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Promotion Strategy for Cultural Tourism Packages in Tana Toa Kajang Village, Bulukumba Regency, South Sulawesi Province

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Abstract: This study aims to determine effective promotional strategies to enhance the appeal of cultural tourism and analyze the application of digital media in promoting cultural tourism packages in Tana Toa Kajang Village, Bulukumba Regency. This village is a traditional area with strong and unique cultural potential, but still faces various challenges in terms of tourism promotion. This study used a qualitative approach. Data collection techniques were carried out through in-depth interviews, field observations, and documentation. Research informants consisted of tourism managers, traditional leaders, local business actors, and tourists. Data were analyzed using the interactive model of Miles and Huberman (2010), which includes data reduction, data presentation, and conclusion drawing. The results of the study indicate that the promotional strategies implemented are still conventional and not optimally structured. However, there are efforts to use social media such as Instagram and TikTok to introduce cultural attractions and tourist activities to a wider audience. However, limited human resources and digital infrastructure remain obstacles to the development of digital media-based promotions. With the right and culture-based promotional approach, Tana Toa Kajang Village has the potential to become a leading cultural tourism destination in South Sulawesi.

Keywords: Promotion Strategy, Cultural Tourism, Digital Media, Tour Packages, Tana Toa Kajang Village.

INTRODUCTION

Tourism is an industry continuously developed by the government as a pillar of national development because it can support the national economy amid global crises. Law Number 10 of 2009 concerning Tourism emphasizes the importance of tourism in promoting equitable distribution of opportunities and business benefits, as well as addressing the challenges of changes in local, national, and global life (Arifin, 2018). Tourism refers to the travel of an individual or group of people from one place of residence to another for purposes of leisure,

recreation, or other objectives such as business or cultural interests. It encompasses various aspects such as accommodation, transportation, food and beverages, tourist attractions, and other services that support the comfort and satisfaction of tourists during their journey. Tourism is also an important economic sector for many countries as it can generate income, create employment opportunities, and foster cultural exchange and mutual understanding among nations.

(Enden, 2021). The tourism industry, as one of the economic activities, has become a pillar and focus of development for many countries, especially developing nations like Indonesia, which possesses vast land potential with extensive tourist destinations, abundant natural beauty, and diverse cultural heritage, history, and community (ethnic) life.

Cultural tourism focuses on appreciating and experiencing a region's cultural heritage, history, and traditions through visits to historical sites, festivals, and art performances. It not only boosts local economies but also helps preserve cultural identity. Many tourists seek authentic cultural experiences, and according to Ir. Arief Yahya, M.Sc, 60% of foreign visitors come to Indonesia for its culture.

In Indonesia, traditional villages like Tana Toa Kajang in South Sulawesi play a key role in showcasing local wisdom and traditions. The government, through the Ministry of Tourism and Creative Economy, promotes cultural and rural tourism via programs such as the *Sustainable Tourism Village* and *Anugerah Desa Wisata Indonesia (ADWI)*, emphasizing governance, local economy, cultural preservation, and environmental protection.

However, challenges remain—especially in remote villages—such as limited digital marketing skills, poor communication infrastructure, and fears of cultural erosion. Therefore, context-sensitive and culturally grounded promotion strategies are needed to strengthen community-based tourism and sustainable cultural preservation.

Tana Toa Village is the center of the Ammatoa Kajang indigenous community, which maintains its ancestral traditions based on the "pasang ri kajang" philosophy. This philosophy governs all aspects of community life, from dress and environmental stewardship to interactions with others. One characteristic of the Ammatoa Kajang community is the use of all-black traditional clothing, symbolizing simplicity and adherence to customary law (Andi Nur Azakiyah, 2019).

Tana Toa Kajang Village in Bulukumba Regency is a unique cultural tourism destination known for its preserved customs, local wisdom in forest conservation, and strong indigenous traditions. Despite its potential, the village has not yet maximized its impact on tourist visits.

In the digital era, tourism promotion requires modern, creative, and integrated approaches. Social media, digital platforms, and community-based networks can effectively introduce Tana Toa to a broader market, but these tools have not been fully utilized. Relying solely on cultural attractions without engaging marketing strategies has limited visitor growth.

To address this, developing cultural tourism packages aligned with modern travel trends such as *experiential tourism* that allows visitors to experience indigenous life firsthand is essential. Promotion strategies should actively involve local communities as tourism actors and cultural ambassadors. This approach not only ensures that economic benefits are felt directly by residents but also supports long-term cultural preservation and sustainable tourism development (Erman Syarif et al., 2023).

Tourist visits to Tana Toa Kajang Village fluctuated between 2020–2024, peaking at 7,339 visitors in 2021 and dropping to 5,678 in 2022. This instability indicates that cultural tourism promotion has been inconsistent. The Kajang community is known for its black clothing symbolizing simplicity and unity, and although they practice Islam, they also follow traditional beliefs called *Patuntungi*. Their highest leader, the *Amatoa*, is a sacred figure chosen through rituals in the *Turiek Arakna* forest. Data from local authorities highlight the

need for stronger and more consistent cultural tourism strategies in Ammatoa Kajang. This information provides a concrete basis for understanding visitor trends and reinforces the importance of effective tourism promotion efforts (Kemenparekraf, 2024).

To strengthen the research background, the author presents data on tourist visits to the Ammatoa Kajang cultural area, obtained directly from official management records. This data provides a concrete overview of tourism trends and serves as a strong foundation for emphasizing the importance of effective cultural tourism promotion strategies. The highest number of visitors was recorded in 2021 with 7,339 tourists, dropping to 5,678 in 2022 due to limited promotional efforts.

According to Google Reviews (2025), Tana Toa Kajang Village received a 4.7 out of 5 rating, with visitors praising its cultural uniqueness, hospitality, and natural environment. However, some reviews mentioned limited facilities and accessibility information, highlighting the need for stronger promotional strategies to reach a wider audience.

Currently, promotion is still limited, relying mostly on word of mouth and minimal social media activity. Unlike other tourist villages in Bulukumba that utilize Instagram, TikTok, and YouTube, Tana Toa Kajang has not fully embraced digital marketing. This gap between cultural potential and weak promotion underscores the need for an in-depth study on effective digital-based promotional strategies.

The research aims to optimize tourism promotion strategies for Tana Toa Kajang, which, despite its rich culture and preserved natural beauty, remains relatively unknown as a leading cultural tourism destination due to limited exposure, poor infrastructure access, and the absence of a structured marketing plan.

This research is important considering the limited literature and scientific studies that specifically discuss community-based cultural tourism promotion strategies, particularly in South Sulawesi. Tana Toa Kajang Village has a unique culture and a strong philosophy of life, but has not been widely studied from a tourism promotion perspective. Practically, the results of this study are expected to provide concrete input for local governments and tourism managers in formulating effective promotional strategies while still respecting local cultural values. The right strategy will be able to attract tourists with an educational and sustainable approach, without posing a threat to the preservation of Ammatoa culture. Therefore, this study aims to develop a "Promotion Strategy for Cultural Tourism Packages in Tana Toa Kajang Village, Bulukumba Regency, South Sulawesi Province" to serve as a reference for future researchers in developing studies related to culture-based tourism, digital promotion of tourist villages, and empowering indigenous communities through the tourism sector.

METHOD

Research Object

The object of this research is the promotional strategy for cultural tourism packages implemented in Tana Toa Kajang Village, Bulukumba Regency. Promotional strategies are the primary focus of this research because they play a crucial role in attracting tourists and introducing unique local cultural values. This research focuses not only on conventional promotional methods such as distributing brochures, banners, or cultural festivals, but also on the use of digital media as a means to reach a wider audience.

Research Location and Timeline

Research Location

This research was conducted in Kajang District, the Ammatoa Kajang traditional area, South Sulawesi Province. This location was chosen because the area has significant potential for cultural tourism, yet promotion efforts by the Ammatoa Kajang area management are still very limited. This allows the author to contribute to the region by applying the knowledge gained during his Master's degree in Applied Tourism.

Research Timeline

This research was conducted over a period of approximately seven months. The initial research phase began in December 2024 with preparatory activities, such as proposal development, consultations with supervisors, and obtaining research permits. Field data collection was then conducted in March 2025 through interviews, observations, and questionnaires in Tana Toa Kajang Village. After data collection, the research continued with analysis and the preparation of a research report, which lasted until June 2025. Therefore, the entire research series was completed in June 2025.

Research Method

This research employed a qualitative research method. Qualitative research conducted by Sugiyono (2022) aims to examine natural conditions, with the researcher as the key instrument. Data collection techniques used triangulation, data analysis was inductive, and the research results emphasized meaning rather than generalization. Descriptive research methods were also employed in this study. The purpose of this research is to describe or explain existing phenomena, both natural and human-technological. This research examines the forms, characteristics, changes, relationships, similarities, and differences between activities and other phenomena. Research Informants: Purposive sampling technique was used for data collection. This technique involves gathering informants from data sources in specific areas. For example, this particular consideration assumes that the person is most knowledgeable about what we expect, or that the person is likely an authority, making the information being investigated easier to find.

Informants were identified through preliminary interviews conducted by the researcher, using information from formal (government) and informal (non-governmental) sources such as community leaders and traditional leaders. From the statement above, it can be concluded that the informants have sufficient knowledge of the conditions in the field or research area, thus ensuring the researcher obtains accurate and practically relevant information. Sampling in qualitative research is not based on statistical calculations. The sample is selected to obtain maximum information.

RESULT AND DISCUSSION

Data Analysis

What forms of promotion can be implemented through specific strategies to effectively enhance the cultural tourism appeal of Tana Toa Kajang Village?

The most effective strategy is one that highlights the uniqueness of local culture and directly involves the indigenous community in welcoming tourists, as travelers tend to seek authenticity and genuine experiences. This finding aligns with the concept of local wisdom-based promotion, where promotion relies not only on media but also on direct experiences and community participation as the main attractions (Kotler & Gertner, 2002). Promotional strategies to enhance the cultural tourism appeal of Tana Toa Kajang Village are carried out through both direct and indirect approaches.

In these activities, the village showcases cultural attractions such as traditional dances, symbolic rituals, and the introduction of traditional clothing and local handicrafts. Through these efforts, Tana Toa Village has begun to gain recognition from outsiders as a unique cultural tourism destination distinct from other tourist villages.

Furthermore, the most effective and sustainable strategy is promotion through visitors' direct experiences. Tourists who feel they have gained authentic experiences tend to share their stories with others, either directly or via social media. This creates word-of-mouth promotion, which has proven effective in attracting potential visitors. Experiences such as staying in local homes, participating in traditional activities, and witnessing customary rituals become major attractions that cannot be found elsewhere.

The indigenous community also plays a crucial role in this promotion. They are not merely tourism objects but also active subjects who welcome and engage visitors in daily life. For instance, residents provide simple homestay accommodations in traditional stilt houses and act as informal tour guides. In some cases, guides narrate the history and philosophy of Kajang culture orally a storytelling strategy. This approach reflects the principles of community-based tourism as proposed by Tosun (2006), emphasizing active participation of local communities as key actors in promotion and cultural preservation. The people of Tana Toa are not just tourism objects but cultural ambassadors who introduce and uphold traditional values through direct interaction with visitors.

Active community participation is a key element in managing the customary area, particularly in the context of cultural tourism development. In Ammatoa Kajang, the indigenous people are not only tourism objects but also subjects who determine the direction and form of management. This aligns with cultural preservation principles that prioritize collective values and local wisdom. Their roles cover various aspects, including the preservation of traditions, customary spatial management, and involvement in promotion and destination management. Such direct participation enhances their sense of ownership and responsibility toward the customary area while preserving cultural values from potential distortion due to commercialization.

Community involvement occurs through traditional mechanisms that have been passed down for generations, such as customary deliberations (*paccing*), and rules and norms that govern environmental and social management. This ensures that any decisions related to tourism development do not conflict with the *Kamase-masea* values the guiding principles of the Kajang community. Additionally, community participation includes active involvement in promotion, welcoming tourists, providing local products and services, and preserving art and cultural traditions. This participation not only improves economic welfare but also strengthens collective ownership and responsibility for the sustainability of the customary area.

Research by Wijayanti & Pratiwi (2022) emphasizes that the success of local wisdom-based tourism development greatly depends on the level of community participation. Therefore, an effective promotional strategy must accommodate the aspirations and needs of the Ammatoa Kajang community to ensure sustainable tourism that brings positive social and economic impacts.

Delivering customary values through storytelling leaves a lasting impression and enriches the tourist experience. However, conventional forms of promotion such as distributing brochures or banners have not shown significant results. Brochures are considered less effective because they fail to fully convey the cultural values that constitute the core attraction of Tana Toa Village. Visitors are more interested in information obtained through firsthand experiences or recommendations from previous visitors.

Experience-based and community-involved promotion strategies align with the concept of experiential marketing, where promotion is not limited to formal media but also involves emotional engagement and personal tourist experiences. This also aligns with Kotler & Keller (2016), who argue that effective promotional strategies must convey the unique value of the product or destination being offered — in this case, the rich culture and wisdom of the Kajang community.

The most effective promotional strategy is digital-based promotion, especially through social media, due to the increasing use of the internet among both domestic and international tourists. This approach is effective because of its broad reach—platforms like Instagram, YouTube, and TikTok can engage large audiences in a short time. The visual content showcasing Kajang's unique culture—such as traditional black clothing, Ammatoa rituals, and restrictions on modern technology—is highly appealing when presented through photos and videos.

Compared to conventional methods, social media promotion also requires lower costs. According to an interview with Mr. Ismail, the traditional leader of Tana Toa Kajang Village, the current promotional efforts remain simple and rely heavily on word-of-mouth. While this approach and conventional media coverage have helped introduce Kajang's cultural tourism, they remain limited in reach and sustainability, as visitors often come out of curiosity rather than systematic promotional efforts.

Although the local community recognizes the potential of digital promotion, they still face challenges in technological skills. Therefore, future strategies should focus on empowering local youth through training in social media management, cultural content creation, and collaboration with creative communities and local government. Partnerships with external stakeholders such as the Tourism Office, national media, and travel influencers are also crucial to expand promotional reach without compromising Kajang's cultural authenticity.

In addition to digital promotion, the study identifies other strategies implemented in Tana Toa Kajang, including traditional promotions (tourism events, brochures), community-based promotion involving traditional leaders, youth, and local tourism managers, and experiential marketing through thematic cultural tours. Local community participation as cultural ambassadors adds authenticity and enhances visitor experiences. However, challenges persist limited human resources, lack of marketing expertise, and financial constraints hinder professional promotion. There are also concerns about over-commercialization that could threaten cultural authenticity.

Market segmentation and targeting are key to effective promotion. Tana Toa focuses on domestic tourists interested in local traditions, particularly youth and families, as they can widely share their experiences through social media. Promotional content is tailored with simple language and engaging visuals to attract these groups. Collaborations with local influencers and travel bloggers strengthen the village's digital presence, though content management remains a challenge due to limited skilled personnel.

Cultural events and festivals, such as the Kajang Ammatoa traditional ceremonies, serve as powerful promotional tools. These events attract visitors while strengthening the village's image as an authentic cultural destination. Promotion is conducted through both traditional and digital media, in collaboration with the tourism office and cultural organizations, aligning with event marketing theory that highlights events as effective tourism promotion tools.

Product diversification also supports promotional success. Tana Toa combines cultural, natural, and culinary tourism, creating unique and comprehensive travel packages that enhance competitiveness among destinations in Bulukumba and South Sulawesi. Continuous evaluation—through visitor satisfaction surveys, monitoring attendance, and feedback collection—ensures ongoing improvement and alignment with tourist preferences.

Overall, these elements strengthen Tana Toa Kajang's cultural tourism promotion strategy, making it more focused, effective, and sustainable in adapting to modern tourism dynamics. Thus, it can be concluded that social media has a strategic role in increasing the number of tourist visits to Tana Toa Kajang Village.

Digital Media Applications Can Be Used to Promote Cultural Tourism Packages in Tana Toa Kajang Village

The development of digital technology opens up new opportunities for the development and promotion of cultural tourism destinations. The use of social media, websites, and mobile applications allows for the widespread and rapid dissemination of information, even reaching the global market. However, in the context of a traditional area like Ammatoa Kajang, digital promotion must be carried out carefully to maintain respect for local customs and cultural

values. The use of technology must be aligned with the principles of Kamase-masea and not disrupt the balance of the ecosystem and community traditions.

Digital literacy training for managers and indigenous communities is crucial to enable them to utilize technology optimally and responsibly. Furthermore, promotional content should highlight the unique culture of Ammatoa Kajang without diminishing the sacred values upheld by the indigenous community.

Cultural tourism package managers in Tana Toa Kajang Village have begun utilizing digital media as a primary promotional strategy, focusing on TikTok and Instagram, which are currently popular and effective in reaching both young and broader tourist audiences. The use of these two social media platforms allows managers to deliver visually appealing and easily accessible promotional content to potential tourists, especially millennials and Gen Z, who actively use these platforms. The content uploaded typically consists of short videos on TikTok showcasing various aspects of Tana Toa Village's unique culture, such as traditional rituals, traditional dances, natural beauty, and tourists' experiences on cultural tour packages. Meanwhile, on Instagram, managers utilize features like high-quality photo feeds, stories, and reels to showcase tourist activities, package promotions, and visitor testimonials. This strategy helps increase visual appeal and interactive audience engagement.

Digitizing promotions allows for the rapid and effective dissemination of information about the unique culture, traditional rituals, and tour packages offered. Furthermore, digital technology also enables two-way interaction between managers and tourists, thereby increasing engagement and building a loyal tourism community. However, the application of technology in the context of customary areas must consider several important aspects. First, promotional content must be designed with a high level of cultural sensitivity to avoid inappropriate or excessive cultural presentations (over-commercialization), which could damage the authentic values of the Ammatoa Kajang tradition.

Second, access to technology in customary areas is often limited, so training and capacity building are needed for managers and local communities to optimally utilize technology. Managers regularly upload content, although the consistency and frequency could be improved for optimal promotional effects. They also interact with followers through comments and direct messages to answer questions and build closer relationships with potential tourists. These digital media platforms serve as effective two-way communication channels for disseminating information and building a community of cultural tourism enthusiasts around Tana Toa Village. The benefits of using TikTok and Instagram for promotions are significant in expanding market reach and accelerating the dissemination of information about Tana Toa Village's cultural tourism offerings. These platforms help overcome the limitations of traditional, localized promotions and provide managers with a platform to showcase the village's uniqueness in real time and authentically.

The key challenge in promoting cultural tourism in Tana Toa Kajang is balancing technological progress with the preservation of traditional values. To address this, a holistic digital promotion strategy involving local communities, tourism managers, and regional authorities is essential to ensure that technology supports both cultural preservation and sustainable tourism.

The village has begun social media training and collaborations with digital marketing experts to strengthen its online presence. Platforms like TikTok and Instagram play a major role in promoting Tana Toa Kajang through visually engaging and authentic content that highlights local rituals, weaving traditions, and daily indigenous life.

These platforms are also used to build the village's image as an authentic cultural destination. TikTok features short, meaningful videos that attract modern audiences, while Instagram serves as a visual showcase emphasizing the village's serene and spiritual atmosphere. Local hashtags such as #WisataKajang and #TanaToaExperience are used to

expand content reach and boost visibility, making digital media a powerful tool for modern cultural tourism promotion.

Social media, particularly Instagram and TikTok, plays a major role in attracting tourists to Tana Toa Kajang Village. However, challenges remain, such as unclear information about tour packages and inconsistent management of social media promotions.

Although statistical measurements are lacking, there has been a noticeable increase in digital interactions from users inquiring about tour packages, accessibility, and local culture indicating growing interest from outside regions. Many tourists discovered Tana Toa through viral TikTok content or Instagram posts shared by previous travelers. Nonetheless, content management and social media analytics remain underdeveloped. The current promotional efforts are not yet supported by data analysis such as engagement insights, audience demographics, or optimal posting times. This presents an opportunity for managers to begin measuring content effectiveness for more targeted, data-driven strategies.

Compared to other tourist villages in Indonesia, such as Penglipuran in Bali or Nglanggeran in Yogyakarta, Tana Toa Kajang is still in the early stages of digital promotion. For instance, Penglipuran has an official website, YouTube channel, and collaborations with national travel bloggers, while Tana Toa focuses on short-video platforms like TikTok and Instagram. This approach aligns with Kajang’s cultural narrative and visual ritual traditions, allowing messages to be conveyed in an engaging and relatable way especially for younger audiences. Thus, while not as comprehensive as other destinations, Tana Toa’s digital strategy has a unique strength in reaching specific audience segments.

To understand the strengths and challenges of digital promotion in Tana Toa Kajang Village, the following SWOT analysis is presented.

Table 1. SWOT Analysis

Factor	Description
Strengths	The uniqueness of Ammatoa culture and customs as authentic and interesting visual content, as well as the direct involvement of managers in content creation.
Weaknesses	Limited human resources skilled in digital marketing, and unstable internet network infrastructure throughout the Kajang region
Opportunities	The trend of educational tourism and the younger generation's interest in local culture, the potential for virality on platforms like TikTok that promote authentic cultural narratives
Threats	Dependence on changing social media algorithms, the risk of misuse of cultural information or the spread of content that is not in accordance with customary values.

This analysis shows that although Tana Toa Village's digital promotion has strong cultural capital, support is still needed in the form of human resource training, improving the quality of digital infrastructure, and monitoring content to maintain traditional values. The application of digital media in the context of Tana Toa Kajang tourism promotion can be linked to the Integrated Marketing Communications theory according to Kotler & Keller (2012), which states that effective promotion must combine visual elements, emotional engagement, and two-way communication. In practice, the management's TikTok and Instagram accounts have opened a dialogue space between tourism actors and audiences through comments and direct messages (DM). This provides an opportunity not only to convey information but also to build ongoing engagement with potential tourists. Furthermore, this approach is also in line with the concept of Destination Branding, which is the effort to shape a destination's image through digital narratives. By showcasing distinctive content such as traditional rituals, black clothing, and the traditional forest environment,

social media is not just an information tool but also a means of strengthening the destination's cultural identity.

Discussion

What Forms of Promotion Can Be Implemented Through Certain Strategies to Effectively Enhance the Cultural Tourism Appeal of Tana Toa Kajang Village?

The findings show that the tourism management of Tana Toa Kajang Village employs both traditional and modern promotional strategies. Traditionally, promotion occurs through word-of-mouth recommendations, networks of past visitors, and collaborations with customary communities and educational institutions. However, with technological advancement and the need for broader promotion, the management has begun adopting digital marketing strategies, particularly through social media platforms like TikTok and Instagram.

This approach aligns with Kotler and Armstrong's (2006) *Promotion Mix* theory, which emphasizes the importance of combining advertising, sales promotion, public relations, direct marketing, and digital marketing in promoting products or services, including tourism. In Tana Toa's context, the strength of direct marketing (from previous visitors) has been reinforced by culturally based digital promotion.

The adopted promotional strategy can be categorized as a visual-narrative approach, emphasizing cultural storytelling, local values, and visualization of traditional activities. This approach suits the younger generation's preferences for short videos, authentic photography, and unique cultural experiences. Its effectiveness is reflected in the increasing number of inquiries from potential visitors via Instagram DMs and TikTok comments. Some posts featuring *Ammatoa* rituals and local community activities received positive responses and were widely shared, organically expanding the reach of cultural promotion.

Moreover, this strategy demonstrates a transformation in the role of the indigenous community from being cultural performers to becoming subjects and promoters of their own culture. Thus, promotion is not merely seen as a marketing activity but also as a tool for cultural empowerment and identity reinforcement.

Nevertheless, this strategy faces several challenges, including limited internet connectivity, digital literacy among local managers, and the potential misuse of cultural content. Therefore, stronger synergy is needed among tourism managers, local government, and the community to enhance promotion through training, content supervision, and improved digital infrastructure.

Besides leveraging visual storytelling, Tana Toa Kajang's promotional strategy also embodies Community-Based Tourism (CBT) principles, where the local community acts as the main actor in managing, directing, and promoting tourism. This approach helps preserve cultural authenticity and fosters a sense of ownership. From a promotional standpoint, community-based strategies build trust and credibility among visitors, who often perceive local-led promotions as more authentic than commercial ones.

This aligns with the destination authenticity concept, emphasizing the preservation of genuine cultural values without excessive commercialization. Furthermore, the strategy integrates cultural storytelling, highlighting not just visual beauty but also the meanings behind rituals, community life, and the philosophy behind *adat* (customary law). This narrative adds educational value, allowing visitors to learn and experience culture more deeply.

Such strategies strengthen Tana Toa's branding as a sacred cultural destination, distinct from entertainment or nature-based tourism spots. Therefore, it is crucial for management to continuously develop meaningful and educational content so that promotion focuses not only on attracting visitors but also on deepening cultural understanding.

However, challenges persist, particularly limited technical knowledge in digital marketing and professional social media management. Currently, promotions are conducted organically, without paid advertising or influencer collaboration, which restricts outreach.

In the long term, the effectiveness of this strategy can be improved by:

- a. Collaborating with cultural content creators and travel bloggers
- b. Providing social media management training for tourism managers
- c. Building consistent promotional narratives across digital platforms
- d. Using collaborative approaches with tourism departments and external partners

If these steps are implemented, Tana Toa's promotional strategy will not only effectively attract tourists but also strengthen cultural identity and expand tourism's positive impacts on the local community.

The Application of Digital Media in Promoting Cultural Tourism Packages in Tana Toa Kajang Village

Based on interviews with tourism managers and field observations, digital media has become a primary tool in promoting Tana Toa Kajang's cultural tourism packages. Social media platforms like Instagram and TikTok are most frequently used to share information on tour packages, cultural event schedules, and event documentation. Digital media enables the management to reach wider audiences—locally, nationally, and internationally—and facilitates direct interaction between managers and potential visitors through comments, direct messages, and reviews, which foster trust.

Observation and interview results reveal that the digital content mainly consists of photos and short videos showcasing Tana Toa Kajang's cultural uniqueness, such as traditional rituals, handicrafts, and natural beauty. These visually appealing materials also serve educational purposes by conveying the preserved cultural values. The promotional content often integrates compelling storytelling and relevant hashtags to increase social media visibility.

Instagram serves as the primary platform for displaying Tana Toa Kajang's cultural richness through high-quality photos and videos of traditional events. Features such as Stories, Reels, and Highlights are used to share real-time moments, provide updates, and archive important content accessible to followers. Interaction through comments and DMs fosters two-way communication, building trust and allowing quick responses to inquiries.

Meanwhile, TikTok is particularly effective for engaging younger audiences with short, shareable video content. The Ammatoa management uses TikTok to create creative videos featuring traditional dances, handicraft processes, and glimpses of cultural festivals. TikTok trends and challenges are also utilized for example, incorporating traditional music or cultural-themed challenges to increase visibility and engagement.

Both platforms complement each other: Instagram emphasizes quality visuals and personal interaction, while TikTok enhances virality and audience expansion. The management combines both platforms effectively, such as by posting TikTok teasers on Instagram Reels or linking Instagram profiles on TikTok bios.

Despite these advantages, several challenges persist, including unstable internet connectivity that hinders regular content updates and a lack of human resources skilled in digital marketing. While Instagram and TikTok offer significant benefits, maintaining creative, consistent content remains difficult due to limited staff and technical expertise.

Survey results indicate that most respondents first learned about Tana Toa Kajang through social media, particularly Instagram Reels and TikTok. This demonstrates the dominant role of digital media in expanding the visibility of this cultural tourism destination. The implementation of digital promotion heavily relies on short, creative, and informative audiovisual content. Through Instagram Reels and TikTok, both management and the local

community can showcase local wisdom, traditional rituals, and cultural uniqueness in a more accessible way.

High levels of audience engagement evident from likes, comments, and shares serve as indicators of successful digital promotion. This aligns with Brodie et al. (2011), who define customer engagement as the emotional and behavioral involvement of consumers that strengthens their relationship with a product or destination.

Therefore, the use of social media not only spreads information but also builds emotional connections between tourists and the Ammatoa Cultural Village. Based on these findings, it can be concluded that the application of digital media—especially through Instagram and TikTok has successfully introduced Tana Toa Kajang Village to a wider audience and fostered active interaction through customer engagement. This confirms that digital media is a relevant and effective promotional tool for supporting the development of Ammatoa’s cultural tourism.

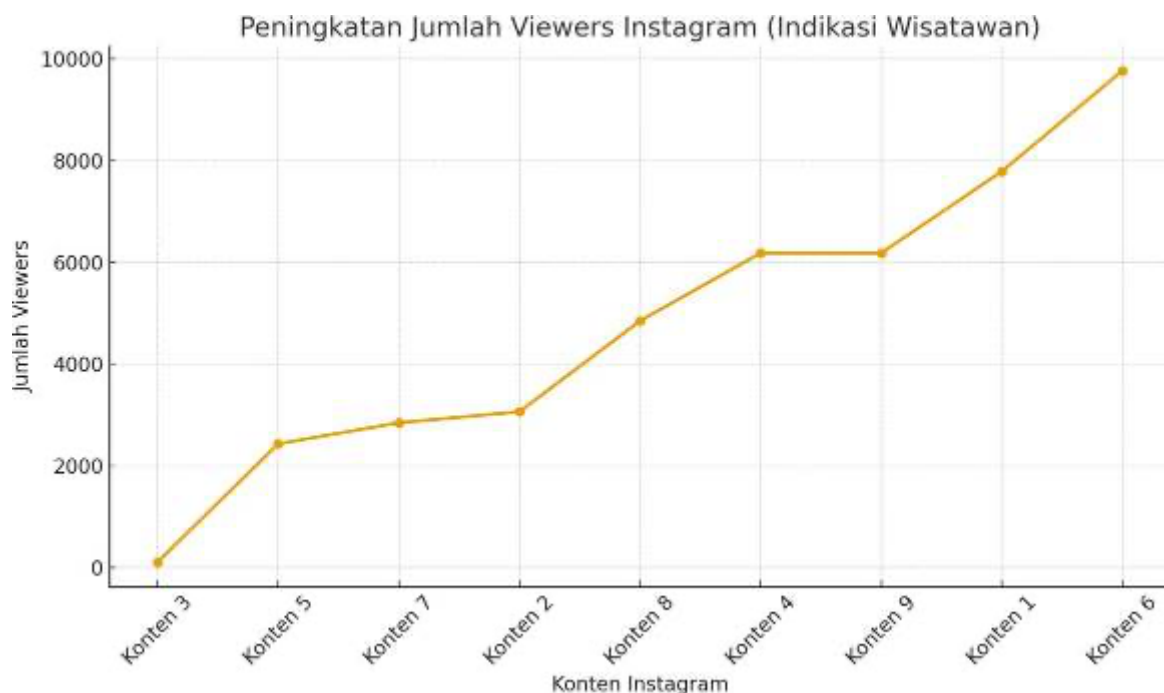


Figure 1. Instagram Viewers Data
Source: Author’s Analysis (2025)

From the Instagram viewers data, there is a clear increase in content viewership, which can be interpreted as an indication of rising attention and interest among tourists toward Tana Toa Kajang Village. Content with low view counts (for instance, only 114 viewers) shows that the promotional reach was initially limited. However, subsequent content showed a significant increase, reaching more than 9,700 viewers.

This trend demonstrates that the use of social media—particularly Instagram—has become increasingly effective in expanding the reach of cultural tourism package promotions. The growing number of viewers indicates that the digital promotion strategy has succeeded in attracting a wider audience’s attention. Therefore, the increase in viewers can serve as an indicator of rising numbers of potential tourists who are aware of, interested in, and likely to visit Tana Toa Kajang Village.

The Ammatoa village tourism managers have implemented several specific strategies to maximize digital media promotion:

- a. Consistency in Content Uploads – The managers strive to upload content regularly, at least several times a week, to keep audiences engaged and interested in the latest developments in the tourism village.
- b. Utilizing Special Features – Instagram Stories and Reels are used for quick, engaging content, while TikTok is leveraged to create viral and easily shareable short videos.
- c. Follower Interaction – The managers actively respond to comments and messages to build relationships with the audience and provide direct information regarding tour packages and cultural event schedules.
- d. Use of Hashtags and Tagging – To make content easier to find, relevant hashtags such as #TanaToaKajang, #CulturalTourism, and #Ammatoa are used, along with tagging related accounts such as tourism offices or cultural communities.
- e. Collaboration with Local Influencers – Occasionally, local influencers are invited to visit the village and create engaging promotional content, allowing the promotion to reach a broader and more diverse audience.

Based on the collected data, the implementation of digital media has had a significant positive impact on the promotion of cultural tourism packages in Tana Toa Kajang Village. In recent months, since the intensification of digital media use, there has been an increase in visitors from various regions—especially among younger generations active on social media.

Digital media has helped disseminate information about the village's unique culture, which was previously less known, making outsiders more interested in visiting and learning. Potential tourists now find it easier to access information about tour packages, prices, activity schedules, and available facilities through social media, without having to visit the village directly. Furthermore, direct interaction between managers and potential tourists through comments and messages enables faster and more responsive communication.

Although digital media has proven effective, the management still faces several challenges, including:

- a. Internet connectivity limitations: Due to the village's remote location, unstable signals sometimes hinder real-time content uploads.
- b. Limited human resources: Not all managers or local residents possess the technical skills to create creative content or professionally manage social media.
- c. Content competition: Many other tourist destinations also use digital media, intensifying competition for audience attention.

As solutions, the managers may consider:

- a. Organizing training sessions for managers and locals on creative content creation and digital marketing strategies.
- b. Collaborating with the government and internet providers to improve internet connectivity in the area.
- c. Encouraging visitors and residents to contribute content (photos, videos, testimonials) for promotional use, reducing the burden on the management team.

Ethical Challenges in Promoting Cultural Tourism in Indigenous Areas

Promoting cultural tourism in indigenous areas such as Ammatoa Kajang holds great potential for increasing tourist visits and supporting the local economy. However, it also presents ethical dilemmas and challenges that must be addressed to avoid undermining the community's cultural values and identity.

One major challenge is the risk of cultural commercialization, where traditional elements may be commodified and stripped of their original meaning. Insensitive promotional efforts could turn culture into mere entertainment or a superficial product, eroding the philosophical and spiritual essence of the traditions themselves.

Additionally, there is potential tension between cultural preservation and tourism market demands, which often emphasize convenience, modern facilities, and entertainment.

Such expectations can conflict with the *Kamase-masea* principle, which upholds simplicity and harmony with nature. Another challenge lies in ensuring collective decision-making and community consent in every promotional activity. Promotions carried out without active community involvement may cause resistance and diminish the community's sense of ownership over their tourism destination.

Therefore, a participatory approach that respects local wisdom is essential to maintaining balance between tourism development and cultural preservation. By recognizing these ethical challenges, promotional strategies in the Ammatoa Kajang indigenous area must be carefully and responsibly designed so that cultural tourism not only serves as an economic asset but also as a means of preserving the community's noble values and traditions.

CONCLUSION

1. Strategi promosi yang efektif, untuk meningkatkan daya tarik wisata budaya di Desa Tana Toa Kajang adalah dengan menggabungkan pendekatan personal (word of mouth, keterlibatan masyarakat lokal, serta kegiatan budaya tradisional) dengan pendekatan modern berbasis digital. Strategi yang menekankan keunikan nilai kearifan lokal serta keaslian budaya menjadi daya tarik utama dalam promosi.
2. Penerapan media digital, dalam promosi wisata budaya Desa Tana Toa Kajang telah menunjukkan potensi yang besar. Penggunaan media sosial seperti Instagram, dan Tiktok, memudahkan penyebaran informasi dan menjangkau pasar wisata yang lebih luas, terutama kalangan muda. Namun, penerapannya masih terbatas karena kurangnya pelatihan, infrastruktur digital, dan keterampilan SDM lokal dalam mengelola konten promosi secara profesional.

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