



Digital Marketing for Cultural Tourism Development: A Case Study of the Cireundeu Indigenous Village, Cimahi City, Indonesia

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Abstract: The rapid advancement of information technology has positively influenced various aspects of society, including the indigenous community of Cireundeu Village in Cimahi City, West Java. The community has adopted digital marketing, particularly through Instagram, as part of the transformation of the indigenous village into a cultural tourism destination and an active participant in regional tourism development. This study focuses on community-based tourism in the Cireundeu Indigenous Village, emphasizing the role of digital marketing in developing cultural tourism while fostering an open and sustainable tourism ecosystem. The objectives of this study are threefold: (1) to examine the role of Instagram as a digital marketing platform in the development of cultural tourism in the Cireundeu Indigenous Village; (2) to identify the commodification of cultural tourism that has the potential to increase the community's economic income; and (3) to analyze the management of digital marketing practices implemented within the village. This research employs a qualitative case study approach, with data collected through in-depth interviews, field observations, and documentation studies. The findings indicate that Instagram-based digital marketing has significantly contributed to the development of cultural tourism in the Cireundeu Indigenous Village and has positively impacted the economic growth of the surrounding community. However, the management of digital marketing activities has not yet reached its optimal level. Therefore, the community should strengthen its digital marketing strategies by expanding its promotional activities beyond Instagram to other social media platforms, particularly TikTok. Furthermore, greater involvement of visitors in sharing their travel experiences is essential to broaden promotional reach and attract more diverse tourist segments.

Keywords: cultural heritage; digital marketing; economic growth; tourism.

Introduction

The Cireundeu Indigenous Village, located in South Cimahi, West Java, possesses a rich cultural identity characterized by unique and authentic local values. Its most distinctive features include the cultural heritage of Sunda Wiwitan and a traditional food system based on cassava products (rasi or cassava rice) as an alternative staple food to rice. These cultural values represent not only an important local heritage but also a significant attraction with the potential to develop the village as a cultural and educational tourism destination. In addition, the village preserves various cultural elements, including its indigenous belief system, traditional architecture, performing arts, and customary ceremonies. These unique characteristics make Cireundeu an educational tourism destination for visitors seeking to understand and experience local culture (Lubis & Hendrawan, 2024).

Despite its considerable potential, the Cireundeu Indigenous Village continues to face several challenges in tourism development, particularly the absence of a well-established and

strategically planned destination branding system (Tarunajaya, 2025). This raises an important question: How can cultural tourism in the Cireundeu Indigenous Village be effectively developed? The rapid expansion of the internet and social media has fundamentally transformed the tourism industry. Increasing numbers of people now use digital devices, including computers and smartphones, to search for information and interact through social media without spatial or temporal limitations. The growing accessibility of the internet has significantly influenced tourists' motivations and travel behavior. Consequently, innovation in tourism marketing through digital marketing has become one of the most effective approaches to attracting visitors to destinations such as the Cireundeu Indigenous Village.

According to Chaffey and Ellis-Chadwick (2019), digital marketing refers to the strategic use of digital technologies, internet-based platforms, and electronic communication channels to achieve organizational marketing objectives (Wardhana, 2022). Rather than relying solely on traditional promotional media, digital marketing integrates various online tools that facilitate two-way communication between organizations and their target audiences. Conventional marketing channels such as newspapers, magazines, radio, and television primarily deliver one-directional messages, whereas digital media encourage interaction, engagement, and continuous communication. This transformation has significantly changed how organizations, including tourism destinations, promote their products and establish relationships with consumers in an increasingly digital environment.

Digital marketing encompasses a broad range of online communication channels, including official websites, blogs, search engine marketing (SEM), email marketing, mobile applications, online advertising, and social networking platforms such as Facebook, Instagram, X (formerly Twitter), TikTok, YouTube, Pinterest, and other digital communities. These platforms enable tourism stakeholders to distribute information rapidly, reach geographically diverse audiences, and communicate promotional messages more effectively than many conventional media. Among these digital channels, social media has emerged as one of the most influential communication tools because it allows users not only to receive information but also to create, share, and interact with content in real time. As noted by Picard, social media has evolved into an essential communication platform that shapes public opinion, consumer behavior, and marketing practices across various sectors, including tourism (Picard, 2006).

Within the tourism industry, digital marketing provides numerous strategic advantages for destination managers, local governments, tourism entrepreneurs, and community organizations. One of its most valuable contributions is its ability to generate real-time information regarding tourist interests, preferences, online behavior, and travel patterns (Kaur et al., 2018). Through digital platforms, tourism managers can monitor visitor engagement, evaluate promotional performance, identify emerging travel trends, and adjust marketing strategies based on current market conditions. This data-driven approach enables tourism organizations to make more informed decisions and develop promotional campaigns that are responsive to the changing needs of potential visitors.

Another important benefit of digital marketing is its accessibility and cost efficiency. Compared with traditional advertising, digital promotion generally requires lower financial investment while offering wider audience reach and more precise market targeting. Small tourism enterprises and community-based destinations can therefore compete more effectively by utilizing social media, websites, and other online platforms without the substantial costs associated with conventional mass media advertising. In addition, digital marketing encourages greater interaction between tourism providers and visitors through comments, reviews, direct messaging, and user-generated content, thereby strengthening relationships and building trust with potential tourists (Dwivedi et al., 2021).

The rapid growth of digital technologies has also intensified competition within the tourism sector, motivating destinations to become more innovative in designing promotional strategies and producing engaging digital content. High-quality visual storytelling, authentic cultural narratives, short-form videos, virtual experiences, and interactive campaigns have become increasingly important in influencing tourists' travel decisions. Consequently, tourism destinations must continuously improve their digital communication strategies to remain competitive in an increasingly crowded online marketplace (Michael & Fusté-Forné, 2022).

For tourism villages, digital marketing should be understood as more than a promotional instrument designed to increase visitor numbers. It also represents a strategic approach to empowering local communities by encouraging their active participation in destination branding and tourism development. Community members, local entrepreneurs, cultural practitioners, and tourism managers can collaborate in producing authentic digital content that reflects local traditions, cultural heritage, culinary uniqueness, and community life. Such participation strengthens destination identity while ensuring that promotional messages accurately represent local values and cultural authenticity (Maulana et al., 2025).

Furthermore, digital innovation can enhance the overall visitor experience by providing practical and interactive tourism services. Tourism villages may develop smartphone-based digital guides containing destination profiles, maps, attraction descriptions, transportation information, accommodation options, culinary recommendations, event schedules, and cultural etiquette guidelines. These digital services allow visitors to explore destinations independently while accessing reliable information before and during their trips. Ultimately, the effective integration of digital marketing with community participation and technological innovation contributes not only to destination promotion but also to sustainable tourism development, cultural preservation, and long-term economic benefits for local communities (Darmawan et al., 2025).

This study adopts the Digital Marketing Framework proposed by Chaffey and Ellis-Chadwick (2019). They define digital marketing as the application of digital technologies and media to achieve marketing objectives while building and maintaining customer relationships through online platforms. This framework emphasizes that digital marketing extends beyond promotional activities, encompassing customer engagement, interaction, and long-term relationship management. According to Chaffey and Ellis-Chadwick (2019), digital marketing consists of seven key components:

1. Website Marketing

Website marketing refers to the management and optimization of an official destination website that provides comprehensive, accurate, and easily accessible tourism information. A well-designed website functions as the primary source of information for potential visitors, offering destination profiles, attractions, accommodation, transportation, visitor facilities, and reservation services.

2. Search Marketing

Search marketing focuses on improving a destination's online visibility through Search Engine Optimization (SEO) and other search engine marketing strategies. Effective search marketing enables potential tourists to find destination-related information quickly through search engines such as Google, thereby increasing online exposure and visitor interest.

3. Social Media Marketing

Social media marketing involves the strategic use of digital platforms such as Instagram, Facebook, TikTok, and YouTube to promote tourism destinations. Beyond dissemination of information, social media facilitates two-way communication between destination managers and tourists, allowing destinations to strengthen engagement, enhance destination image, and foster long-term relationships with visitors.

4. Content Marketing

Content marketing emphasizes the creation and distribution of valuable, relevant, and engaging content, including photographs, videos, articles, and cultural storytelling. High-quality content communicates the uniqueness, authenticity, and cultural value of a destination while inspiring audiences to visit and share their experiences.

5. Email Marketing

Email marketing is used to maintain communication with existing and potential visitors by distributing promotional materials, travel information, newsletters, and event announcements. It serves as an effective tool for encouraging repeat visits and strengthening visitor loyalty.

6. Online Partnerships

Online partnerships involve collaboration with digital stakeholders, including influencers, travel bloggers, online travel agencies (OTAs), tourism communities, and other strategic partners. Such collaborations expand promotional reach, enhance destination credibility, and increase exposure to broader market segments.

7. Digital Analytics

Digital analytics measures the effectiveness of digital marketing strategies through various performance Indicators, including website traffic, social media engagement, content reach, audience demographics, conversion rates, and visitor interactions. These analytical insights enable destination managers to evaluate marketing performance and formulate more effective digital marketing strategies. The Digital Marketing Framework developed by Chaffey and Ellis-Chadwick provides a comprehensive analytical perspective for examining how digital technologies contribute to tourism destination development. In the context of the Cireundeu Indigenous Village, these seven components serve as analytical indicators to assess the implementation and effectiveness of digital marketing in promoting cultural tourism and enhancing destination competitiveness (Lee et al., 2021).

Method

This research adopts a qualitative case study design to investigate the implementation of digital marketing strategies in the Cireundeu Indigenous Village as a cultural tourism destination. The study follows the case study methodology developed by Yin, which emphasizes the importance of examining contemporary phenomena within their natural settings. A qualitative case study is particularly appropriate because the research concentrates on a single case, allowing for a comprehensive exploration of how digital marketing practices are applied, managed, and experienced by various stakeholders involved in tourism development. By focusing on one destination, the study seeks to generate an in-depth understanding of the opportunities, constraints, and contextual factors that influence digital promotion in a community-based cultural tourism environment (Yin, 2018).

The case study approach provides flexibility to examine complex interactions between tourism management, local cultural values, and digital communication practices. Since digital marketing activities are closely connected with the social, cultural, and organizational characteristics of the destination, separating the phenomenon from its context would be difficult. Therefore, this approach enables the researcher to capture the dynamic relationship between technological innovation, community participation, and tourism promotion while maintaining the authenticity of the setting. To enhance the credibility and trustworthiness of the research findings, multiple data collection methods were employed through methodological triangulation. Three primary techniques were utilized, namely observation, semi-structured interviews, and document analysis, allowing information obtained from one source to be verified against evidence from other sources (Creswell & Clark, 2018).

Observation was conducted directly at the Cireundeu Indigenous Village to gain firsthand insights into the tourism environment and digital marketing implementation. During field visits, the researcher examined various aspects of the destination, including its physical setting, cultural attractions, tourism facilities, visitor experiences, public amenities, and supporting infrastructure. Particular attention was also given to the visual presentation of the destination, the availability of promotional media, visitor engagement, and the integration of digital platforms in tourism activities. This direct observation provided contextual information that could not be fully captured through interviews alone (Sugiyono, 2020).

Semi-structured interviews constituted the second method of data collection. This interview format allowed the researcher to prepare guiding questions while remaining flexible enough to explore emerging issues during the conversation. Informants were selected purposively based on their involvement in tourism development and digital marketing activities. They included tourism managers, administrators responsible for managing digital platforms, indigenous community leaders, representatives from local government agencies, tourists visiting the destination, and local entrepreneurs operating tourism-related businesses. These participants contributed valuable insights regarding existing promotional strategies, perceived effectiveness, challenges in digital marketing implementation, institutional support, and future development opportunities (Miles & Huberman, 1984).

Document analysis served as an additional source of evidence to complement the primary data. Various documents were systematically reviewed, including tourism development policies, official government publications, tourism statistics, destination profiles, promotional brochures, social media posts, website content, academic literature, and other relevant secondary materials. Examining these documents enabled the researcher to understand the evolution of branding strategies, promotional

campaigns, and policy support related to the development of the Cireundeu Indigenous Village as a cultural tourism destination (Creswell, 2014).

The qualitative data obtained from these three sources were analyzed through an interactive process involving data reduction, data organization, categorization, interpretation, and conclusion drawing. Throughout the analysis, the researcher continuously compared findings across different sources to identify recurring patterns, similarities, and inconsistencies. The interpretation of the data was guided by the Digital Marketing Framework proposed by Chaffey and Ellis-Chadwick (2019), which comprises seven interrelated dimensions: Website Marketing, Search Marketing, Social Media Marketing, Content Marketing, Email Marketing, Online Partnerships, and Digital Analytics. These dimensions provided the conceptual framework for assessing the extent to which digital marketing strategies have been implemented to strengthen destination branding, improve visitor engagement, and enhance the competitiveness of the Cireundeu Indigenous Village within the cultural tourism sector.

Results and Discussion

Digital Marketing Management in the Cireundeu Indigenous Village

1. Development and Optimization of Digital Media

The Cireundeu Indigenous Village has adopted digital marketing as an important strategy for promoting its cultural tourism potential, with Instagram serving as its primary communication platform. Through this platform, destination managers regularly share promotional videos, high-quality photographs, and informative captions that highlight the village's cultural identity, traditional activities, indigenous values, and tourism experiences. The visual nature of Instagram enables the destination to communicate its unique characteristics in an attractive and engaging manner, making it easier for potential visitors to understand and appreciate the authenticity of the village before visiting (Mele et al., 2021).

Instagram has become one of the most effective digital platforms for destination branding because it emphasizes visual storytelling and encourages interaction between tourism providers and audiences through comments, shares, and other engagement features. By presenting compelling visual content, the Cireundeu Indigenous Village is able to strengthen its online presence, increase public awareness, and reach broader audiences beyond its local community. Although recent statistics show that TikTok has become the most widely used social media platform in Indonesia, followed by Facebook and Instagram, Instagram continues to play a significant role in cultural tourism promotion due to its ability to showcase high-quality visual content and build a consistent destination image (Arefieva et al., 2021). Consequently, Instagram remains a valuable tool for enhancing the visibility and attractiveness of the Cireundeu Indigenous Village in the increasingly competitive digital tourism landscape (Figure 1).



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Figure 1
Most Frequently Accessed Social Media by Indonesia in 2026

Content marketing has become an integral component of the digital promotion strategy implemented by the Cireundeu Indigenous Village. This approach focuses on creating and distributing valuable, relevant, and engaging digital content that effectively communicates the destination's unique cultural identity to potential visitors. According to Wardhana (2022), content marketing involves developing high-quality information that not only attracts audiences but also builds engagement, trust, and long-term relationships with consumers. Rather than relying solely on direct promotional messages, content marketing emphasizes storytelling and meaningful communication that encourages audiences to become interested in and emotionally connected with a destination (Mathew & Soliman, 2021).

In the Cireundeu Indigenous Village, content marketing is primarily carried out through the publication of visually appealing photographs, short videos, and informative captions that showcase the village's distinctive cultural heritage. The published content highlights various attractions, including traditional cultural performances, educational tourism programs, indigenous ceremonies, the production of cassava-based rice (*rasi*), and the everyday activities of the local community. By presenting authentic cultural experiences through digital media, the destination offers prospective visitors a deeper understanding of its traditions, values, and way of life before they arrive. This strategy not only increases public awareness but also strengthens the village's cultural branding and differentiates it from other tourism destinations (Jensen et al., 2015).

To support its promotional activities, the Cireundeu Indigenous Village currently manages three official Instagram accounts, each designed to serve a specific communication objective. The primary account, @visitcireundeu, functions as the main promotional channel by providing comprehensive information about the destination. Through this account, visitors can access details regarding tourist attractions, cultural events, accessibility, available facilities, travel information, and other services that assist in planning their visits (Figure 2). As the principal digital gateway, the account plays an important role in introducing the village to wider audiences while maintaining consistent communication with prospective tourists. The use of multiple specialized Instagram accounts also enables tourism managers to organize promotional content more effectively, target different audience segments, and strengthen the overall digital presence of the Cireundeu Indigenous Village across social media platforms.



Figure 2

Instagram Account I of Cireundeu Traditional Village

The second official Instagram account, @cireundeuvillage_, is dedicated to promoting the village's tourism activities and educational tourism programs. Unlike the primary promotional account, which provides general information about the destination, this account specifically highlights the interactive experiences that visitors can enjoy during their stay. Its content features educational tour packages, cultural workshops, traditional craft demonstrations, community-based tourism activities, and various learning experiences designed to introduce visitors to the customs, traditions, and daily life of the Cireundeu Indigenous community (Nguyen et al., 2023).

Through photographs, short videos, and informative captions, the account documents authentic visitor experiences and showcases direct participation in local cultural activities. This approach allows prospective tourists to gain a clearer understanding of the educational value and immersive nature of the destination before planning their visit. By emphasizing participation rather than passive sightseeing, the account reinforces the image of the Cireundeu Indigenous Village as a destination that offers meaningful cultural learning experiences. Consequently, @cireundeuvillage_ serves not only as a promotional platform but also as an effective communication channel for strengthening the village's reputation as a community-based cultural tourism destination that combines education, cultural preservation, and authentic visitor engagement (Figure 3).



Figure 3

Instagram Account II of Cireundeu Traditional Village

The third official Instagram account, @serbasingkongcireundeureal, is dedicated to promoting cassava-based products, which represent one of the most distinctive cultural and culinary identities of the Cireundeu Indigenous Village (Figure 4). The account showcases a variety of traditional cassava products, emphasizing the community's long-standing practice of using cassava as a staple food and an important element of its cultural heritage. Through engaging photographs, short videos, and informative content, the account introduces audiences to traditional processing methods, local culinary specialties, and innovative cassava-based products developed by the community (Islam & Kirillova, 2020).

In addition to promoting local food products, the account highlights the cultural values associated with cassava cultivation and consumption, demonstrating how traditional knowledge has been preserved across generations. It also serves as a marketing platform for local micro and small enterprises by increasing the visibility of community-produced goods and expanding their market reach through digital media. Consequently, @serbasingkongcireundeureal not only supports tourism promotion but also contributes to cultural preservation, community empowerment, and local economic development by strengthening the branding of Cireundeureal's unique cassava-based culinary heritage (Samarathunga et al., 2020).

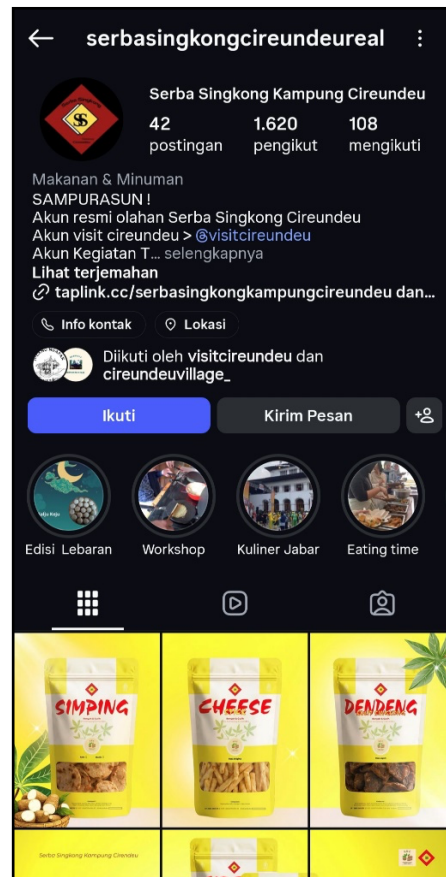


Figure 4

Instagram Account III of Cireundeureal Traditional Village

A key element of the Cireundeureal Indigenous Village's digital marketing strategy is the active participation of visitors in its cultural and educational activities. Rather than limiting tourists to the role of passive observers, the village encourages them to engage directly in a variety of authentic experiences that reflect the traditions and daily life of the indigenous community. These activities include learning the traditional process of cassava cultivation and processing, participating in Angklung music performances, joining cultural workshops, and experiencing other indigenous customs under the guidance of local residents (Chen, 2013).

This participatory approach enhances the overall visitor experience by creating meaningful interactions between tourists and the local community. At the same time, it generates authentic user-generated content, as visitors frequently share photographs, videos, and personal stories through their own social media accounts. Such content functions as organic digital promotion by increasing the destination's online visibility and reaching audiences beyond conventional marketing efforts. Recommendations and experiences shared by visitors are often perceived as more credible than formal advertisements, making them highly effective in influencing travel decisions. Consequently, the active involvement of tourists not only enriches their cultural understanding but also strengthens the digital presence and promotional impact of the Cireundeureal Indigenous Village across various social media platforms (Figure 5).



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Figure 5

Educational Activities for Students Held in Cireundeu Traditional Village

Overall, the effective use of Instagram illustrates that digital marketing in the Cireundeu Indigenous Village serves a broader purpose than simply promoting tourism attractions. The platform has evolved into a strategic communication tool that supports destination branding, enhances public awareness, and fosters stronger engagement between the local community and potential visitors. Through consistent visual storytelling and authentic cultural content, Instagram successfully communicates the village's distinctive identity while showcasing its traditions, educational tourism programs, and indigenous way of life (Wahyu et al., 2022).

Beyond increasing the destination's online visibility, Instagram also contributes to preserving local cultural heritage by documenting traditional knowledge, ceremonies, culinary practices, and community activities in digital form. This approach allows cultural values to reach wider audiences while encouraging appreciation for the uniqueness of the Cireundeu Indigenous Village. Furthermore, active interaction between tourism managers, local residents, and visitors strengthens community participation and generates positive electronic word-of-mouth through user-generated content. Consequently, Instagram functions not only as a marketing platform but also as an important instrument for promoting sustainable community-based tourism, supporting local economic development, and ensuring the long-term preservation of the village's cultural identity (Sthapit, 2018).

2. Utilization of Digital Tourism Platforms and Content Updates

The integration of digital tourism platforms has become a fundamental strategy for strengthening the visibility, accessibility, and competitiveness of the Cireundeu Indigenous Village as a cultural tourism destination. The effective utilization of Instagram has enabled the village to expand its promotional activities beyond local audiences, allowing its unique cultural heritage to reach potential visitors at regional, national, and even international levels. Through consistent digital communication, the village has successfully enhanced its destination image while increasing public awareness of its indigenous traditions, educational tourism programs, cultural performances, and distinctive cassava-based culinary heritage. This digital transformation demonstrates how social media can function not merely as a promotional channel but also as a strategic communication tool that connects tourism managers with prospective visitors in an efficient and interactive manner.

Instagram serves as a comprehensive digital information platform where visitors can obtain essential tourism information before planning their trips. Beyond displaying attractive photographs and promotional videos, the platform provides detailed destination profiles, descriptions of cultural attractions, educational tourism packages, accommodation recommendations, transportation information, local culinary experiences, travel itineraries, and practical guidelines for visiting the

village. The availability of accurate, current, and easily accessible information reduces uncertainty during the travel planning process and enables tourists to make informed decisions regarding their visits. Furthermore, the platform facilitates direct communication between visitors and destination managers through comments and direct messaging, allowing tourists to ask questions, request additional information, and receive timely responses. This interactive communication strengthens visitor confidence while improving the overall travel experience.

The integration of digital tourism platforms also contributes significantly to destination branding by consistently communicating the authentic identity of the Cireundeu Indigenous Village. Through visually appealing content and cultural storytelling, Instagram highlights the village's indigenous lifestyle, traditional ceremonies, educational activities, local crafts, and sustainable tourism practices. Such content creates emotional connections with audiences while differentiating the destination from competing tourism attractions. Consequently, digital tourism platforms not only enhance promotional effectiveness but also support cultural preservation, strengthen visitor engagement, encourage informed travel decisions, and contribute to the long-term sustainability of community-based cultural tourism.

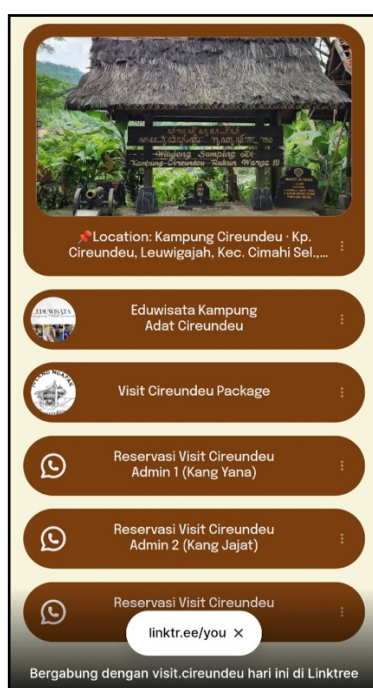


Figure 6
Information about Cireundeu Traditional Village

An important aspect of digital tourism management is the continuous updating of digital content. To maintain audience engagement and platform relevance, destination managers regularly upload new photographs, promotional videos, educational content, and information related to cultural events, traditional ceremonies, community activities, and local tourism experiences. Consistent content updates ensure that social media platforms remain dynamic and attractive while encouraging audiences to interact with and share promotional materials. Regular publication of high-quality visual content also strengthens the destination's branding by highlighting the authenticity of the Cireundeu Indigenous Village. Images and videos showcasing traditional lifestyles, indigenous ceremonies, cassava-based culinary products, educational tourism activities, and the surrounding natural environment create a compelling visual narrative capable of attracting wider audiences (Saad & Elshaer, 2020).

Furthermore, digital platforms facilitate two-way communication between destination managers and tourists. Visitors can ask questions, share experiences, post reviews, and provide feedback through comments and direct messages. Such interactions enhance visitor satisfaction while enabling tourism managers to better understand tourist preferences and continuously improve the quality of tourism services. From the perspective of the Digital Marketing Framework proposed by

Chaffey and Ellis-Chadwick (2019), continuous content updating represents an essential component of Content Marketing and Social Media Marketing. The effectiveness of these components depends not only on the quality of the content produced but also on its consistency, relevance, and ability to engage audiences over time. Therefore, maintaining active digital platforms is fundamental to strengthening destination branding, expanding market reach, and fostering sustainable community-based cultural tourism.

3. Collaboration with Influencers, Tourism Communities, and Digital Marketing Capacity Building

Collaboration with external stakeholders plays a fundamental role in strengthening the digital marketing strategy of the Cireundeu Indigenous Village. Consistent with the Online Partnerships dimension proposed by Chaffey and Ellis-Chadwick (2019), strategic collaborations enable tourism destinations to broaden their promotional reach, improve credibility, and enhance visibility across multiple digital platforms. Rather than relying solely on internally managed promotional activities, the village actively cooperates with local government agencies, tourism communities, educational institutions, media organizations, content creators, and social media influencers to expand public awareness of its cultural and educational tourism potential. These partnerships facilitate the dissemination of information through diverse communication channels while introducing the village to audiences beyond its existing online followers.

Among these collaborative initiatives, partnerships with influencers and travel content creators have proven particularly effective in increasing the destination's digital exposure. Through visits to the village, influencers document authentic cultural experiences, including traditional ceremonies, educational tourism activities, indigenous lifestyles, and cassava-based culinary traditions. The resulting photographs, short videos, and travel narratives are shared through platforms such as Instagram, TikTok, and YouTube, allowing the destination to reach wider and more diverse audiences. Because influencer-generated content is generally perceived as more authentic and trustworthy than conventional advertising, it encourages greater audience engagement and stimulates travel intentions among potential visitors. Furthermore, these collaborations strengthen the village's digital identity by presenting genuine cultural experiences that differentiate Cireundeu from other tourism destinations. Consequently, strategic partnerships not only enhance promotional effectiveness but also contribute to sustainable destination branding, broader market reach, and the long-term development of community-based cultural tourism.



Figure 7
Collaboration with Influencers

In addition to promotional collaborations with external stakeholders, the active participation of tourism communities has become a key factor in supporting the sustainable development of the Cireundeu Indigenous Village. Tourism communities contribute by organizing cultural festivals, educational visits, promotional campaigns, and networking activities that connect the village with broader tourism networks at regional and national levels. These collaborative initiatives increase the destination's visibility while creating opportunities for knowledge exchange, joint promotion, and the development of innovative tourism programs. Furthermore, partnerships with tourism communities strengthen the principles of community-based tourism by ensuring that local residents remain central actors in tourism planning, management, and service delivery. Such collaboration not only enhances the visitor experience but also generates economic opportunities and reinforces social cohesion within the indigenous community.

The implementation of digital technology has further accelerated tourism development in the Cireundeu Indigenous Village by enabling local residents to participate more actively in destination management and promotion. Rather than depending solely on external institutions, community members increasingly utilize digital platforms, particularly Instagram, to promote cultural attractions, educational tourism activities, traditional ceremonies, and cassava-based culinary products. Through the regular publication of photographs, short videos, and informative content, local residents are able to communicate directly with potential visitors while showcasing the village's authentic cultural identity. This participatory approach strengthens community ownership of tourism development and improves digital literacy among residents, allowing them to adapt to evolving marketing trends and visitor preferences.

The growing effectiveness of these digital promotional efforts is reflected in the steady increase in tourist arrivals experienced by the Cireundeu Indigenous Village. The wider dissemination of information through Instagram has expanded the destination's market reach and enhanced public awareness of its unique cultural heritage. As more visitors share their experiences through social media, the village benefits from positive electronic word-of-mouth, further increasing its online visibility and credibility. Consequently, the integration of community participation with digital marketing has become an essential strategy for strengthening destination competitiveness while simultaneously supporting cultural preservation, local economic empowerment, and the long-term sustainability of community-based cultural tourism (table1).

Table 1
Number of Tourist Visits 2011 - 2016

No.	Years	Total
1	2011	1.655
2	2012	1.890
3	2013	1.855
4	2014	1.780
5	2015	2.625
6	2016	2.731

Source: Linimasa Jurnal Ilmu Komunikasi. Vol. 05, No. 01

According to an interview with Kang Ajat, one of the key stakeholders of the Cireundeu Indigenous Village, tourist arrivals experienced a substantial increase in 2025, reaching nearly 12,000 visitors (Figure 8). He explained that this growth reflects the positive impact of the village's ongoing digital promotion efforts, particularly through social media platforms that have expanded public awareness and attracted a broader audience. The increasing number of visitors indicates that online promotional activities have successfully enhanced the visibility and appeal of the destination among both domestic and international tourists.

These findings suggest that social media has become an effective marketing tool for strengthening the destination's digital presence and influencing travel decisions. By consistently sharing engaging visual content, cultural information, and visitor experiences, the Cireundeu Indigenous Village has been able to reach potential tourists more efficiently than through conventional promotional methods. Consequently, the significant growth in tourist arrivals provides

empirical evidence that the strategic use of social media has played an important role in increasing visitor numbers and supporting the sustainable development of cultural tourism in the Cireundeu Indigenous Village.



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Figure 8
Interview with Stakeholders of Cireundeu Indigenous Village

Another essential aspect of sustainable digital marketing is the continuous improvement of human resource capacity. Therefore, digital marketing training has become an important initiative for tourism managers and local community members. Training programs focus on enhancing skills in social media management, digital content creation, photography, videography, copywriting, audience engagement, and the utilization of digital analytics to evaluate marketing performance. Strengthening digital competencies enables local stakeholders to independently manage promotional activities and adapt to the rapidly evolving digital environment. Continuous capacity building also contributes to the sustainability of digital marketing initiatives by ensuring that local communities possess the knowledge and skills required to maintain destination competitiveness.

From the perspective of the Digital Marketing Framework, these collaborative partnerships and capacity-building initiatives demonstrate that successful digital marketing extends beyond technological adoption. Rather, it depends on strong stakeholder networks, community participation, and the development of human resources capable of implementing effective and sustainable digital marketing strategies. Consequently, collaboration and digital literacy have become key factors in enhancing the long-term competitiveness of the Cireundeu Indigenous Village as a cultural tourism destination.

Discussion

The findings demonstrate that the digital marketing strategy implemented by the Cireundeu Indigenous Village has evolved beyond the conventional function of tourism promotion and has become an integrated communication system that simultaneously supports destination branding, cultural preservation, community empowerment, and sustainable tourism development. The adoption of digital platforms, particularly Instagram, illustrates how indigenous tourism destinations can adapt to the rapidly changing digital environment without sacrificing their cultural authenticity. Rather than positioning technology as a threat to local traditions, the Cireundeu Indigenous Village utilizes digital media as an instrument for preserving cultural identity while expanding its visibility to wider audiences. This finding supports the argument that digital transformation within community-based tourism should not merely emphasize technological adoption but should integrate technology with local values, community participation, and sustainable development objectives (Renard & Davis, 2019).

The extensive use of Instagram as the primary promotional platform reflects the growing significance of visual communication in influencing tourist decision-making. Tourism products are inherently intangible because visitors cannot fully evaluate destinations before experiencing them. Consequently, high-quality photographs, videos, and storytelling become essential tools for reducing uncertainty and creating positive destination images. The Cireundeu Indigenous Village successfully employs visual storytelling by presenting authentic cultural experiences rather than relying solely on commercial promotional messages. Traditional ceremonies, indigenous lifestyles, educational tourism activities, cassava-based culinary traditions, and community interactions are consistently presented through attractive visual content that allows potential visitors to gain a realistic understanding of the destination before arrival. This finding is consistent with the Digital Marketing Framework proposed by Chaffey and Ellis-Chadwick, which emphasizes that effective digital marketing depends on meaningful content capable of creating engagement and emotional connections with audiences rather than simply increasing advertising exposure (Kim et al., 2018).

An important characteristic distinguishing the Cireundeu Indigenous Village from many other tourism destinations is its segmentation of promotional content through multiple Instagram accounts. Instead of concentrating all promotional activities within a single account, the village manages three specialized accounts serving different communication purposes. The primary account provides comprehensive destination information, another account focuses on educational tourism experiences, while the third specifically promotes cassava-based products that represent the village's culinary identity. This strategy demonstrates an advanced understanding of digital audience segmentation, where different groups of potential visitors possess distinct interests and information needs. Educational tourists may primarily seek cultural learning experiences, while culinary tourists are attracted by traditional food products, and general tourists require practical travel information. By tailoring digital content according to audience preferences, the village enhances communication effectiveness while strengthening its destination branding. Such segmentation reflects modern digital marketing principles in which personalized communication generates higher engagement than generalized promotional campaigns (Jensen et al., 2015).

The emphasis on authentic cultural storytelling further strengthens the credibility of the destination. Rather than presenting idealized tourism images detached from local reality, the digital content consistently reflects genuine community life, indigenous customs, and traditional knowledge. Authenticity has become one of the most valuable assets in cultural tourism because contemporary tourists increasingly seek meaningful experiences instead of superficial attractions. The documentation of cassava cultivation, indigenous ceremonies, Angklung performances, and educational workshops allows audiences to perceive the village not simply as a tourism destination but as a living cultural landscape. This authenticity contributes to destination differentiation, enabling the Cireundeu Indigenous Village to compete effectively within Indonesia's increasingly competitive tourism industry (Sthapit, 2018).

Another significant finding concerns the strategic role of visitor participation in generating digital promotional content. The study indicates that tourists are encouraged to participate actively in educational activities rather than functioning merely as passive observers. This participatory approach transforms visitors into co-creators of destination promotion through user-generated content. After participating in cultural workshops or educational experiences, tourists frequently upload photographs, videos, and personal narratives to their own social media accounts. Such organic promotion substantially expands the destination's online visibility because recommendations originating from actual visitors are generally perceived as more trustworthy than formal advertisements. Electronic word-of-mouth has become one of the most influential determinants of travel decisions, particularly among younger generations who frequently rely on peer recommendations when selecting tourism destinations. Consequently, visitor participation simultaneously enriches tourist experiences and strengthens digital marketing effectiveness without requiring substantial additional promotional expenditures (Saad & Elshaer, 2020).

The findings also highlight the importance of continuous content updating as an essential element of sustainable digital marketing. Maintaining active social media platforms requires consistent publication of relevant, informative, and visually attractive content. Regular updates concerning cultural festivals, indigenous ceremonies, educational activities, tourism services, and community events ensure that audiences remain engaged while preventing digital platforms from

becoming inactive. Consistency also contributes significantly to algorithm visibility on social media, increasing opportunities for content to appear in users' recommendations and searches. This demonstrates that successful digital marketing involves continuous management rather than one-time promotional campaigns. Long-term audience engagement depends on maintaining communication, responding to visitor inquiries, and providing updated information that reflects ongoing destination activities (Karlsson & Dolnicar, 2016).

The implementation of two-way communication further distinguishes digital marketing from conventional promotional methods. Through Instagram, tourists are able to interact directly with destination managers by asking questions, requesting information, providing reviews, and sharing feedback. This interactive communication creates stronger relationships between tourism providers and visitors while simultaneously improving service quality through continuous feedback mechanisms. The ability to respond quickly to visitor inquiries enhances trust and reduces uncertainty during travel planning. Furthermore, public interactions through comments and reviews contribute additional promotional value because prospective tourists can observe positive visitor experiences before deciding to visit. Therefore, digital communication functions not only as information dissemination but also as relationship marketing that encourages long-term visitor loyalty (Morrison & Cai, 2002).

Collaboration with influencers, tourism communities, educational institutions, and government agencies represents another important dimension contributing to the success of the Cireundeu Indigenous Village's digital marketing strategy. Partnerships significantly extend promotional reach by introducing the destination to audiences beyond its existing followers. Influencers, particularly travel content creators, possess established online communities that trust their recommendations. When influencers document authentic cultural experiences within the village, their content generates substantial exposure while increasing destination credibility. Unlike traditional advertising, influencer-generated content appears more personal and experiential, encouraging audiences to imagine themselves participating in similar activities. This finding supports contemporary digital marketing theories emphasizing online partnerships as essential mechanisms for expanding brand visibility within increasingly interconnected digital ecosystems (Yang et al., 2016).

Equally important is the involvement of tourism communities and educational institutions, which contributes to sustainable tourism development beyond promotional objectives. Educational visits, cultural exchange programs, workshops, and community-based tourism activities create long-term relationships between visitors and local residents. Such collaborations reinforce the principles of community-based tourism, where tourism development benefits local communities economically while simultaneously preserving cultural heritage. Rather than depending exclusively on commercial tourism operators, the Cireundeu Indigenous Village actively positions local residents as central participants in tourism management, ensuring that economic benefits remain within the community while maintaining indigenous cultural values (Law, 2012).

The reported increase in tourist arrivals provides empirical evidence supporting the effectiveness of these integrated digital marketing strategies. Historical visitor statistics demonstrate gradual growth, while interview data indicating approximately 12,000 visitors in 2025 suggests a remarkable increase compared to previous years. Although tourism growth may also be influenced by broader external factors such as improved accessibility, post-pandemic tourism recovery, and increasing public interest in cultural tourism, the consistent implementation of digital promotion undoubtedly contributes significantly to expanding destination awareness. Continuous exposure through social media enables the destination to reach audiences that would otherwise remain unaware of the village's existence. This demonstrates how strategic digital communication can substantially enhance tourism competitiveness, particularly for relatively small indigenous communities with limited conventional promotional resources (Weber & Sparks, 2006).

Finally, the findings emphasize that technological infrastructure alone is insufficient to ensure successful digital transformation. Human resource development through digital marketing training represents a critical factor supporting long-term sustainability. Training in photography, videography, content creation, copywriting, audience engagement, and digital analytics equips local residents with practical competencies required to independently manage promotional activities. This capacity-building approach reduces dependence on external marketing agencies while strengthening

community ownership over tourism development. Furthermore, improved digital literacy enables tourism managers to adapt to evolving technological trends, social media algorithms, and changing consumer behavior. Therefore, sustainable digital marketing within indigenous tourism destinations depends on balancing technological innovation with community empowerment, stakeholder collaboration, cultural authenticity, and continuous human resource development (Kannisto, 2016). Collectively, these elements explain why the Cireundeu Indigenous Village has successfully transformed digital media into a strategic instrument that simultaneously promotes tourism, preserves cultural heritage, strengthens community participation, and supports sustainable local economic development.

Conclusion

This study confirms that digital marketing has become an essential component in supporting the sustainable development of cultural tourism in the Cireundeu Indigenous Village. The findings reveal that the strategic use of digital platforms, particularly Instagram, has significantly contributed to increasing the destination's online visibility, strengthening its cultural identity, expanding promotional coverage, and attracting a wider range of domestic and international visitors. Through digital communication, the local community has been able to present the uniqueness of its cultural heritage more effectively, including traditional customs, cassava-based culinary traditions, indigenous values, and educational tourism experiences that distinguish the village from other tourism destinations. Consequently, digital marketing not only functions as a promotional instrument but also serves as a medium for preserving and disseminating local cultural values to broader audiences. The research further demonstrates that effective digital marketing in community-based tourism depends not only on the availability of digital platforms but also on the consistency, creativity, and authenticity of the content shared with potential visitors. Active engagement with audiences through social media has strengthened public awareness and fostered greater interest in experiencing the cultural attractions offered by the Cireundeu Indigenous Village. Moreover, collaboration with tourism stakeholders and external partners has contributed to extending promotional networks and improving the destination's overall competitiveness in the increasingly digital tourism industry. The findings also validate the relevance of the Digital Marketing Framework developed by Chaffey and Ellis-Chadwick (2019) as an analytical model for assessing digital marketing practices in cultural tourism destinations. The framework provides a comprehensive perspective for evaluating various aspects of digital promotion and identifying both strengths and areas requiring further improvement. Among its seven dimensions, Social Media Marketing, Content Marketing, and Online Partnerships have been implemented relatively successfully, reflecting the destination's strong emphasis on interactive communication, engaging storytelling, and collaborative promotional activities. Nevertheless, several important dimensions—including Website Marketing, Search Marketing, Email Marketing, and Digital Analytics—remain underdeveloped and require greater attention to maximize digital marketing performance. Overall, this study suggests that strengthening digital infrastructure, improving digital marketing competencies among tourism managers, optimizing data-driven promotional strategies, and integrating all dimensions of digital marketing are essential for enhancing the long-term competitiveness of the Cireundeu Indigenous Village. Future tourism development initiatives should therefore emphasize a more comprehensive and integrated digital marketing strategy that supports cultural preservation while simultaneously increasing destination attractiveness, visitor engagement, and sustainable tourism growth.

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