds of tourists.

Furthermore, destination branding contributes not only to increasing public awareness but also to generating significant economic benefits. A stronger destination image can attract more tourist visits, which in turn supports local economic growth through the development of accommodation services, traditional culinary businesses, souvenir industries, rattan handicrafts, and new employment opportunities for local communities. Thus, destination branding serves not only as a promotional approach but also as an important driver of sustainable economic development.

This study investigates the influence of cultural storytelling and destination branding on tourists' visiting intention toward Kampung Adat Gebong Memarong. The results are expected to offer academic contributions to the field of cultural tourism marketing, while also providing practical implications for destination managers in enhancing sustainable tourism competitiveness.

B. THEORETICAL STUDY

Cultural Storytelling

Cultural storytelling refers to the process of communicating historical values, traditions, and local identity through organized and meaningful narratives. This concept is theoretically supported by Fisher's (1984) Narrative Paradigm Theory, which explains that humans understand and evaluate reality through stories because they are naturally "homo narrans" or storytelling beings. Within the tourism sector, narratives are not only used to provide information but also to create meaning and shape tourists' perceptions of a destination. In addition, Schmitt's (1999) Experiential Marketing Theory highlights the importance of emotional and symbolic experiences in influencing consumer behavior. Through storytelling, tourism destinations can deliver immersive experiences that generate emotional responses, encourage imagination, and build psychological connections with visitors. Previous empirical studies strengthen these theoretical perspectives. Mossberg (2008) found that storytelling contributes to creating memorable tourism experiences and increases visitors' ability to remember a destination. Furthermore, recent research in heritage tourism shows that cultural and historical storytelling positively affects destination image and tourists' intention to revisit by enhancing emotional engagement and perceived value (Yuxin et al., 2024). These findings

indicate that cultural storytelling functions as an effective communication strategy that not only improves tourists' experiences but also influences their behavioral intentions toward tourism destinations.

Destination Branding

Destination branding refers to the strategic effort of creating a unique identity and image of a destination in the minds of potential tourists. This concept is mainly based on Aaker's (1991) Brand Equity Theory, which states that brand strength is shaped by multiple determinants, such as perceived quality, brand awareness and associations, so do customer loyalty. In the tourism context, destination branding seeks to position a destination distinctively within a competitive market by building consistent expectations and associations regarding the travel experience offered. According to Blain, Levy, and Ritchie (2005), destination branding consists of coordinated marketing activities intended to differentiate a destination and develop positive perceptions among tourists.

Further supporting this perspective, Qu, Kim, and Im (2011) introduced an integrated destination branding model showing that destination image and brand associations significantly affect tourists' behavioral intentions. In addition, Kavaratzis and Hatch (2013), through Place Branding Theory, explain that place brands are formed through identity-based communication involving narratives, symbols, and collective meaning-making processes. Therefore, effective destination branding extends beyond visual elements such as logos and slogans, encompassing the consistent communication of a destination's identity, values, and uniqueness. A strong and well-managed destination brand can strengthen destination image, improve competitiveness, and increase tourists' intention to visit.

Visiting Interest

Visit intention is conceptualized as an individual's psychological propensity or willingness to visit a specific destination, formed through cognitive and affective evaluations derived from prior information and experiences. The construct is underpinned by the Theory of Planned Behavior (Ajzen, 1991), which states that intention is the most proximal determinant of behavior. Within this framework, Intention is driven by three fundamental factors: subjective norms, attitude toward the behavior, and perceived behavioral control. In tourism research, visit intention is commonly operationalized as an outcome of tourists' perceptions of destination image, perceived value, and emotional engagement with the destination experience.

Empirical evidence further supports this conceptualization. Stylos et al. (2016) confirm that destination image exerts a significant influence on tourists' behavioral intentions, including revisit intention, thereby reinforcing the mediating role of cognitive and affective evaluations in shaping behavioral outcomes. Accordingly, in the present study, visit intention is treated as the dependent variable, while cultural storytelling and destination branding are positioned as antecedent variables that jointly shape tourists' perceptions, emotional attachment, and evaluative judgments of the destination.

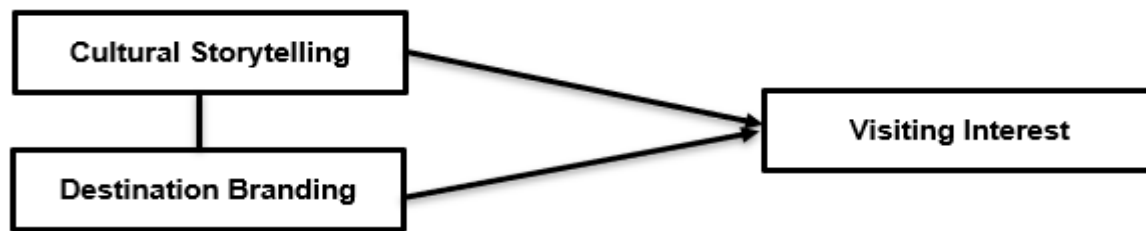
Theoretical Framework

Based on the theories discussed previously, cultural storytelling contributes to creating emotional experiences and strengthening tourists' perceptions of a destination. Through meaningful narratives, tourists are able to develop emotional connections and gain a deeper understanding of the cultural values embedded within the destination. Meanwhile, destination branding serves to establish a consistent image and identity, which can enhance the attractiveness and competitive advantage of the destination in the tourism market. Conceptually, both variables are closely related to tourists' visiting interest, as positive perceptions and memorable experiences can encourage stronger intentions to visit a destination.

In this study, cultural storytelling (X1) and destination branding (X2) are identified as independent variables that influence tourists' visiting interest (Y) as the dependent variable. The relationship between these variables illustrates that stronger cultural storytelling and more



effective destination branding are expected to positively affect tourists' intention to visit the destination.



Research Hypotheses

Based on the theoretical framework presented above, this study proposes several research hypotheses concerning the relationship between cultural storytelling, destination branding, and tourists' visiting interest at Kampung Adat Gebong Memarong. The hypotheses are formulated as follows:

- H1:** Cultural storytelling has a positive and significant effect on tourists' visiting interest in Kampung Adat Gebong Memarong.
- H2:** Destination branding has a positive and significant effect on tourists' visiting interest in Kampung Adat Gebong Memarong.
- H3:** Cultural storytelling and destination branding simultaneously have a positive and significant effect on tourists' visiting interest in Kampung Adat Gebong Memarong.

C. RESEARCH METHODS

Population

Prior to determining the sample size, the research population must first be identified. Sugiyono (2017:215) defines a population as a generalized group of objects or subjects possessing specific characteristics determined by the researcher for investigation and subsequent conclusion drawing. In this study, the population consists of all tourists who have visited or shown interest in visiting Kampung Adat Gebong Memarong.

Sample

A sample represents a portion of the population that possesses the characteristics and qualities relevant to the study (Sugiyono, 2017:215). According to Sugiyono (2008:57), an appropriate sample size in research generally ranges from 30 to 500 respondents. In this study, the sample consists of 150 respondents.

The sampling technique employed in this research is incidental sampling, also known as accidental sampling. Sugiyono (2016:124) defines incidental sampling as a technique based on coincidence, where individuals who happen to meet the researcher may be selected as respondents, provided that they are considered suitable and relevant to the research objectives. This method was chosen because the exact number of tourists visiting Kampung Adat Gebong Memarong cannot be determined with certainty.

Furthermore, the sample size in this study was determined using the Slovin formula based on an estimated population size used as the research reference (Sugiyono, 2018). The Slovin formula is presented as follows:

$$n = \frac{N}{1 + N \cdot e^2}$$

In the formula:

n = sample size

N = population size

e = margin of error in decimal form

By using a population size (N) of 1,000 individuals and a margin of error of 7.5% (e = 0.075), the calculation produced a sample size of approximately 150 respondents. This sample size is considered sufficient to support the statistical analysis carried out in this study.

Data Collection Techniques

In this study, the collected data are utilized to address the research questions in a systematic and accurate manner. The methods of data collection applied in this research are as follows:

1. Literature Study

The literature study was conducted by gathering various references, including books, scientific journals, and other relevant sources related to the concepts of cultural storytelling, destination branding, and tourists' visiting interest.

2. Questionnaire

A questionnaire was utilized as the primary instrument for data collection in this study. The questionnaire contained closed-ended statements developed based on the indicators of each research variable. Respondents were asked to select one answer from the available response options.

The measurement of responses employed a five-point Likert scale ranging from strongly disagree to strongly agree. This scale was used to assess respondents' perceptions regarding cultural storytelling, destination branding, and tourists' visiting interest.

Data Analysis Techniques

This study applies a quantitative research approach using statistical analysis techniques. The collected data are processed and analyzed using the SPSS program. Several analytical methods are employed in this study, including the following:

1. Validity Test

This test is performed to assess whether the questionnaire items effectively represent and measure the intended research variables.

2. Reliability Test

This test is carried out to examine the stability and consistency of respondents' answers to the questionnaire items.

3. Multiple Linear Regression Analysis

Multiple linear regression analysis is applied to identify the influence of cultural storytelling (X1) and destination branding (X2) on tourists' visiting interest (Y).

4. t-Test

The t-test is conducted to evaluate the individual influence of each independent variable on the dependent variable.

5. F-Test

The F-test is used to analyze the combined influence of the independent variables on the dependent variable.

6. Coefficient of Determination (R^2)

This analysis is employed to determine how far cultural storytelling and destination branding contribute to explaining the variation in tourists' visiting interest.

The distribution of respondents based on gender is presented in the following table.

Respondent Characteristics by Gender

No.	Gender	Frequency	Percentage
1	Male	35	23%
2	Female	115	77%
Total		150	100%

Based on the 150 respondents involved in this study, the majority were female, consisting of 115 respondents or 77% of the total sample, while male respondents accounted



for 35 individuals or 23%. These findings indicate that the visitors to Kampung Adat Gebong Memarong represented in this study were predominantly female tourists.

The distribution of respondents based on age is presented below.

Respondent Characteristics by Age

No.	Age	Frequency	Percentage
1	13–18 years old	23	15%
2	19–24 years old	87	58%
3	25–30 years old	30	20%
4	>31 years old	10	7%
Total		150	100%

Based on the data obtained, the majority of respondents were within the 19–24 years age group, consisting of 87 respondents or 58% of the total sample. This finding suggests that Kampung Adat Gebong Memarong is particularly appealing to younger tourists, especially those who are interested in cultural and experience-based tourism destinations.

The distribution of respondents based on their highest educational background is presented in the following table.

Respondent Characteristics Based on Latest Educational Background

No.	Latest Educational Background	Frequency	Percentage
1.	Elementary School	3	2%
2.	Junior High School	8	5%
3.	Senior High School/Vocational High School or equivalent	93	62%
4.	Diploma/Bachelor's Degree	37	25%
5.	Postgraduate Degree	9	6%
Total		150	100%

The findings show that the majority of respondents had a senior high school or vocational high school educational background, accounting for 93 respondents or 62% of the total sample. This indicates that most visitors belonged to the productive age category and possessed educational backgrounds ranging from secondary to higher education.

D. RESULTS AND DISCUSSION

Results of the Research Instrument Testing

Validity Test

Variable	Indicator	r Calculated	r Table (n = 150, $\alpha = 0.05$)	Description
Cultural Storytelling (X1)	X1.1	0.429	0.1603	Valid
	X1.2	0.422	0.1603	Valid
	X1.3	0.353	0.1603	Valid
	X1.4	0.485	0.1603	Valid
	X1.5	0.393	0.1603	Valid
Destination Branding (X2)	X2.1	0.522	0.1603	Valid
	X2.2	0.439	0.1603	Valid
	X2.3	0.417	0.1603	Valid
	X2.4	0.379	0.1603	Valid
	X2.5	0.417	0.1603	Valid
Visiting Interest (Y)	Y1	0.368	0.1603	Valid
	Y2	0.471	0.1603	Valid
	Y3	0.371	0.1603	Valid
	Y4	0.428	0.1603	Valid
	Y5	0.438	0.1603	Valid

Based on the results of the validity test shown in the table above, all indicators of the cultural storytelling and destination branding variables obtained calculated r-values higher than

the r-table value of 0.1603 at the 5% significance level. These results indicate that all questionnaire items are valid and capable of representing the constructs being measured. Therefore, the research instrument is considered suitable for further analysis.

Reliability Test Results

The reliability test is conducted to evaluate the consistency and dependability of the measuring instrument, namely the questionnaire used to assess the research variables. A questionnaire is categorized as reliable when it obtains a Cronbach's Alpha (α) value greater than 0.60. On the other hand, if the Cronbach's Alpha (α) value is below 0.60, the questionnaire is considered unreliable.

Variabel	Cronbach Alpha	Standar Reliabilitas	Keterangan
Storytelling Budaya (X1)	0,842	0,60	Reliabel
Branding Destinasi (X2)	0,903	0,60	Reliabel
Minat Kunjungan Wisatawan (Y)	0,879	0,60	Reliabel

Based on the table above, the Cultural Storytelling (X1), Destination Branding (X2), and Tourists' Visiting Interest (Y) variables obtained Cronbach's Alpha values of 0.842, 0.903, and 0.879, respectively. Since all Cronbach's Alpha values exceed 0.60, the research instrument can be categorized as reliable. These findings indicate that the measurement instrument used in this study demonstrates a satisfactory level of consistency and is suitable for research purposes.

Multiple Linear Regression Analysis

Multiple linear regression analysis is employed to examine the relationship between the independent variables and the dependent variable, as well as to estimate how changes in the independent variables affect the dependent variable. This analysis is also used to determine whether the relationship between the variables is positive or negative.

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	.531	.762		.734
	X1	.756	.082	.636	.000
	X2	.442	.077	.245	.002

a. Dependent Variable: TotalY

As indicated by SPSS output, the following regression equation was obtained:

$$Y = 0.531 + 0.756X1 + 0.442X2$$

The multiple linear regression results demonstrate that cultural storytelling has a positive and significant effect on tourists' visiting interest, with a regression coefficient of 0.756 and a significance value of 0.000 ($p < 0.05$). Likewise, destination branding shows a positive and significant influence, indicated by a regression coefficient of 0.442 and a significance value of 0.002 ($p < 0.05$).

In addition, the standardized coefficient (Beta) reveals that cultural storytelling has the highest value ($\beta = 0.636$), identifying it as the most influential predictor of tourists' visiting interest in Kampung Adat Gebong Memarong.

Coefficient of Determination Analysis (R^2)

This analysis is utilized to examine the percentage of influence contributed by the independent variables, namely cultural storytelling (X1) and destination branding (X2), on



tourists' visiting interest (Y). The results of the coefficient of determination test were calculated using SPSS for Windows and are presented in the following table.

Coefficient of Determination Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961 ^a	.875	.877	.78831

a. Predictors: (Constant), Totalx2, TotalX1

The analysis results reveal that the coefficient of determination (R^2) is 0.875, indicating that 87.5% of the variance in tourists' visiting interest is jointly explained by cultural storytelling and destination branding. The remaining 12.5% is attributed to other variables outside the scope of this study. Furthermore, the R value of 0.961 reflects a very strong simultaneous relationship between the independent and dependent variables. These findings suggest that the regression model employed in this research possesses strong explanatory and predictive power in accounting for tourists' visiting interest.

Hypothesis Test (t-test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.531	.762		.734
	X1	.756	.082	.636	.000
	X2	.442	.077	.245	.002

a. Dependent Variable: TotalY

1. The null hypothesis (H_0) is statically rejected, while the alternative hypothesis (H_a) is statically supported, as the probability value for cultural storytelling (X1) is 0.000, which does not exceed the 0.05 threshold. This empirical evidence shows that cultural storytelling (X1) exerts a positive and statistically significant effect on tourists' visiting interest (Y);
2. The null hypothesis (H_0) is statically rejected, while the alternative hypothesis (H_a) is statically supported, as the probability value for destination branding (X2) is 0.002, which does not exceed the 0.05 threshold. This finding suggests that destination branding (X2) reveals a positive and statistically significant effect on tourists' visiting interest (Y).

Test F

ANOVA ^b					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	452.506	2	261.253	.000 ^a
	Residual	792.568	147	8.392	
	Total	1795.073	149		

a. Predictors: (Constant), Totalx2, TotalX1

b. Dependent Variable: TotalY

1. Calculated F Value (27.232)

The computed F-value of 27.232 is generated from the statistical test assessing the joint influence of the independent variables on the dependent variable. In this study, the independent variables consist of:

X1 = cultural storytelling

X2 = destination branding

In contrast, the dependent variable is:

Y = tourists' visiting interest.

The obtained F-value indicates that the regression model is capable of explaining the simultaneous effect of both independent variables on the response variable.

2. F Table Value (± 3.06)

The F-table value at a 5% significance level ($\alpha = 0.05$) is approximately 3.06. Since the calculated F-value (27.232) is greater than the F-table value (3.06), it indicates that the independent variables collectively have a significant effect on the dependent variable.

3. Significance Value (0.000)

In addition, the significance value of 0.000 confirms that the overall regression model is statistically significant, as it is lower than 0.05. This demonstrates that there is a significant simultaneous relationship between cultural storytelling and destination branding on tourists' visiting interest.

4. Interpretation

The results of hypothesis testing show that the null hypothesis (H_0) is rejected, while the alternative hypothesis (H_a) is supported, as the calculated F-value exceeds the critical value and the significance level is below 0.05. This finding confirms that cultural storytelling and destination branding jointly influence tourists' visiting interest in Kampung Adat Gebong Memarong.

Discussion

The Effect of Cultural Storytelling on Tourists' Visiting Interest

The regression analysis results demonstrate that cultural storytelling (X1) has a statistically significant effect on tourists' visiting interest (Y). This is evidenced by the t-value of 14.001, which exceeds the critical t-table value of approximately 1.976, thereby confirming the significance of the relationship. In addition, the p-value of 0.000 is below the 0.05 threshold, further indicating that the effect of cultural storytelling on visiting interest is statistically significant.

Accordingly, the null hypothesis stating that cultural storytelling has no significant effect on tourists' visiting interest is rejected, while the alternative hypothesis is accepted. The regression coefficient of 0.756 suggests that a one-unit increase in cultural storytelling corresponds to a 0.756 increase in tourists' visiting interest. This finding implies that more effective and compelling cultural narrative communication contributes positively to enhancing tourists' intention to visit Kampung Adat Gebong Memarong.

The Effect of Destination Branding on Tourists' Visiting Interest

Findings from the regression analysis confirm that destination branding (X2) has a significant positive effect on tourists' visiting interest ($t = 14.001$; $p = 0.002 < 0.05$). The statistical results indicate that this relationship is robust and not driven by random variation.

Consequently, the null hypothesis is rejected in favor of the alternative hypothesis. The coefficient value (0.442) further demonstrates that strengthening destination branding contributes meaningfully to increasing tourists' intention to visit Kampung Adat Gebong Memarong.



The Effect of Cultural Storytelling and Destination Branding on Tourists' Visiting Interest

The F-test results demonstrate a statistically significant model ($F = 27.232$; $p < 0.05$), as the calculated value exceeds the critical F-table value of 3.06. This confirms that cultural storytelling and destination branding have a significant simultaneous effect on tourists' visiting interest.

Consequently, the null hypothesis is rejected, supporting the alternative hypothesis. The findings indicate that the synergy between cultural storytelling and destination branding plays an important role in strengthening tourists' intention to visit Kampung Adat Gebong Memarong, enhances tourists' intention to visit Kampung Adat Gebong Memarong.

E. CONCLUSION AND SUGGESTIONS

The empirical findings evidence both cultural storytelling and destination branding significantly influence tourists' visiting interest in Kampung Adat Gebong Memarong.

Individually, cultural storytelling demonstrates a positive and significant effect on visiting interest. This suggests that the effective communication of authentic cultural narratives, historical values, and local wisdom plays an important role in strengthening tourists' emotional engagement and motivating their intention to visit. The more compelling and meaningful the storytelling presented, the higher the level of tourists' interest in the destination.

Similarly, destination branding is found to have a positive and significant effect on tourists' visiting interest. This finding highlights the importance of a well-defined destination identity, image, and positioning in shaping tourists' perceptions and decision-making processes. A coherent and consistent branding strategy enhances the attractiveness of the destination and strengthens its competitive position in the cultural tourism market.

Furthermore, the simultaneous effect of cultural storytelling and destination branding confirms that their integration produces a stronger impact on tourists' visiting interest. This indicates that cultural tourism development is not solely dependent on the richness of cultural assets, but also on how these assets are strategically communicated and packaged into a compelling destination identity.

In light of these findings, it is recommended that the management of Kampung Adat Gebong Memarong strengthen cultural storytelling through digital media platforms, interactive interpretation, and experiential tourism design. In parallel, destination branding should be consistently reinforced through a clear visual identity, strong positioning, and a distinctive destination image. Future research is encouraged to incorporate additional determinants such as service quality, tourism experience, and digital marketing to further enrich the explanatory framework of tourists' visiting interest.

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