

Designing Storynomics Agritourism at Batungsel Village, Tabanan Regency, Bali

I Gusti Agung Sri Rwa Jayantini^{1*}, Ni Gusti Agung Gde Eka Martiningsih²,
I Gusti Ngurah Made Wiratama³ Ni Luh Putu Agustini Karta⁴

¹ English Department, Faculty of Foreign Languages, Universitas Mahasaraswati Denpasar, Bali, Indonesia

² Agribusiness Department, Faculty of Agriculture and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia

³ Environmental Engineering Department, Faculty of Engineering, Universitas Mahasaraswati Denpasar, Bali, Indonesia

⁴ Master of Management, Faculty of Business and Tourism, Universitas Triatma Mulya, Bali, Indonesia

Correspondence author: agung_srijayantini@unmas.ac.id

ABSTRACT

Storynomics tourism is about packaging the beautiful charm of a tourist destination in an interesting story, so that it becomes an attraction for foreign tourists visiting places of interests in Indonesia. Every tourist destination in Indonesia has its own uniqueness and this can be packaged in the form of storynomics tourism which can promote tourism and the creative economy in Indonesia. The training and consultation of designing agritourism attraction programs with storynomics values reported in this paper aimed at preparing tourism programs, i.e. branding for Kampung Kopi Camp (KKC) and Yeh Nu Garden (YNG), two interesting tourist attractions at Batungsel village, Pupuan subdistrict, Tabanan regency, Bali province. Designing storynomics agritourism at Batungsel Village, Tabanan Regency, Bali was realized through several stages, namely (1) compiling tour packages connecting one place to another with the close routes, (2) telling the stories about Robusta coffee roasting and its local wisdom, and (3) developing agritourism high quality fruits at Batungsel village. All of these steps were applied in accordance with the main focus of the Community Empowerment Program designed to develop agritourism at the rural area of Bali.

Keywords: *Storynomics Tourism, Agritourism, Copywriting*

Received:	Revised:	Accepted:	Available online:
15.07.2024	02.08.2024	03.09.2024	04.09.2024

Suggested citations:

Jayantini, I. G. A. S. R, et al (2024). Designing Storynomics Agritourism at Batungsel Village, Tabanan Regency, Bali. *International Journal of Community Service*, 03 (02), 204-215. DOI: 10.55299/ijcs.v3i2.980

Open Access | URLs:

<https://ejournal.ipinternasional.com/index.php/ijcs/OpenAccessPolicy>

INTRODUCTION

Batungsel village is located in Pupuan subdistrict, Tabanan regency, approximately 66 km from Denpasar with a distance of 1.5 hours. This village is famous as a producer of Robusta coffee from the foot of Mount Batukaru, Tabanan Bali (1). Observing from its unique name, Batungsel is believed to come from the words "maengsel." "Maengsel" in the context of the village history means "tucked away" between the trees when in ancient times an heirloom stone was to be used as the foundation stone for the construction of a temple. Batungsel village consists of hamlets or *dusun* (Ds) in Indonesian, i.e. Ds Dangin

Magi, Ds Dauh Margi, Ds Kaja Kangin, Ds Kaja Kauh, Ds Kelod Kangin, Ds Kelod Kauh. The village's vision is "Creating an Advanced, Independent, Safe Batungsel Village with a prosperous community to realize infrastructure and human resource development in a fair, equitable, transparent strategy, and prioritizing local village potential." Based on its geographical location and village boundaries, Batungsel holds several growing potentials. This geographical location can certainly be an incentive to introduce Batungsel and invite people to come to the village (Figure 1). This regional boundary is actually beneficial because it can become a circle of tourist destinations. With its geographical potential, Batungsel can also be developed to become an independent village involving all sectors as stated in the Pentahelic concept of tourist areas, which is the involvement of (i) academics, (ii) industry, (iii) society, (iv) government, and (v) media (2). This concept can be realized in certain areas that plan to implement local wisdom-based tourism. Cultural preservation with its local people must be the main priority in tourism promotion to give the benefits for local community. (3). An example of Pentahelix concept implementation takes place in special economic areas where tourism is also promoted by involving various components (4).



Figure 1 (a,b)
Map of Bali and the location of Batungsel Village

Figure 1 (a,b) shows the location and boundaries of the Batungsel Village area which has great potential for development by looking at the strategic position of the four village boundaries. To the north, it borders Pujungan Village, which is famous for its coffee production that has waterfalls and holy places that are also often visited by people from outside of the village. To the east, the view of Mount Batukaru with its natural beauty is clearly seen. In the southern part is Sanda Village which has become one of the tourist villages in Tabanan district (5) (6) with a typical culinary specialty in the form of *entil* (a kind of ketupat) (7). In the west, there is Padangan Village which also has a waterfall as a tourist attraction (8).

The community empowerment reported in this paper was conducted by the team of Village Empowerment Program Universitas Mahasaraswati Denpasar, Bali to help promoting Batungsel village as Agritourism village on the basis of Robusta coffee and high variety of local fruits. The concept of storynomics tourism here was given to two small enterprises at Batungsel village having the potential of developing the village to become a tourism village, namely Kampung Kopi Camp (KKC) and Yeh Nu Garden (YNG). Storynomics is story-based marketing in the post-advertising world, where the

marketing approach is carried out using storytelling techniques in creative content. Storynomics tourism is a tourism marketing strategy focusing on narrative, creative content, living culture and uses the power of culture as the DNA of tourism destinations (9). Summarizing McKee's concept of storynomics, three aspects need to be considered when implementing this strategy. First, the marketing strategy has a strong hook to match tourist needs. Second, there is a need for a dramatic and attention-grabbing story so that tourists are emotionally connected to the tourist destination. Lastly, the climax of the story does not open so that listeners or viewers can immediately visit the tourist destination (10). To apply this strategy concept, exploring folklore with its supporting aspects is one idea that is potentially used for an encouraging marketing strategy (11). With its features, storynomics tourism may be implemented as an approach to invite visitors to come that is meant to involve their hearts to drive revenue, margins, as well as brand loyalty (12).

Several studies focusing on the activities that show the implementation of storynomics tourism have been conducted by many researchers (13) (14) (15). A research with the focus on storynomics tourism, which is used as a strategy to develop tourism in Paropo village in Makassar. Stories growing in society can be applied in several forms, namely a source of literacy movement in a socio-cultural context to bring the fresh air to the existence of folklore and stories that can make a contribution in the digital era. Two other studies showing the application of storynomics tourism were also investigated, for example Kulon Progo and Cisadane river as tourist destinations. Community participation in developing Kulon Progo tourism was found significant. Existing tourist attractions include old buildings, religious places, cultural heritage objects around settlements. Kulon Progo with all its tourism and cultural potential can increase regional income to advance the community's economy (14). Another example is the story of Cisadane River that is planned to become a tourism magnet and Tangerang's creative economy. The SWOT analysis of storynomics tourism as a tourism promotion strategy for the Cisadane River aims to provide input for the Tangerang City government in marketing Cisadane River tourism as well as marketing the Tangerang City Tourism Icon (15).

With regard to the previous studies and by paying attention to the potential of the two agritourism specifically discussed in this article, i.e. KKC and YNG in Pupuan sub-district, the development of KKC and YNG needs to be supported by various activities to increase soft skills, the coffee cultivation cycle which continues to drive the community's economy can be done through various activities. Considering the features of storynomics tourism, increasing the capacity of human resources in promoting storytelling marketing must be directed to the capacity of KKC and YNG management in four approaches, namely narrating the products and tourism packages, managing websites to increase visitor traffic, and creating narration for eye-catching and heartwarming information. To achieve these three objectives, this community empowerment program is lead to several programs, namely (1) compiling tour packages connecting one place to another with the close routes, (2) telling the stories about Robusta coffee roasting and its local wisdom, and (3) developing agritourism high quality fruits at Batungsel village.

METHODS

The program is directed to assist the two partners of this program, i.e. KKC and YNG at Batungsel village in developing tourist attractions with great potential of agritourism. The “plus” point that the visitors will get by visiting the two places is the introduction of the knowledge about coffee and high quality fruits as well as environmentally friendly tourism activities. At the end of the program, the two partners (KKC and YNG) are expected to be able create persuasive narratives in selling products, services and tour packages for the branding of their agritourism businesses. The management of the agritourism managed by the local people at this program is directed to gain the knowledge of managing websites, how to increase traffic of visitors and earn income. Additionally, in the design of storynomics tourism, KKC and YNG management can also manage their social media by creating interesting posts with their appropriate captions and sharing communicative and informative information. The stages of achieving the objectives in the program are shown briefly at Figure 2.

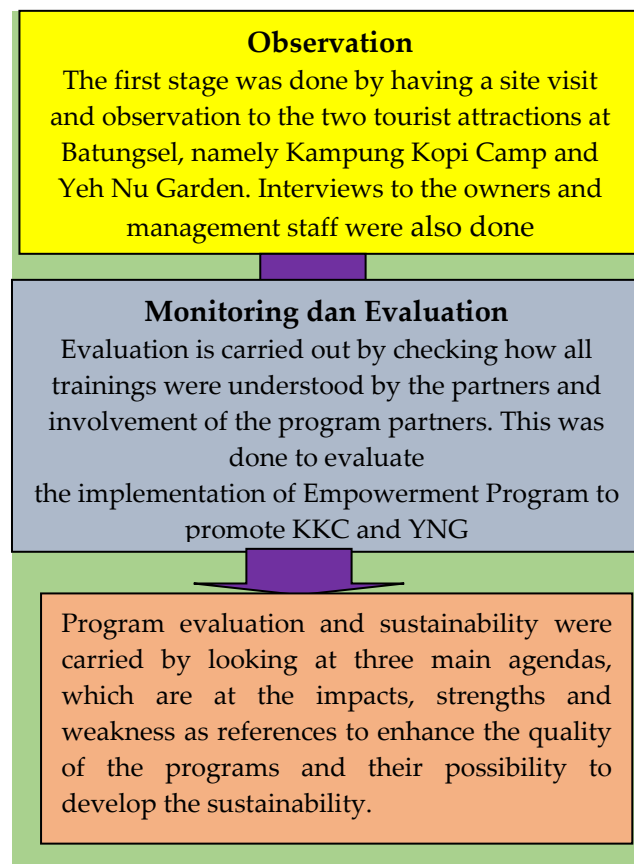


Figure 2
Stages of Program Implementation

Figure 2 shows the three planning stages that are in line with designing learning models related to problem solving. To help the partners in this empowerment program, i.e. two

small enterprises, several steps were applied including observation (16) at the first stage, monitoring and evaluation, and program evaluation and sustainability.

1. Observation, site visit, and interview to map the agritourism potentials.
The preparation stage is a representation of activities to identify basic potentials and what have been made and programmed by the two partners at Batungsel village. The first stage was done by having a site visit and observation to the two tourist attractions at Batungsel, namely Kampung Kopi Camp and Yeh Nu Garden. Interviews to the owners and management staff were also done.
2. Monitoring and evaluation system
Monitoring is carried out by checking the activity's progress forms with rubrics created based on achievement targets. It was designed as part of the program implementation to monitor how the programs benefit the management. During the mentoring, the partners are given the opportunity to exchange ideas and assess how far the programs had progressed.
3. Program Evaluation and sustainability
Program evaluation and sustainability were carried by looking at three main agendas, which are at the impacts, strengths and weakness as references to enhance the quality of the programs and their possibility to develop the sustainability.

RESULT AND DISCUSSION

At this section, the two partners of the program, i.e. Kampung Kopi Camp and Yeh Nu Garden were introduced to the concept of storynomics tourism with the focus of returning to nature that is embodied by glamping lodges made of coffee plants, tents, and coffee plantation and high-quality fruits. The activities included in designing storynomics can be modified from the activities, namely (1) compiling tour packages connecting one place to another with the close routes realized through four-wheel jeep tour, ATV, trekking, fishing, hiking, and other activities like cycling and team building, (2) telling the stories about Robusta coffee roasting and its local wisdom, and (3) developing agritourism high quality fruits at Batungsel village .

2.1 Compiling Tour Packages with the Closest Routes and Stories

Storynomics tourism can create an attraction for tourists to visit. It is a tourism approach that is packaged in stories or content about the culture or history of a tourist destination. In Indonesia, there are quite a lot of tourist destinations that have historical, geological and geographical values that are unique and different from each other. This uniqueness can be an added value for Indonesia in promoting storynomics tourism to foreign tourists.

In the case of designing the tourist packages, the choice of words by opening the opportunities that may be faced by the potential readers must be put into consideration. The mapping of potentials and how to expressed them for media promotion are shown in Figure 3.

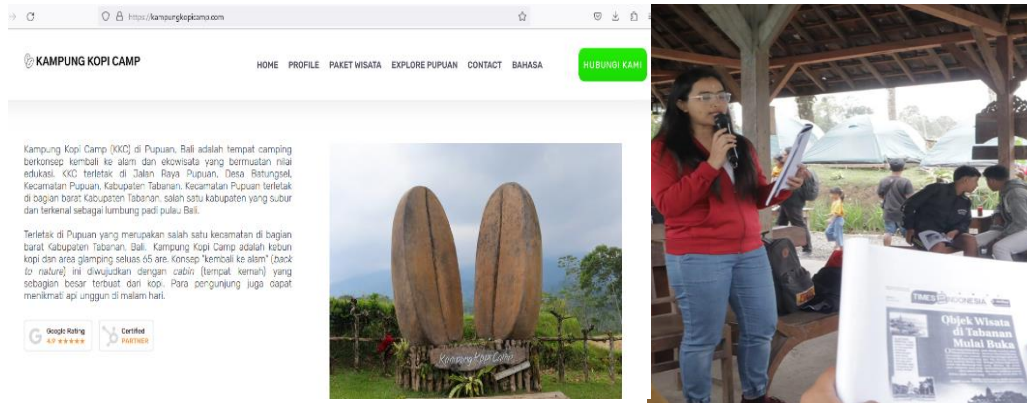


Figure 3 (a,b)
Website of Kampung Kopi Camp and Copywriting Training

Figure 4 demonstrates the medium of promotion in which the details on the tour packages that have the storynomic values. For example, tour to a durian village. When exploring Pupuan area, besides visiting YNG, people can also go to Mundeh Kangin Village, which is a very famous durian producer in Pupuan. Another tour can also made to salak (*snakefruit*) village which is a package for the tourists to get to know the different types of *snakefruit*. Palm Sugar can also be explored that make people learn about the cultivation and processing of palm sugar. The strong sense of telling story like a folktale can visitors get while visiting Blemantung Waterfall. There is a trekking path where people can go to the waterfall. Facilities are located near the entrance to the Blemantung waterfall. The main pool is not deep and quite wide. Visitors are allowed to bathe in this waterfall, so they must prepare swimwear when going to this waterfall. In the Blemantung waterfall area, there are actually three waterfalls. The first highest waterfall is located near the temple with a height of about 50 meters. The second, smaller waterfall is about 200 meters apart below the first waterfall. To go to the second waterfall, you need to go down the river. For the third waterfall, we need to take a left over a sloping bridge. Extract 1 is the story related to waterfall collected in the book for English training specifically conducted for KKC management and the youth groups at Batungsel. They are able to design tourist packages through English practice and copywriting training (17).

Extract 1

Introducing story (folktale) related to waterfall

"Rajapala was a hunter and bird catcher. One day, he went into the middle of the forest to hunt. Feeling tired, he rested under a large tree. There is a lake near a tree. Shortly thereafter, seven angels came to bathe in the lake. Rajapala took the flying scarf of an angel named Ken Sulasih. Feeling confused looking for her flying shawl, Rajapala came out of hiding. This young man approached Ken Sulasih. Rajapala, who stole Ken Sulasih's shawl, did not want to return the shawl and asked Ken Sulasih to marry him. Interestingly, Ken Sulasih made a condition. When her first child is born, Rajapala must return her shawl and allow Ken Sulasih to return to heaven. Rajapala accepted the condition. Since then, Rajapala and Ken Sulasih have become husband and

wife. Several years have passed. Ken Sulasih gave birth to a boy. This child was named Durma. Ken Sulasih demands Rajapala's promise to return her shawl so Ken Sulasih can go to heaven. Durma, the child grows into a handsome and intelligent child. Rajapala decided to leave his son to meditate. At the end of Durma's story, the child later became a king because he succeeded in defending the country from the attacks of the giants. He became a just and wise king." (19)

2.2 Telling the Stories: Robusta Coffee Roasting and Local Wisdom

Focusing the community service program on agritourism, Team of Universitas Mahasaraswati Denpasar helped to design the marketing strategy by identifying the stories having the uniqueness and characteristics of Robusta Coffee roasting and local wisdom. This can be done by implementing local community-based tourism to increase awareness that give positive impacts to community. In this way, the local traditions and culture supported by the natural environment preservation may be included in the design of community-based tourism development strategy (18). Extract 2 and 3 are the examples of how the potentials of KKC and the local value information in coffee roasting are introduced and become the focus of marketing strategy. Extract 2 is taken from the training book for local guide at Batungsel village (19) while Extract 3 is the main idea of the YouTube video at KKC's website and YouTube video.

Extract 2

"Kampung Kopi Camp (KCC) is located in Batungsel Village, Pupuan Dsub-district, Tabanan Regency, Bali Province. KCC is a tourist site with a glamping concept and a place for people to enjoy the cool nature of Pupuan by getting to know coffee and all the beneficial parts of the coffee tree. Glamping, which is known as glamorous camping at KCC, was designed to make visitors enjoy the coolness of nature, set on the foot of Mount Batukaru. You can explore other interesting places around the village and Pupuan with jeep tour programs and ATV adventures (19).



Figure 4 (a,b)

One of the results of the activity was guiding the preparation of bilingual promotional media

Figure 4 is one of the products created to help summarizing the potentials of KKC briefly. The brochure is one outcome of the copywriting training focusing on storytelling. The focus of copywriting training is introduction to what diction is. This may involve the choice of general and specific words, narrative, persuasive, idioms, figurative language and many interesting uses of language. The diction chosen can be general words with

an explanation of the exact place, clear description of the location. The words chosen must accurately represent the information wanted to convey as well as suitability relating to the match between the words evoking the reader's interest. The strategy of expressing idea of presenting accuracy of word choice (diction), sentence structure, logic (reasoning), and communicative aspects.

The emphasis of storynomics tourism designed for KKC may be directed to the unique feature of KKC, something different from other glamping sites. KKC is not just a place for "healing," everything is made of coffee there or "all about coffee." This is the concept that KKC management wants to introduce. The glamping tent where people can stay is made from parts of a coffee tree. Awareness that coffee as a plant that is the main natural product in Pupuan area has many benefits. This needs to be introduced. Coffee trees from roots to fruit can be used, like coconut trees and bamboo. Furthermore, natural heritage and knowledge about unique coffee processing must be maintained as part of local culture and wisdom, especially those that were born and become part of the life of the Pupuan people. That is the mission of introducing KKC (19). Extract 3 shows this concept having the values of story to tell.

Extract 3

Kampung Kopi Camp with its Robusta coffee products were produced using traditional roasting methods. The ones responsible to do the coffee roasting have a keen sense of taste so they can determine the maturity of the coffee beans from the sound when they are stirred and from the aroma they emit. A feeling that comes from long experience and precision, a value that is passed down as local knowledge in the coffee processing process. (19).



Figure 5 (a,b)

YouTube Video Describing the Uniqueness of Kampung Kopi Camp containing Storynomics Values

Figure 5 (a,b) shows the storynomics of coffee roasting with its narration posted at KKC's website. The video tells about every part of coffee tree is beneficial. Even coffee tree roots can be used as ashtrays. Interestingly, odor-absorbing perfume can also be made from coffee, which is also very popular nowadays. In the video, the value of storynomics is perceived by exploring the educational values of natural exoticism. People may see the unique setting of the KKC, enjoy the aroma of Robusta Pupuan coffee and hear directly the sound of the coffee beans being roasted by an experienced labor. It is good to enjoy the holiday and get the story like inheriting the philosophy and 1001

coffee inspirations from KKC, accepting the story that all parts of the coffee plant are very beneficial for life.

2.3 Developing Agritourism: High Quality Fruits at Yeh Nu Garden

The explanation of the natural potential and the flow of coffee plantations can be part of the storynomics tourism for KKC and YNG. To be specific for YNG that has the potential of developing agritourism with high quality fruits. In compiling a promotional narrative, storytelling techniques are needed. In its implementation for YNG with the variety of fruit, designing storynomics includes identification the potentials and “what to narrate” aspects with appropriate diction. This is in the form of appropriate word choice that presents the choice of words as a medium to convey thoughts and share the expressions. Diction is related to the expression that is acceptable in each situation. In the framework of storynomics, being good at diction including choosing the words used to convey thoughts, arranging the right words and use the right expressions, and considering what language style is most appropriate to use in certain situation. Diction includes the ability to determine the appropriate form to suit the situation and ethics that the public or listener wants to achieve. The right and appropriate choice of words can only be achieved by having a large vocabulary (20). The potential development of branding YNG through storynomics tourism was started by identifying the land management of YNG as shown in Figure 6.



Figure 6 (a,b)

Yeh Nu Garden Grows Variety of High-Quality Fruits Plants and Coffee for Agritourism

Figure 6 represents the activity in YNG. By understanding diction, storynomics tourism may be adopted when all varieties of planted fruits were identified. A group of farmers pioneered the YNG agritourism at Batungsel village with superior fruit varieties such as Hass and Butter Avocados, Black Thorn Durian (OC), Kani and Musang King, various types of Arabica and Robusta cross coffees, Dutch Eggplant, Delhi Honey Water Guava, Apple and Cherry Tomatoes, Passion Fruit, Buni Fruit (local fruit) for *rujak* (fruit salad) All plantation processes of those varieties may be included in storytelling. Tourism and agricultural education business can also be told and narrated by considering how to present good diction. Creating an agritourism concept that leads to economic independence for each party and has an impact on the village. The agritourism pioneered by YNG is currently just in its initial stages. Trainings and mentoring how to

manage their plantation, identify and promote their agritourism destination were consistently needed. To initiate the storynomics tourism concept, knowledge on how to take care of plants, work properly for the sustainability on agriculture and its business aspects and collect vocabulary to narrate the story were parts of the mentoring program and will be continued as they show their progress to design tourist attraction packages.

CONCLUSION

Storynomics tourism involves encapsulating the enchanting allure of a tourist destination within a compelling narrative, transforming it into an attractive feature for domestic and foreign visitors exploring Indonesia, particularly in this context, Bali. Each tourist spot in Indonesia boasts its own distinct charm, which can be effectively presented through storynomics tourism to boost tourism and the creative economy in the country. The training and consultation described in this paper focused on developing agritourism attraction programs with storynomic principles, specifically aimed at branding Kampung Kopi Camp (KKC) and Yeh Nu Garden (YNG), two new-developed tourist attractions in Batungsel village, Pupuan subdistrict, Tabanan regency, Bali province. The creation of storynomics agritourism in Batungsel Village, Tabanan Regency, Bali, involved several steps: (1) developing tour packages with the nearest routes and stories at KKC, (2) narrating the stories of Robusta coffee roasting and local traditions, and (3) enhancing agritourism by promoting the high-quality fruits at YNG.

Acknowledgments

We would like to express our deepest gratitude for the financial assistance that has been provided by Ministry of Education, Culture, Research and Technology through its Community Empowerment Grant Number 130/E5/PG.02.00/PM.BARU/2024, supported by Batungsel village government, and Universitas Mahasaraswati Denpasar. The financial support and great assistance in managing the program and community involvement are meaningful for the team in conducting this community service programs. We hope that by carrying out various activities focusing on empowering community and small enterprises as the partners in this community service, the village does not only gain positive impacts to develop the agritourism, but also to strengthen the partnership among governments, academicians and community.

REFERENCES

- (1) N.N. Website Desa Batungsel [Internet]. 2024 [cited 2024 Mar 20]. Available from: <https://batungsel.desa.id/>
- (2) Sumarni, Rizaldi Patria HRP. Implementasi Pentahelik dalam Pengembangan Desa Wisata di Kabupaten Gunungkidul. *Paradig J Multidisipliner Mhs Pascasarj Indones*. 2020;1(2).
- (3) Vani RV, Priscilia SO, Adiarto A. Model Pentahelix Dalam Mengembangkan Potensi Wisata di Kota Pekanbaru. *Publikauma J Adm Publik Univ Medan Area*. 2020;8(1):63–70.
- (4) Septadiani WP, Pribadi OSI, Rosnarti D. Peran Model Pentahelix Dalam Pengembangan Pariwisata Di Kawasan Ekonomi Khusus Mandalika. *Univ Trisakti Widya Putri Septadiani*. 2022;22–31.
- (5) Putra IGJE, Putra MAP, Juliana IKA. Perencanaan Masterplan Teknologi Informasi

- Pada Pemerintahan Desa Berbasis E-Government. *Inser Inf Syst Emerg Technol J.* 2021;1(2):120.
- (6) Widhiarini A. Mengenal Entil, Makanan Khas Tabanan Yang Kaya Filosofi [Internet]. *Natih.Net.* 2021 [cited 2024 Mar 20]. Available from: <https://natih.net/mengenal-entil-makanan-khas-tabanan/>
 - (7) Puspawati. Anugerah Bali Brand 2021: Entil Sanda Kuliner Khas Pupuan Sarat Makna Filosofis [Internet]. *Bali Post.* 2022 [cited 2024 Mar 20]. Available from: <https://www.balipost.com/news/2022/02/01/247684/Entil-Sanda,Kuliner-Khas-Pupuan...html>
 - (8) N.N. Desa Padangan Kembangkan 2 Air Terjun yang Bisa Dijadikan Tempat Bersemedi [Internet]. *Nusa Bali.* 2020 [cited 2024 Mar 20]. Available from: <https://www.nusabali.com/berita/77579/desa-padangan-kembangkan-2-air-terjun-yang-bisa-dijadikan-tempat-bersemedi>
 - (9) McKee Robert, Gerace Thomas. *Storynomics Story-driven Marketing in the Post-Advertising World.* Twelve Hachette Book Group; 2018.
 - (10) Soedarjo S. Mengenal Storynomics Tourism Untuk Promosi Pariwisata Indonesia [Internet]. 2022. Available from: <https://www.cxomedia.id/general-knowledge/20220428145702-55-174756/mengenal-storynomics-tourism-untuk-promosi-pariwisata-indonesia>
 - (11) Machmury A. Storynomic Tourism Strategy : Promotion of Storytelling-Based Tourism Destinations. *SIGn J Tour* [Internet]. 2023;1(1):28–42. Available from: <http://jurnal.penerbitsign.com/index.php/sjt/article/view/v1i1-3>
 - (12) Rero LS, Milyardo B. Storynomic tourism of Batu Cermin Village as new way in branding rural tourism destination. *Proc Int Conf Appl Sci Technol Soc Sci 2022 (iCAST-SS 2022).* 2022;172–5.
 - (13) Badollahi MZ, Anjarsari H. Storynomics Tourism Sebagai Strategi Dalam Pengembangan Kampung Paropo Sebagai Desa Wisata Budaya. *Pusaka J Tour Hosp Travel Bus Event.* 2023;4(1):91–7.
 - (14) Kertamukti R, Nashira K KZ. Storynomics Tourism Strategy in Building Tourism Communications on Ex-War Sites in Yogyakarta. *Proc Annu Int Conf Soc Sci Humanit (AICOSH 2022).* 2022;39–45.
 - (15) Kartini RA. Analisis Swot Terhadap Storynomics Tourism Sebagai Strategi Promosi Pariwisata (Studi Kasus Kawasan Wisata Kali Cisadane, Kota Tangerang, Banten, Indonesia). *Dyn Manag J.* 2021;5(2):58.
 - (16) Eka Indriyani MS, Abdullah W, Eka Suhartini, Parmitasari RDA, Alim Syariat, Miftha Farild, et al. Increasing the Business Potential of MSMEs through the Utilization of Digital Bookkeeping and Digital Marketing in Sebatik Island. *Int J Community Serv.* 2024;4(2):105–9.
 - (17) Jayantini, IGASR, Hikmahyanti, PDA, Utami, NMV Ariyaningsih NND, Ninda Pradevi, IDASBN. Pelatihan Copywriting untuk Generasi Hustling. *Swarna J Pengabdian Kpd Masy.* 2023;2(1):24–41.
 - (18) Pantiyasa IW. Pengembangan Pariwisata berbasis Masyarakat (Community-based Tourism) dalam Pemberdayaan Masyarakat (Studi Kasus di Desa Bedulu, Blah Batuh, Gianyar). *J Ilm Hosp Manag.* 2018;1(2).
 - (19) Jayantini IGASR, Martiningsih NGAGE, Wijaya IMW, Putra GBB. *Bahasa Inggris Praktis untuk Pemandu Wisata.* Sidoarjo: Zifatama Jawara; 2023.

- (20) Keraf G. Diksi dan Gaya Bahasa. 16th ed. Jakarta: PT Gramedia Pustaka Utama; 2006.

Copyright and License



This is an open access article distributed under the terms of the Creative Commons Attribution 4.0 International License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

© 2024 I Gusti Agung Sri Rwa Jayantini¹, Ni Gusti Agung Gde Eka Martiningsih², I Gusti Ngurah Made Wiratama³ Ni Luh Putu Agustini Karta⁴

Published by IPI Global Press in collaboration with the Inovasi Pratama Internasional Ltd