RESEARCH ARTICLE

STORYNOMIC TOURISM: A KEY TO REVITALIZING CULTURAL AND HISTORICAL MARKETING STRATEGIS

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Manuscript Info	Abstract
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This study aims to promote cultural and historical heritage-based tourism marketing strategies, study case in Klungkung - Bali through a Storynomic Tourism approach. The method used is qulitative method, which combines qualitative and quantitative analysis with SWOT analysis and the analytic hierarchy process (AHP). The results of the analysis show that the effectiveness of the marketing strategy includes cooperation and collaboration between various interests, namely stakeholders and local communities, then infrastructure improvements are needed, utilizing information technology for the purpose of promotion and marketing and the development of tourist destinations, then there are educational programs that are able to increase public awareness and tourists. The novelty of this research is Storynomic Tourism as a potential marketing strategy for cultural tourism. The locations of this study case are Gelgel Village, Kamasan Village, and Semarapura Cultural City which are important centers in the history of Klungkung. This research is expected to make a significant contribution to the development of more effective and sustainable marketing strategies, as well as enhance the appeal of Klungkung Regency as a worthy tourist destination.

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Introduction:-
The tourism industry has undergone very significant changes in recent years, shifting from mass tourism to more exclusive and personalized travel experiences (Moscardo, 2020)As travelers want deeper engagement and more interactive experiences, the role of storytelling is becoming increasingly important in tourism marketing and destination promotion(Gravili et al., 2017) Tourism that harnesses the power of storytelling to promote tourist destinations rooted in local history and culture has emerged as a promising strategy for tourism entrepreneurs(Bassano et al., 2019). Previous research has proven that the presentation of narrative stories in museums and tourist attractions is able to improve the experience of tourists(Galih Kusumah&Andrianto, 2023). This is where Storynomic comes in, as it is able to close the divide between the locals and the travellers and provide experience that is otherwise difficult to attain using comprehensive and conventional tourism methods.(Gonçalves & Silva, 2018). Tourism Marketing in Europe, the strategy of cultural storytelling has been established, where many destinations are leveraging the culture and heritage of their area to attract visitors(Galih Kusumah&Andrianto, 2023). Similarly, in Asia, in recent years, story-telling has become an important approach as a promotion strategy for cultural tourism experiences, enabling destinations to position themselves and establish closer ties with

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tourists.(Moin et al., 2020).Indonesia's diverse cultural landscape, with its many ethnic groups, traditional practices, and amazing natural potential, provides many storytelling opportunities that can be effectively utilized to attract and engage tourists(Galih Kusumah&Andrianto, 2023). Tourism based on stories and utilizing narratives in marketing and promoting destinations based on history and culture, emerges as a promising strategy for marketers and management of tourist destinations.(Bassano et al., 2019). In marketing a tourist object, you can also collaborate with influencers to promote vacation destinations. Moreover, encouraging influencers to involve their followers in content creation (ex, hashtag campaigns) can further leverage the positive impact of e-WOM and the expected social return on the intention to visit a destination (Soares et al., 2025)

In this study, Klungkung Regency was chosen as a Regency that has several Tourism Villages with cultural and historical attractions as a concept of tourism products that can be offered to tourists.This regency has a deep and unique position in history on the island of Bali, namely as the center of Royal dynasty in Bali.(Dwipayana& Sartini, 2023). Klungkung's rich cultural heritage is intrinsically linked to its role as a center of government and spiritual significance, making it an important center for understanding the deep-rooted Balinese traditions and their enduring influence on the island's tourism industry(Mahendra et al., 2019)In Klungkung Regency, there are several Tourism Villages that have cultural potential, and historical values that are different from others. The villages are Gelgel Village, Kamasan Village, and Semarapura. Klungkung Regency has a very strong cultural history.Gelgel Village is a village in a strategic historical and cultural area, where its historical and cultural values can be introduced and then can become an attraction for foreign and domestic tourists. Klungkung Regency has the potential to be redeveloped cultural tourism potential in several villages that are interrelated with the value of their historical and cultural heritage such as Gelgel Village, Kamasan Village and Semarapura which are famous for Kerta Gosa which is a heritage tourism object of the Klungkung Kingdom with the presence of physical artifacts of the castle from the Klungkung Kingdom. The connection between Gelgel Village, then there is evidence of relics from the Gelgel kingdom in Kamasan Village in the form of archaeological evidence such as stone thrones, stone mortars, stone machetes, menhir statues, dakon stones, cylindrical monoliths, road passages covered with river stones found in 1976 and 1977, and spread across Kamasan villages and its surroundings. So that it gives a clue that the community is quite old. From the historical linkages found in Klungkung Regency, especially starting from the Glory of the Gelgel Kingdom, then Kamasan Village and after the collapse of the Gelgel kingdom then the dynasty established a kingdom in Semarapura known as the King of Klungkung with evidence of physical artifacts that are museum in the Kerta Gosa museum.

Architectural wonders in the past of Klungkung Regency, such as the Kertha Gosha Assembly Hall, are able to be a real reminder of the past history in the district(Kurnia Widianti& Bambang Studyanto, 2018). The Kertha Gosa building is preserved to this day and used with great care, giving tourists a glimpse into the magnificent history of the area and the cultural values contained within it and shaping its development. The area in Klungkung Regency is famous for its concentration of traditions, religious practices and cultural expressions that are very strong and rooted in the philosophy of Tri Bhuwana or "Three Worlds" which includes the realms of physical, mental and transcendental existence. This holistic view of life is able to shape not only the daily life of the people of Klungkung but also become a driving force for the development of Bali's tourism industry which relies heavily on unique cultural offerings(Astuti, 2018). Besides being famous for its history and culture, Klungkung Regency also has unique handicrafts such as woven fabrics, puppet paintings, uang kepeng, bullet casing carvings in Kamasan Village, woven fabric crafts in Gelgel Village and others. Currently, the cultural potential found in Klungkung Regency in tourism development is still lacking compared to the tourism potential in Nusa Penida District which is well developed and the number of tourist visits exceeds other regions or destinations in Klungkung Regency. Problems that occur in the development of tourist destinations such as the potential of culture, history, economy, natural resources owned by each tourism village have not been optimally utilized by the village community, then the promotion and marketing related to tourism potential have not been optimal, the existing potential has not been well organized to be used as a tourist attraction, and the tourism management system has not been synergized between stakeholders and related agencies(Kadek Wira Adi Putra et al., 2019). To realize effective tourism development, efforts are needed to diversify tourist attractions that are oriented towards improving community welfare, preserving cultural arts, and developing environmentally friendly tourism(Carvache-Franco et al., 2020). Strategic investments in infrastructure, marketing, and service quality can enhance tourism performance, particularly when a favourable economic environment is supported. (Çavuş et al., 2025). One of the tourism destinations that has the potential in the form of historical, artistic and cultural relics is the tourist villages in Klungkung Regency.

Klungkung Regency offers a unique opportunity to utilize storytelling tourism as a marketing strategy through its historical and cultural meaning. Variables that need to be considered include the role of local communities and their active involvement in the storynomic process(Yamagishi et al., 2020). In the context of Klungkung Regency, the integration of these factors has the potential to make a significant contribution to the successful implementation of storynomic tourism as a strategic marketing strategy. Sustainable tourism development by considering environmental, social, and economic aspects and balancing them is an important thing that must be considered(Fadli et al., 2022). By utilizing immersive digital experiences such as virtual reality or augmented reality technology, it has the potential to bring visitors to more deeply explore the core of the narrative of stories related to the history and culture of an area, so as to be able to create a more interesting and unforgettable experience.(Herman et al., 2023). The success of tourist destination managers who have a story theme requires collaborative efforts between stakeholders in a tourist destination such as local communities, destination management institutions, tourism operators.(Gonçalves & Silva, 2018). By harnessing the power of storytelling, it is able to support the involvement of local communities, then utilize digital technology, and design immersive experiences. Tourist destinations are able to position themselves as sustainable historical and cultural-based destinations(Kartika & Riana, 2020).

With the existence of historical stories in the past, Klungkung Regency can promote its tourism destinations through story narratives in the form of storynomic tourism to increase tourist visits to Klungkung Regency as part of the development of the Historical Tourism Village, then take advantage of the proximity to other tourist attractions to be able to make tour packages. The tour package can start from Gelgel Village, then Kerta Gosa and finally Kamasan Village, where Kamasan Village has historical value as the forerunner of the development of traditional painting in Bali, as well as puppet paintings, silver crafts and a clean and well-organized environment. The number of painting craftsmen and silver, brass and gold craftsmen was recorded as many as 143 people out of the total population of Kamasan Village of 3,073 people. In the application of the concept of Storynomic tourism, it is hoped that not only will they be able to understand the tourist object, but tourists will also be able to give their appreciation. Storynomic Tourism applied through digital platforms can also be made in the form of articles, personal blogs and other social media. This is accompanied by the development of digital media which is rapidly increasing both in Indonesia and in the world, so that it is able to make the media as a dissemination of information related to tourist destinations through storynomic tourism.

1. Literature Review
1.1 Experiential marketing
According to (Schmitt, 1999) experiential marketing is a way to make customers create experiences through the five senses (sense), create affective experiences (feel), create creative thinking experiences (think), create customer experiences that are related to the body physically, with behavior and lifestyle, as well as with experiences as a result of interaction with others (act), as well as create experiences that are connected to social circumstances. lifestyle, and culture that can reflect the brand which is the development of sensations, feelings, cognitions, and actions (relate)

1.2 Storynomic Tourism
This research uses the theory of storynomics, according to Robert McKee and Thomas Gerace (McKee & Gerace, 2018), in their book entitled Storynomics Story-Driven Marketing in the Post-Advertising World, that in these days traditional advertising and promotion, are starting to lose their effectiveness. The stories conveyed in these advertisements and promotions must be engaging, authentic, valuable, emotionally so that they can build stronger relationships with consumers and be able to increase sales. By making a good story narrative, the marketing process becomes something different, and the story will have economic value and attract someone to make a decision in a purchase. (McKee, 2018) From the uniqueness of the concept of making a story narrative, it will be an added value for Klungkung Regency. The historical and cultural variables that shape the effectiveness of storynomic tourism as a historical and cultural-based tourism marketing strategy are complex and multidimensional (Kartika & Riana, 2020) the following are the variables of storinomic tourism as a historical and cultural-based marketing strategy.

Table 1. Variables of Storynomic Tourismas a Marketing Strategy

No.	Variable	Storynomic Tourism as a marketing strategy	Previous research
1	Partnerships and Cooperation	Success in the implementation of story-themed tourism in a destination requires collaborative efforts between stakeholders, including local communities, tourism operators, and destination management agencies	(Gonçalves & Silva, 2018)
2	Technology	The use of digital experiences has the potential to bring visitors deeper through the historical and cultural narrative of an area, so that it is able to create a more interesting and unforgettable experience	(Herman et al., 2023)
		A conceptual framework indicating that national culture of the web users influences their web communication behaviors, specifically information search behavior, communication behavior, and transaction behavior	(Park, 2012)
3	Boosting economic growth	Storynomic tourism is used in tourism marketing to improve the economic conditions of rural areas by utilizing the uniqueness of culture and history	(Rero&Milyardo, 2022)
		Storynomic, a term that has gained increasing attention in recent years, refers to the intricate interaction between narrative structures and economic systems	(Parani et al., 2024)
4	Human Resources	The role of local communities and their active involvement in the storynomic process	(Yamagishi et al., 2020)
5	History and Culture	By incorporating story indicators into marketing strategies, cultural heritage tourism destinations can effectively harness the power of storytelling to attract and engage visitors	(Parani et al., 2024)
6	Infrastructure	An important infrastructure in story tourism is the availability and accessibility of historical and cultural assets within the destination. These assets, which can include landmarks, museums, and cultural events, serve as the foundation for narratives woven into the tourism experience	(Alhadad& Meparishvili, 2019)

The research gap in this study lies in the limited exploration of how storynomic tourism as a strategic approach, which can be applied effectively to promote and market historical and cultural-based tourism in Klungkung Regency. While previous studies have highlighted the importance of storytelling in historical and cultural tourism. Further research is still needed related to the specific strategies and challenges involved in harnessing the power of narrative in marketing historical and cultural assets in Klungkung Regency. This research gap provides an opportunity to provide insights and can guide local tourism authorities and stakeholders in developing and implementing storynomic tourism initiatives to improve the tourist experience and contribute to the preservation of Klungkung's cultural heritage.

Various tourist areas can also take advantage of their cultural and historical heritage, such as local handicrafts, customs, and recorded historical sites to create unforgettable memories for visitors. (Foo &Krishnapillai, 2019) However, the interest of tourists is shifting from mere physical scenery to intangible cultural experiences, which opens up new opportunities and new challenges for the promotion and marketing of tourism destinations (Nwokorie & Chigozie, 2015). Storynomic tourism can be a marketing strategy for historical and cultural-based tourism, and it can be a powerful tool to engage and attract visitors by immersing them in the rich narrative and cultural experience of a destination.

2.   Methodology:-
2.1 SWOT, IFE EFE, IE Matrix
The approach used in this study is a qualitative method, to analyze historical and cultural tourism marketing strategies using internal factor evaluation (IFE), external factor evaluation (EFE), IE Matrix, SWOT (David, Fred R & David, 2017), and AHP (analytical hierarchy process) in Klungkung Regency, then collect data for the preparation aspects obtained through interviews and observations. The location of the research is in Klungkung

Regency with representatives of three Tourist Destinations represented by Gelgel Village, Kamasan Village and Semarapura City. The three tourist destinations have their own uniqueness in the form of cultural potential that can be developed and promoted through a story narrative approach or what is called storynomic tourism. The flow of SWOT analysis in this research is as follows: (1) Data Collection: Sampling data using purposive sampling techniques. The selected resource include: Head of marketing division at the Klungkung Regency Tourism Office, Chairman of the Tourism Village Communication Forum in Klungkung Regency, Head of Gelgel Village, Head of Kamasan Village, Craftsmen in Kamasan Village, local guides, Journalists from the mass media Bali Travel News. (2) Variable Identification: All variables relevant to the research are organized and recorded in the IE (Internal-External Matrix) matrix. (3) SWOT analysis.

Conduct a SWOT analysis by paying attention to: Strengths, which is to identify existing strengths, such as the potential for rich historical stories and cultural diversity, Weaknesses for example lack of promotion, Opportunities is to analyse such as increasing tourist interest in culture-based tourism, Threats is to assess threats that may arise. (4) Questionnaire Distribution: After the SWOT analysis, the questionnaire is distributed to each predetermined resource person. This questionnaire aims to collect further data and determine priorities in strategy development. (5) AHP Analysis: Conduct analysis using the AHP method to evaluate and prioritize the factors that have been identified. By following this flow, a SWOT analysis can provide a clear picture of the potential and challenges of storynomic tourism in Klungkung Regency, as well as help in formulating an effective marketing strategy.
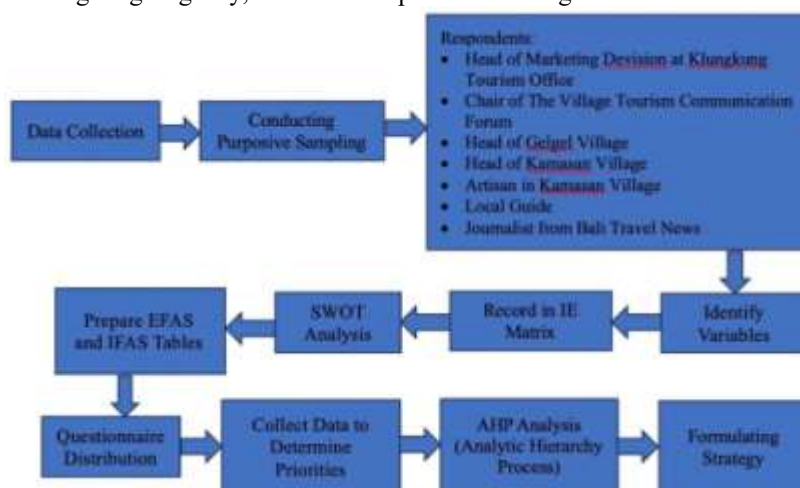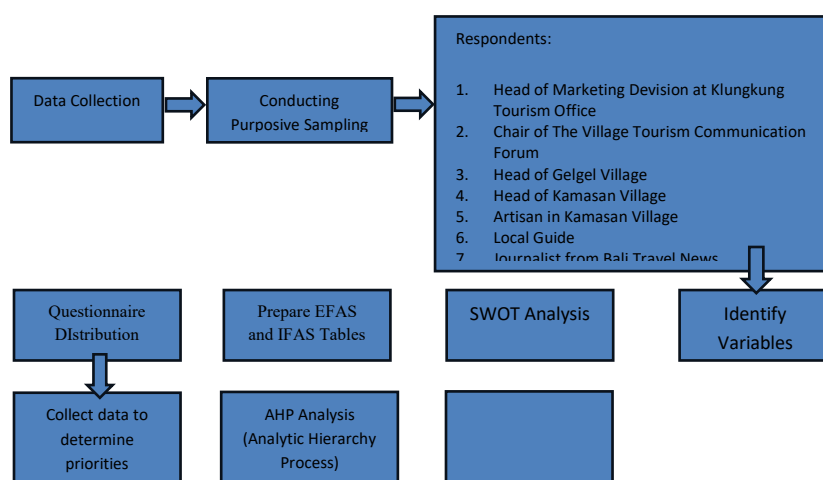

Figure 1. Flowchart of research methodology

Analysing SWOT for marketing strategies of historical and cultural tourism destinations involves a systematic evaluation of internal and external factors: 1. (S) Identify the internal positive attributes of the destination that enhance its appeal to visitors. 2. (W) Recognize internal limitations or challenges that may hinder the destination's

attractiveness and effectiveness in marketing. 3. (O) Explore external factors or trends that can be leveraged to promote the destination and attract more visitors. 4. (T) Identify external challenges or risks that could negatively impact the destination's success or reputation. By analyzing these factors, marketing strategies can be designed to capitalize on opportunities. The combination of IFE and EFE analysis will help formulate effective strategies to market Klungkung Regency as an attractive tourist destination.

		IFE		
		Strong (3.0-4.0)	Moderate (2.0-2.99)	Weak (1.00-1.99)
EFE	High (3.0-4.0)	I	II	III
	Moderate (2.0-2.99)	IV	V	VI
	Low (1.0-1.99)	VII	VIII	IX

Grow and Develop

Keep and Hold

Sell and Divestment

Table 2. IFE and EFE Analysis

2.2 AHPFramework

AHP is a decision support model developed by Thomas L. Saaty. This decision support model will outline a complex multi-factor or multi-criteria problem into a hierarchy, according to (Saaty, 1993), With hierarchy, a complex problem can be decomposed into its groups which are then arranged into a form of hierarchy so that the problem will appear more structured and systematic.AHP for storynomic tourism as a marketing strategy for historical and cultural tourism destinations such as : (1) Define the Objective (2) Identify Criteria (3) Structure the Hierarchy (4) Conduct Pairwise Comparisons (5) Calculate Weights (6) Synthesize Results (7) Consistency Check (8) Make Decisions. By using AHP, decision-makers can systematically evaluate and prioritize storynomic tourism strategies, ensuring a well-informed approach to marketing the destination.

Figure 2. Analytic Hierarchy   Process (AHP) Framework

3. Results and Discussion:

The location of the research is in Klungkung Regency with representatives of three Tourist Destinations represented by Gelgel Village, Kamasan Village and Semarapura City. The three tourist destinations have their own uniqueness in the form of cultural potential that can be promoted through a story narrative approach.Gelgel Village was once the center of the ruling Kingdom of Bali from the beginning of the 16th century until 1686, the buildings that still exist

are in the form of a place of worship that is a relic of the Kingdom of Bali, Jero Agung Temple which still has its former palace and there is also a Basic Temple located to the east of Jero Agung Temple. Then there is also the oldest Islamic village in Bali where Muslims and Hindus live side by side, which is marked by the carving of the mosque door as an alcuturation of Islamic and Hindu culture, the next potential is in the form of endek and songket woven cloth crafts. The next Tourism Village that is also the object of research in representing Klungkung Regency is Kamasan Village, where this village has historical value because it is the forerunner of the development of traditional painting in Bali whose existence still exists.

Kamasan Village is very closely related to the history of the Kings of Bali in ancient times which can be found in an inscription. The archaeological evidence found in the form of stone thrones, menhir statues, stone mortars, stone machetes, cylindrical monoliths, dakon stones, road passages covered with river stones that were found in 1976 and 1977, scattered in Kamasan village and its surroundings give clues that the community is quite old. The archaeological findings also hint that the megalithic tradition once colored the life of the community in Kamasan and its surroundings, namely the life of the pre-Hindu community which was rooted in the Neolithic period (± 2000 BC). The Megalithic tradition has been absorbed by the undagi and pande-an in the later period. The Pande were increasingly known and functioned by the King (Ida Dalem) since the kingdom was centered in Gelgel (1380-1651). At the peak of the fame of the Gelgel kingdom, the golden Kamasan is also known as a village of craftsmen, such as painting and carving. The next tourist destination is Semarapura City which has a historical connection from the Gelgel kingdom which became the initial milestone of the establishment of the Klungkung kingdom in 1686 which was the successor of the Gelgel Dynasty, then a historical event called Puputan Klungkung occurred, until the change of Klungkung City to Semarapura City in 1992. The famous and featured tourist attractions in Semarapura City are Kertha Gosa (bale kambang, Pemedal Agung and Semarajaya Museum), Puputan Klungkung Monument, and Puri Agung Klungkung.

3.1 A Timeline Of History And Culture In Klungkung

Timeline of history and culture serves as a key element of storynomic tourism, which emphasizes the narrative and storytelling aspects of a destination. This timeline not only enriches the visitor experience but also helps to create a deeper emotional connection between tourists and the destination. Additionally, it supports marketing strategies by providing compelling stories that can attract potential visitors, enhance brand identity, and differentiate the destination in a competitive tourism market. Below is a timeline of history from era to era.

1.   1350 AD – 1380 AD

Arya Kuthawaringin, a descendant of Shri Airlangga, was appointed as the ruler of the Gelgel region, building the palace "Puri Jero Agung" and the Pura Dalem Tugu. In 1350, the Maharaja of Majapahit appointed Shri Aji Kresna Ketut Kepakisan as the Duke of Bali, with Arya as the Adi Patih. After the death of Shri Aji Kresna in 1380, Shri Agra Samprangan succeeded him but failed. KyayiKlapodyana then requested Dalem Ketut Ngulesir
        totake over in order to save Majapahit's power in Bali.

2.   1383 AD (The first king until the transfer of power)

In the year 1380 AD, Ida Dalem Ketut Ngulesir ruled from the Gelgel throne with the title Shri Aji Semara Kepakisan, after KyayiKlapodyana built a new palace called "Puri Jero Agung." The capital of the government was moved from Samprangan to Gelgel, attracting royal officials to follow, thus positioning Gelgel as a rapidly developing center of the kingdom.

3.   1460 – 1550 AD (The Golden age of The Gelgel Kingdom)

The Golden Age of Gelgel occurred under the reign of Ida Dalem Waturenggong (1460-1550 AD), who implemented government reforms and expanded power to East Java, Lombok, and Sumbawa.

4.   1550 – 1580 AD (The Decline of The Golden Age ogGelgel Kingdom)

The golden age of Gelgel began to fade during the reign of Dalem Bekung (1550-1580 AD) with the emergence of rebellions from Patih KyayiBatanjeruk and I Dewa Anggungan, as well as the rebellion of Krian Pande Basha

5.   1580-1665 AD (Maruti Rebellion)

The Gelgel kingdom began to decline during the reign of Dalem Bekung (1550-1580 AD) due to the emergence of rebellions. After these uprisings were quelled, Dalem Anom Segening was appointed to rule from 1580 to 1665 AD. In 1665 AD, Ida Dalem Pemayun ascended the throne and appointed several patih, which led to protests and dissatisfaction among various factions. That same year, the kingdom was ruled by I Dewa Dimade, but shortly after, Kriyan Maruti rebelled and seized power from Ida Dalem Dimade.

6.   1686-1704 AD (Maruti II Rebellion)

After ascending the throne, Ida I Dewa Dimade faced a rebellion and died in exile (1686 AD). I Gusti Agung Maruti ruled (1686-1704 AD) but experienced regional instability. In 1704 AD, the sons of Ida Dalem Dimade and Ida Dalem Anom Pemayun, together with the forces from Buleleng and Badung, attacked and captured Gelgel, leading to the exile of I Gusti Agung Maruti.

7.   1710 AD (Building The Semarapura Kingdom)
After the fall of Gelgel, Sri Agung Gede Jambe established Puri Semarapura north of Gelgel and was appointed as Ida I Dewa Agung Jambe in 1710 AD in Semarajaya, Klungkung. I Gusti Lurah Abian Tubuh became a loyal servant. The title "Dalem" was abolished and replaced with Ida I Dewa Agung. Gelgel remained a center of history, religion, and Balinese culture.

8.   1841 (Signing of The Cooperation Agreement with The Dutch)Under the rule of Dewa Agung Putra II, the Klungkung kingdom established a good relationship with the Dutch trading company. After the agreement with Badung, Huskus Koopman approached Dewa Agung Putra II for cooperation, with the assistance of Made Lange, a Danish trader. His efforts were successful, and in December 1841, Dewa Agung Putra II signed a peace treaty with the Dutch.

9.   1843 (Renewal of The Agreement with The Dutch)
On May 24, 1843, the agreement between the Klungkung kingdom and the Dutch was renewed, resulting in a reduction of Klungkung's sovereignty. Dewa Agung Putra II was required to abolish the Law of Tawan Karang, which allowed the kingdom to seize the contents of ships that were stranded in its territory. The awareness of the potential threats posed by the contents of this agreement made the royal officials feel dissatisfied.

10. 1903 (The Decline of The Klungkung Kingdom)After the peace treaty, Dewa Agung Putra II lost his prominence and died a year later. He was succeeded by Dewa Agung Putra III, who was ambitious to restore power but died in 1903 before his ambitions were realized. The throne then fell to Dewa Agung Jambe II, who was more conciliatory and avoided confrontation with the Dutch. After the Puputan Badung in 1906, the Dutch requested the king of Klungkung to sign a new agreement.

11. 1908 (Puputan Klungkung)The new agreement signed by Dewa Agung Jambe II sparked unrest in Klungkung, inviting a military invasion by the Dutch. On April 28, 1908, the Puputan Klungkung occurred, resulting in the death of the king and his entourage. From that point on, Klungkung was occupied by the colonial government. In 1929, Dewa Agung Oka Geg was appointed by the Dutch as the head of the Klungkung principality and ruled until the era of independence, when various principalities in the Indonesian archipelago were abolished.

12. The History of Kamasan Village as a Craft VillageKamasan, or Ka-emas-an, is an ancient community in Bali known for its goldsmithing (pande mas) skills. Archaeological finds such as stone thrones and monoliths indicate that this community has a long history, rooted in megalithic traditions and pre-Hindu life since the Neolithic period. Since the Gelgel kingdom, the Pande were increasingly recognized by the king, producing metal carving art and wayang painting used in the decoration of temples and palaces. Under the rule of Dalam Waturenggong (1460-1550), Kamasan became known as a thriving artisan village, with banjars such as Sanggiang and Pande Mas serving as working groups for artisans. The art of wayangkulit painting developed during the Majapahit kingdom, and Bali reached its peak of glory under the Kepakisan Dynasty. Today, Kamasan's artistic products, including   copper and brass carvings, are highly sought after by tourists and the art market, supporting the local economy.

13. The History of The Islamic Village of GelgelDuring the reign of Dalem Ketut Ngelesir as King of Gelgel I (1380-1460), the King of Bali made a visit to the Majapahit Palace when King Hayam Wuruk held a conference of kingdoms throughout the archipelago. Upon his return to Bali, Dalem Ketut Ngelesir was accompanied by 40 attendants from the Islamic Majapahit kingdom. Upon arriving in Bali, these 40 attendants were given land or gifts in the Gelgel area. Some of these attendants returned to Java, some went to the eastern part, and some settled in Gelgel, where they remain to this day.

3.2 SWOT Approach as a Marketing Strategy for Cultural Tourism in Klungkung Regency
Based on the strategic plan of the Klungkung Regency Tourism Office for the period 2018-2023, Klungkung is expected to become a competitive tourist destination. Therefore, efforts are needed to develop tourism and cultural potential to enhance the attractiveness of Klungkung Regency. In this regard, it is necessary to identify and analyse the internal strategic environment to understand its strengths and weaknesses. Additionally, to anticipate problems and external threats that hinder tourism development and marketing, it is essential to identify and analyse the external strategic environment to assess threats and opportunities. A SWOT analysis will assist in generating

strategies focused on developing a tourist destination and formulating its marketing strategy based on several formulated strategic options.

No	Stregths	Wight	Ratings	Score
1	Existence of the Tourism Law	0,05	4,25	0,21
2	Regulation of the Klungkung Regent No. 8 of 2021 regarding the establishment of Tourist Villages	0,05	4,38	0,22
3	Availability of rich historical heritage potential in Gelgel Village	0,05	4,25	0,21
4	Presence of cultural tourism potential in Semarapura City	0,05	4,13	0,20
5	Existence of cultural preservation and arts in Klungkung Regency	0,05	4,25	0,21
6	Unique and specific tourism heritage and craftsmanship in Kamasan Village	0,05	4,50	0,24
7	Existence of an active and engaged community in Kamasan Village	0,05	4,38	0,22
8	Availability of local wisdom and traditional services in the community	0,05	3,88	0,18
9	Culture and traditions that are well-preserved within the community	0,05	4,13	0,20
10	The beauty of the surrounding nature, such as rice fields, plantations, and beaches	0,05	4,00	0,19
	TOTAL	**0,49**		**2,07**
No	Weakness	Wight	Ratings	Score
1	Limited availability of budget	0,05	4,13	0,20
2	Suboptimal quality of tourism potential management	0,05	4,13	0,20
3	Lack of coordination among tourist attractions in Klungkung Regency	0,05	4,00	0,19
4	Limited brand awareness	0,05	3,88	0,18
5	Insufficient roadmap for tourism development at the Klungkung Regency Tourism Office	0,04	3,75	0,16
6	Suboptimal performance of tourism in Klungkung Regency	0,05	3,88	0,18
7	Lack of human resources with tourism knowledge	0,05	3,88	0,18
8	Limited application of technology in tourism information management	0,05	4,13	0,20
9	Limited public access to tourism information	0,05	4,13	0,20
10	Comprehensive destination mapping is still being conducted	0,05	3,88	0,18
11	Suboptimal marketing of Klungkung Regency tourism	0,05	3,88	0,18
	TOTAL	**0,51**		**2,02**
	SUB TOTAL	**1,00**		**4,09**

b External Analysis

No	Opportunities	Wight	Ratings	Score
1	Increasing interest in cultural and historical tourism	0,06	3,88	0,24
2	Revival of interest in traditional arts and culture	0,06	3,88	0,24
3	Collaboration with galleries and museums to showcase Kamasan community works	0,06	4,00	0,25
4	Training and skills development programs for local communities	0,06	3,88	0,24
5	Availability of human resources with tourism knowledge	0,06	4,13	0,27
6	Dynamic growth in information and technology within the tourism sector	0,06	4,00	0,25
7	Opportunities to enhance facilities and services that improve the quality of tourism	0,06	3,88	0,24
8	Increasing interest in human resources with high potential	0,06	4,13	0,27
	TOTAL	0,50		1,98
No	Threats	Wight	Ratings	Score
1	Competition with similar tourist destinations in the surrounding area	0,06	3,88	0,24
2	The pandemic as a disruption, affecting climate or cultural tourism	0,06	4,13	0,27
3	Social changes and modernization that may undermine local cultural heritage	0,06	4,00	0,25
4	Competition in arts and crafts that can lead to mass production	0,06	4,00	0,25
5	Changes in preferences and trends that may reduce interest in traditional Kamasan art	0,06	4,00	0,25
6	Limited support and funding available for promoting traditional arts	0,06	3,88	0,24
7	Decreased awareness regarding the preservation of cultural heritage	0,06	4,00	0,25
8	Social changes that may diminish the value of cultural heritage	0,06	4,00	0,25
	TOTAL	0,50		2,00
	SUB TOTAL	**1,00**		**3,98**

Table 3, Tabulation of SWOT Analysis

3.3 SWOT Quadrant

The next step is to determine the marketing performance position that is ideal to implement alternative strategies effectively. The IFE matrix is placed on the horizontal axis, while the EFE matrix is placed on the vertical axis(David Fred, 2017). The IE matrix consists of three sections, each having different strategic implications:

1. Cells I, II, IV can implement growth and development strategies.
2. Cells I, V, VII can implement strategies that prioritize maintenance and protection.
3. Cells VI, VIII, IX can implement strategies that prioritize divestment.

The Internal-External Matrix (IE) is used to analyze internal and external factors to assess the organizational position. In the context of tourism marketing based on history and culture in Klungkung Regency, Gelgel Village, Kamasan Village, and Semarapura City are identified as follows:

1. Internal-External Matrix (IE): A score of (3.98) indicates that the marketing strategy has a strong potential for growth.
2. High-Growth Quadrant: A score of (4.00) suggests that the tourism marketing strategy is in a strong position, emphasizing the need for further strengthening and development of the strategy.
3. Strategic Implications: The development strategy is focused on leveraging internal strengths such as cultural heritage and historical significance to enhance the tourism sector. Factors influencing this include the cultural and historical narrative, community involvement, and effective storytelling in tourism. The IE analysis can aid in determining the most effective strategies to be implemented.

IFE

	Strong (3.0 - 4.0) 4,00	Moderate (2.0 - 2.99)	Weak (1.00 - 1.99)
High (3.0 - 4.0) 3,98	I	II	III
Moderate (2.0 - 2.99)	IV	V	VI
Low (1.0 - 1.99)	VII	VIII	IX

EFE

Grow and Develop
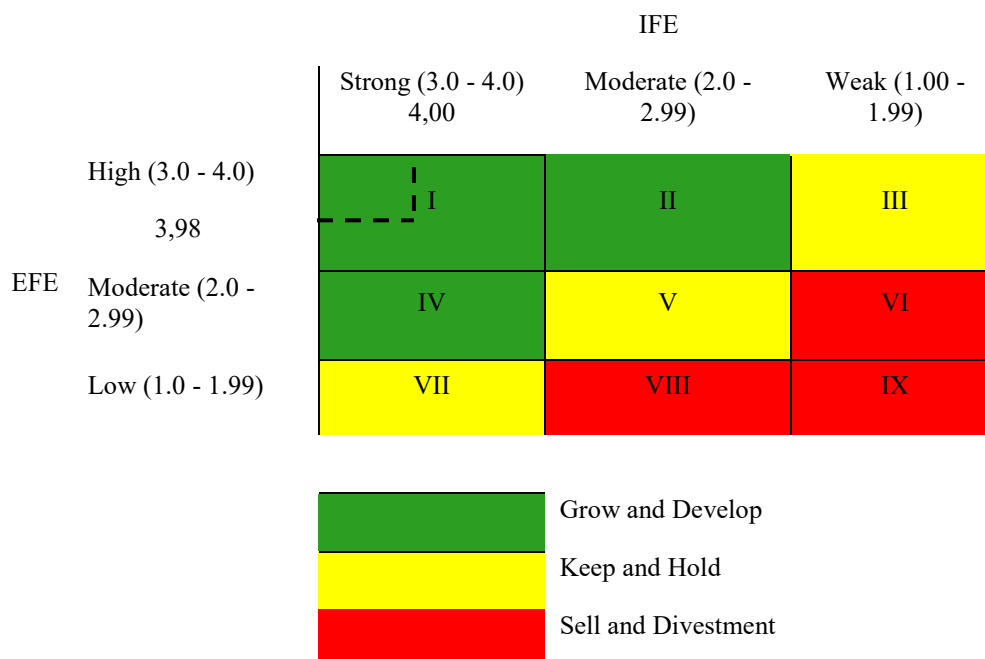
Keep and Hold

Sell and Divestment

Figure 3, SWOT Quadran

3.4 SWOT Matrix Approach

The next step is to create EFAS (External Factors Analysis Summary) and IFAS (Internal Factors Analysis Summary) using a SWOT Matrix to outline storynomic as a marketing strategy based on history and culture in Klungkung Regency. EFAS: Identify external opportunities and threats related to cultural tourism, IFAS: Assess internal strengths and weaknesses of the tourism sector. The strategies of SWOT are: SO Strategy: Leverage strengths to capitalize on opportunities in strategic, ST Strategy: Use strengths to mitigate external threats, WO Strategy: Address weaknesses to take advantage of cultural opportunities, WT Strategy: Minimize weaknesses and avoid threats. This framework aids in developing a focused marketing strategy for historical and cultural tourism in Klungkung.

INTERNAL CONDITIONS EXTERNAL CONDITIONS	STRENGTHS (S)	WEAKNESSES (W)
	1. Existence of the Tourism Law 2. Regulation of the Klungkung Regent No. 8 of 2021 regarding the establishment of Tourist Villages 3. There is a rich historical heritage tourism potential in Gelgel Village. 4. There is potential for cultural tourism in Semarapura City 5. The existence of shopping centers for handicrafts and arts in Klungkung Regency 6. Distinctive art and cultural heritage, especially the potential for arts and crafts tourism in Kamasan Village 7. The existence of an active and experienced artist community in Kamasan Village 8. There is policy support and facilitation of partnerships and cooperation between stakeholders in an effort to increase tourism attraction and services 9. Unique culture and traditions that are	1. Limited budget availability 2. The quality of tourism potential management has not been optimal. 3. There is no integration between tourist attractions in Klungkung Regency 4. Lack of brand awareness 5. The tourism development roadmap has not been prepared 6. The tourism performance of Klungkung Regency has not been optimal. 7. There are still limited human resources who have knowledge in the field of tourism 8. The application of technology and information is not yet optimal in the management of tourism data and information. 9. Limited public accessibility to OPD service information 10. Destination mapping has not been carried out comprehensively 11. Still not optimal tourism promotion in

	still preserved by the local community. 10. The beauty of the surrounding nature, such as rice fields, plantations, and beaches.	Klungkung Regency
OPPORTUNITIES (O) 1. Increasing tourist interest in cultural and historical experiences 2. A revival of interest in traditional arts and culture. 3. Collaboration with galleries and museums to showcase Kamasan artworks 4. Training and skills development for the local artist community 5. Training and development of human resources in the tourism industry 6. The dynamic progress of the information and technology world requires the tourism sector to be able to provide more information 7. Increasing demand for tourism carrying capacity facilities that have quality and quantity 8. Increasing the absorption of competent manpower/human resources.	**SO STRATEGIES** 1. Promoting a rich cultural heritage through marketing campaigns 2. Utilizing technology and social media as a marketing tool to promote cultural tourism destinations in Klungkung Regency 3. Combining Cultural History tourism with nature tourism by creating tour packages that combine cultural and natural experiences in Klungkung Regency 4. Building partnerships with local communities involved in traditional arts, crafts and culinary in Klungkung Regency. 5. Create a cultural education program that involves tourists in activities such as learning to make traditional crafts or cooking traditional dishes. 6. Improving the quality of service by training and educating tourism industry players. 7. Cooperation with the education sector to hold HR training programs for managers and tourist destinations	**WO STRATEGIES** 1. Developing a strong brand identity for cultural tourism destinations in Klungkung through effective marketing campaigns. 2. Partnerships with private parties such as tourism investors to develop accommodation. 3. Investing in the improvement and development of tourism infrastructure 4. Exploring the potential of the local economy, by identifying local economic opportunities that can be developed through cultural tourism. 5. Increasing the accessibility of information about cultural tourism in Klungkung through the development of informative tour guides, brochures and maps. 6. Collaboration with local communities 7. The use of tourism funds obtained from tourism taxes or other sources to develop tourism infrastructure.
THREATS (T) 1. Competition with similar tourist destinations in the surrounding area 2. Pandemics, natural disturbances, such as natural disasters or climate change. 3. Social changes and modernization that can threaten the preservation of local culture 4. Competition with arts and crafts from other regions or mass production 5. Changes in artistic preferences and trends that may reduce interest in traditional Kamasan arts 6. Lack of support and financing to preserve traditional arts and culture 7. Lack of awareness of the importance of preserving cultural and historical heritage 8. Social changes and modernization that can reduce cultural and historical value	**ST STRATEGIES** 1. Building cooperation with local governments and stakeholders to protect and preserve Klungkung's cultural and historical heritage 2. Increasing sustainable tourism, namely: Integrating sustainable tourism principles in destination management 3. Increase cooperation with similar tourist destinations in the surrounding area to overcome the threat of competition. 4. Diversification of tourism products: Developing a variety of cultural tourism products in Klungkung Regency. 5. Utilization of technology and social media platforms to introduce and promote local art. 6. Encourage innovation in local art by combining traditional elements with new trends and preferences. 7. Encourage the development of a creative economy cantered on local arts and culture. 8. Cooperation with the government and related institutions to develop policies that support the preservation and	**WT STRATEGIES** 1. Increasing the budget and diversifying funding sources by looking for ways to increase the budget available for tourism development in Klungkung Regency. 2. Improving the quality of tourism potential management in Klungkung Regency with a focus on better planning, strict supervision and effective coordination between various existing tourist attractions. 3. Development of a comprehensive tourism roadmap at the Klungkung Tourism Office. 4. Developing the quality of tourism-related human resources, this includes training in tourism management. 5. The application of technology in tourism management, this includes the use of information systems for mapping and managing tourism data. 6. Increasing efforts to promote branding related to tourism in Klungkung Regency to increase brand awareness as a cultural tourism destination. 7. Increasing partnerships with the private

	development of local culture.	sector
		8. Strengthening collaboration with local communities.

Table4, SWOT Matrix

3.5 AHP (Analytical Hierarchy Process) Framework

The use of the Analytical Hierarchy Process (AHP) in historical and cultural-based tourism marketing in Klungkung Regency aims to determine the priorities of marketing strategies by considering various important elements. Based on the analysis, the priorities of the strategy formulated include elements such as partnerships and cooperation, infrastructure, technology, education, economy, human resources, and cultural history. The decision-making process is carried out through interviews and questionnaires with informants who understand tourism in Klungkung.
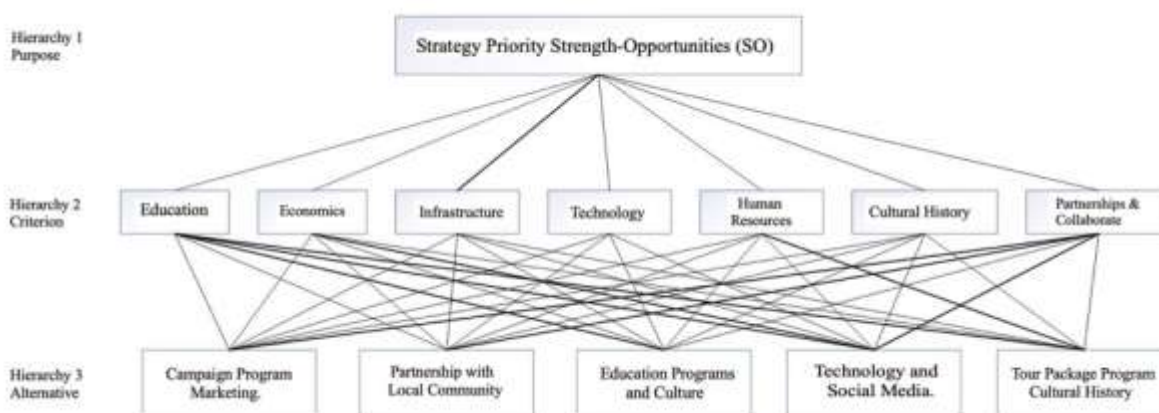
Figure 4, Decomposition Stages

3.5.1 Hierarchy 1 Purpose

Determine the objectives of the Strength-Opportunity (SO) strategy priorities to support the development of historical and cultural-based tourism. The combined SWOT and AHP method is used to analyze and find the best strategy to increase strategy productivity in the company (Pradipta, 2019). The SWOT matrix was selected by evaluating the weights of various criteria as part of the design of the strategy selected using AHP. The determination of the weight of each factor of the SWOT strategy then compiles a pair comparison to determine the level of importance of each alternative strategy using Super Decision Software (Pradipta, 2019)

3.5.2 Hierarchy 2 Criterion

Below are the implementation and recommendation based on the priority elements of Hierarchy Criterion:

1. Education
   a) Strategy: Raising awareness and understanding of historical and cultural heritage.
   b) Implementation: Organizing seminars, festivals, and campaigns on cultural preservation, Including history and cultural education programs, Promotion of museums, historical sites, and chronology of royal history in Klungkung.
2. Economics
   a) Strategy: Increase local economic impact through tourism development.
   b) Implementation: Integrate MSMEs and local artisans (e.g. Kamasan Village and Gelgel Village) in tourism activities. Organizing arts-culture festivals that support the local creative economy.
3. Infrastructure
   a) Strategy: Improve tourism facilities such as transportation, accommodation, toilets, parking lots, and other facilities.

   b) Implementation: Providing adequate parking spaces in Kamasan Village, Adding and improving tourism-standard toilet facilities in locations such as Kerta Gosa, Developing accommodations, restaurants, and tourist information centers.

4. Technology
   a) Strategy: Leverage digital technology for marketing and travel experiences.
   b) Implementation: Managing the official website of tourist destinations (e.g. www.dispar.klungkungkab.go.id) for detailed information, Using social media (Instagram, TikTok, Facebook) for visual-interactive promotion, Collaborating with influencers and bloggers to increase exposure, Developing AR/VR technology for future interactive historical tourism experiences, Using data-driven marketing to understand travelers' preferences.

5. Human Resources (HR)
   a) Strategy: Improve the quality of tourism human resources.
   b) Implementation: Training for tour guides and local tourism actors, Fostering communities to support sustainable tourism and preserve culture.

6. History and Culture
   a) Strategy: Leverage history and culture as the main attraction of the destination.
   b) Implementation: Strengthen the historical narrative at tourist sites such as Kerta Gosa, develop historical and cultural tour packages to attract tourists.

7. Partnerships and Cooperation
   a) Strategy: Build partnerships with local governments, local communities, business actors, media, academics, and tourism organizations.
   b) Implementation: Organizing city tours and promoting them through travel agents, websites, and social media, Organizing the Semarapura Festival (April 28 - May 1) to promote local cultural and economic potential, Collaboration with universities for human resource training, market research, and development of assisted villages.

By prioritizing the above elements using AHP, the marketing strategy of tourism destinations in Klungkung Regency can be carried out in a structured and effective manner. These elements complement each other to provide an engaging, educational, and sustainable experience for tourists, while supporting local economic growth and cultural preservation.

3.5.3   Hierarchy 3 Alternative
The stages of a historical and cultural-based tourism marketing strategy in Klungkung Regency are summarized in three hierarchies:

1. Hierarchy 1 (Goal): Determine the objectives of the (SO) strategy priorities to support the development of historical and cultural-based tourism.
2. Hierarchy 2 (Priority Criteria): Considers factors such as Education, Economy, Infrastructure, Technology, Human Resources, Cultural History, Partnerships, and Cooperation from the SWOT matrix.
3. Hierarchy 3 (Alternative Programs): Designing programs based on data and informant input, such as:
   a) Marketing Campaign Program: Promotion of historical and cultural values through social media, city tours, workshops, cultural festivals, and collaborations with influencers.
   b) Partnership Program with Local Communities: Involving local communities in tourism management through training, development of tour packages, and cultural events such as the Semarapura Festival.
   c) Cultural Education and Understanding Program: Art workshops, historical tourism routes, school education, and cultural preservation and historical sites.
   d) Promotion through Technology and Social Media: Create creative content, collaborate with influencers, and leverage social media such as Instagram and TikTok.
   e) Historical and Cultural Tour Packages: Arrange thematic tour packages to historical sites such as Puri Agung Semarapura, Kerta Gosa, and Gelgel Village, with Klungkung art and culinary performances.

The main focus is on the implementation of sustainable programs to promote the historical and cultural heritage of Klungkung

Results of Strategy Prioritization Based on All Criteria in the Strength Opportunities (SO) Marketing Strategy
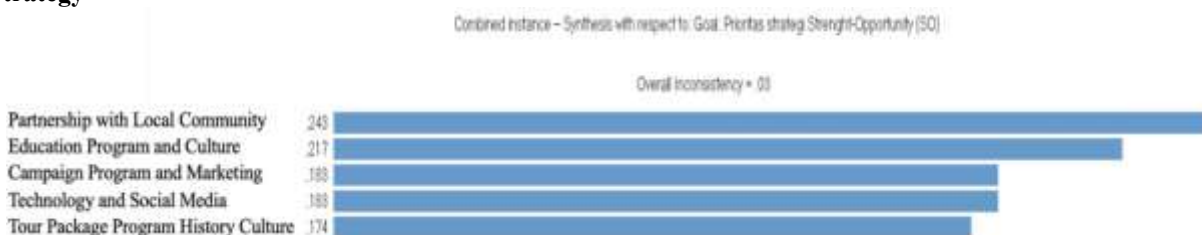

Figure 9, Strategy priority results on SO

Based on the figure above, the priority of the program strategy with the highest vector eigenvalue was obtained, namely the strategy of cooperation with the local community, which was 0.248, Value consistency ratio in the overall pairing comparison was 0.03. This value states that the assessment of the paired comparison as a whole process that has been carried out is acceptable and considered consistent because it has met the requirements of the consistency ratio i.e. less than or equal to 0.1(Saaty, 1993). Local communities such as Gelgel Village, Kamasan Village and Semarapura city have in-depth knowledge of unique local history, culture and traditions. Involving them in the development of a tourism marketing strategy will help ensure the authenticity and accuracy of the information conveyed to tourists. Gelgel Village with the historical potential of the Gelgel Kingdom, Kamasan Village with its traditional crafts and Semarapura with Kertha Gosa are cultural heritages that need to be preserved. The concept of Storynomic Tourism emphasizes storytelling and experiences that involve the local community. By telling the unique stories of the Gelgel kingdom, Kamasan Crafts and the beauty of Kertha Gosa, tourism destinations can attract tourists in a more profound and meaningful way.

The second priority of the strategy is education and cultural programs, this is important to increase tourists' understanding of the history and culture of tourist destinations, so that tourists can learn about cultural heritage and history in tourist destinations. Marketing campaigns and social media technology have the same priority, as both have the potential to reach a wider audience actively. It's important to remember that cultural and historical tour packages also have a very important role in providing a well-rounded experience for tourists. Therefore, it is important to integrate all of these elements in a balanced way in a tourism marketing strategy so that historical and cultural tourism destinations can attract tourists, provide a memorable experience, and have a positive impact on the local community.

4.   Conclusion:-
The conclusion of this research article is that Storynomic's approach in tourism marketing can significantly improve the attractiveness and sustainability of tourism in Klungkung Regency, Bali. This research highlights the importance of using cultural and historical stories in promoting tourist destinations, as well as the need for collaboration between various stakeholders. Although Klungkung has a rich history and culture, challenges in marketing and managing destinations remain. Therefore, an effective marketing strategy must include improving infrastructure, using information technology, and educational programs to increase public awareness and tourists. By integrating historical and cultural aspects into tourism, it is hoped that a more immersive and engaging tourist experience can be created for visitors. This research also emphasizes the importance of local economic development and improving human resources to support sustainable tourism. Thus, the Storynomic approach is expected to make a significant contribution to the development of a more effective marketing strategy and make Klungkung Regency a tourist destination worth visiting.

5.   Limitation and Future Research
The limitation of this study is that the available data does not cover all storynomic impacts in Klungkung, the results of this study may not necessarily be widely applicable to other regions due to differences in cultural context. As for the next research, quantitative analysis can be used in the analysis by considering variables and indicators in storynomic tourism. The next thing is to develop a more comprehensive storynomic model by conducting similar research in other areas as comparative effectiveness

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