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Destination Branding Through Digital Storytelling: Analysis of Instagram Content in Tinalah Tourism Village

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ABSTRACT

This study examines how digital storytelling contributes to destination branding in a community-based tourism village. Drawing on the Four Dimensions of Brand Storytelling framework, it analyzes @dewitinalah, the official Instagram account of Tinalah Tourism Village, Kulon Progo, Indonesia. A qualitative content analysis was conducted on three purposively selected Instagram posts published in 2025, representing nature, culture, and history themes. Each post was treated as a multimodal unit of analysis consisting of visual content, caption, hashtag, media format, and visible interaction cues. The data were analyzed through theory-driven coding across four dimensions: story, meaning, ritual, and transmedia. The findings show that story and meaning are the strongest dimensions because the posts consistently construct coherent narratives of nature-based experience, cultural philosophy, and historical memory. The ritual dimension appears most strongly in cultural content through symbolic practice, while nature and history content remain more participatory and educational. The transmedia dimension is the weakest because storytelling is still concentrated on Instagram and has not been systematically expanded across platforms. This study demonstrates that digital storytelling functions not only as promotion but also as a strategic mechanism for constructing destination identity, differentiation, and meaningful visitor experience.

Keywords: *Destination branding, Digital storytelling, Instagram, Tourism communication, Tourism village*

1. INTRODUCTION

Digital technology has significantly transformed tourism communication, especially in the way destinations build relationships with their audiences. Social media no longer functions only as a visual promotional channel; it has become a digital narrative space where destinations construct meaning, identity, and tourism experience. Instagram is particularly relevant because it combines visual content, captions, hashtags, and interaction features that can shape tourists' perceptions before they visit a destination [7], [8].

This transformation reflects a shift from information-based communication to narrative-based communication. In this shift, storytelling becomes a key element for building emotional attachment between destinations and audiences. Digital storytelling can create a pre-experience that shapes tourists' expectations, imagination, and interest before the actual visit occurs [5], [6].

In Indonesia, tourism villages have become an important strategy for developing community-based sustainable tourism. They do not merely offer alternative tourist attractions, but also represent local identity by combining cultural values, local wisdom, natural resources, and community participation into a unified visitor experience. However, many tourism villages still rely on descriptive and promotional communication, which limits their ability to build strong differentiation through strategic narratives.

Previous studies have shown that storytelling contributes to destination image, audience engagement, and brand identity [4], [9]. Nevertheless, much of the existing research still focuses on narrative quality, such as coherence and fidelity in Walter Fisher's narrative paradigm [3]. Although useful, this approach does not fully explain how storytelling is structurally organized as a multidimensional communication strategy in digital media.

This limitation indicates a conceptual gap in digital storytelling research, particularly the need for a more operational framework to analyze story structure, value construction, symbolic experience, and media distribution. Previous research on @dewitinalah has shown narrative consistency in representing nature, culture, and history as destination identities. However, that analysis has not yet examined the structural

dimensions of storytelling as a destination branding strategy.

To address this gap, this study applies the Four Dimensions of Brand Storytelling framework proposed by Zimand-Sheiner [1]. The framework consists of story, meaning, ritual, and transmedia. It allows storytelling to be analyzed not only as narrative content, but also as a communication system involving narrative structure, meaning construction, symbolic practice, and media distribution.

The Instagram account @dewitinalah was selected because it represents the official digital communication of Tinalah Tourism Village in Kulon Progo Regency. The destination has distinctive nature, cultural, and historical attractions, and uses Instagram as one of its main communication channels. The fluctuation of tourist visits also makes it important to evaluate how its digital communication contributes to destination branding.

This study aims to analyze how the four storytelling dimensions are applied in Instagram content published by @dewitinalah and how these dimensions contribute to destination branding. The study contributes to tourism communication scholarship by extending digital storytelling analysis into a community-based tourism village context. Practically, the findings provide recommendations for destination managers to strengthen storytelling as a more strategic, consistent, and sustainable branding practice.

2. LITERATURE REVIEW

Destination Branding in Tourism

Destination branding is a strategic process for building the identity and image of a destination through integrated communication [2]. In the context of tourism villages, branding does not function only as promotion; it also represents cultural values, local identity, and visitor experience [13].

Balakrishnan [2] explains that destination branding is a complex and multidimensional system that integrates strategic vision, product differentiation, market positioning, and consistent communication across channels. This perspective suggests that destination branding depends not only on the attractiveness of tourism products, but also on the ability to communicate an authentic and sustainable destination narrative.

For tourism villages, branding is especially important because they offer experience-based products rooted in culture, community, and local wisdom. Yet many tourism villages still face difficulties in developing strong brand identity, particularly in digital communication and narrative differentiation. Their branding strategies often remain visually promotional rather than narratively structured.

In Tinalah Tourism Village, previous studies indicate that digital technology and marketing strategies have supported destination promotion, although their implementation still requires stronger strategic and experience-based communication [11], [12]. Therefore, destination branding needs to be understood not only as a marketing activity, but also as a communication process that builds emotional engagement with audiences.

Digital Storytelling in Tourism Communication

Digital storytelling is a communication approach that integrates visual elements, text, and interactivity to build immersive experience [5]. In tourism, storytelling functions as a medium for creating imaginative pre-experience that influences tourists' perceptions and travel decisions before a visit takes place [6], [8].

Conceptually, storytelling is a fundamental way through which people understand reality. Stories do not only transmit information; they also shape emotion, meaning, memory, and action. In tourism communication, storytelling can strengthen emotional bonds, audience engagement, destination identity, and perceived authenticity.

In culture- and community-based tourism, digital storytelling has the potential to increase destination visibility, community participation, and sustainability. Instagram enables local communities to produce and distribute cultural narratives more widely. However, previous studies also show that storytelling practices in tourism villages are often still descriptive and have not fully developed into strategic branding narratives [7], [13].

Four Dimensions of Brand Storytelling

Zimand-Sheiner [1] developed a storytelling model consisting of four dimensions: story, meaning, ritual, and transmedia. This model enables a comprehensive analysis of online brand stories by examining not only story content, but also the meaning, experience, and distribution of the narrative.

1. Story
   This dimension refers to narrative structure, including theme, characters, plot, time, setting, and cultural context.
2. Meaning
   This dimension concerns the values, identity, symbolic messages, and brand vision conveyed through storytelling.
3. Ritual
   This dimension covers symbolic practices, activities, events, and collective experiences that strengthen the relationship between the brand and its audience.
4. Transmedia
   This dimension concerns the distribution and integration of storytelling across digital platforms, allowing narratives to expand and evolve across media.

The framework emphasizes that storytelling is not merely communication content, but a strategic process that must be managed systematically to build engagement and loyalty. In community-based tourism, these dimensions are relevant because they connect narrative, cultural values, visitor experience, and digital distribution within a holistic branding framework.

Literature Synthesis and Research Position

The literature indicates that destination branding and digital storytelling are closely related in constructing

destination identity and image. Storytelling serves as a key medium for communicating values, experience, and differentiation. However, two gaps remain. First, many studies still focus on general narrative quality rather than storytelling as an integrated communication system. Second, digital storytelling in tourism villages has not been sufficiently analyzed using an operational multidimensional framework.

This study addresses these gaps by applying the Four Dimensions of Brand Storytelling to the destination branding of Tinalah Tourism Village. By doing so, the study contributes theoretically to tourism communication and practically to the development of more effective digital storytelling strategies for community-based destinations.

3. METHOD

This study uses qualitative content analysis to examine the construction of digital storytelling in Instagram content. This approach is appropriate because it enables systematic interpretation of meaning, narrative patterns, symbolic elements, and multimodal communication in digital media [8]. The analysis is theory-driven because the coding categories were derived from the Four Dimensions of Brand Storytelling [1].

The research object is @dewitinalah, the official Instagram account of Tinalah Tourism Village, Kulon Progo, Indonesia. The observation period was limited to posts published in 2025 because this period reflects the most recent communication strategy used by the destination management during the study.

3.1 Data Corpus and Unit of Analysis

The data corpus consisted of three purposively selected Instagram posts from @dewitinalah. Each post represented one dominant destination theme: nature, culture, or history. The unit of analysis was one Instagram post as a multimodal communication unit, including visual material, caption, hashtag, media format, and visible interaction cues such as likes and comments. The coding sub-units included narrative theme, actors or characters, symbolic values, ritualized activities, and media-distribution features.

The three-post corpus was not intended to generalize all Instagram communication of Tinalah Tourism Village. Instead, it was selected to support an in-depth interpretive analysis of representative storytelling patterns across the three main pillars of destination identity.

Table 1. Data corpus and unit of analysis

Code and Theme	Post as Multimodal Unit
A-25-01 / Nature	"Mlaku Bareng Tinalah" (4 Nov. 2025): visual/video, caption, hashtags, format, and cues about trekking, togetherness, and nature experience.
B-25-01 / Culture	Jemparingan (9 Jan. 2025): visual/video, caption, hashtags, format, and cues about traditional archery, cultural practice, and local philosophy.
S-25-01 / History	Gua Sriti (24 Nov. 2025): carousel/visual, caption, hashtags, format, and cues about geodiversity, historical memory, and learning.

3.2 Sampling Criteria and Data Selection

Purposive sampling was used to select content that was relevant to the research objective. The selection criteria were: (1) the post was published by the official account @dewitinalah in 2025; (2) the post contained both visual material and caption; (3) the post represented one of the three main identity themes of Tinalah Tourism Village, namely nature, culture, or history; and (4) the post contained storytelling elements rather than only administrative announcements or brief promotional information.

Based on these criteria, the samples were grouped into three thematic categories:

1. Nature (*nature-based tourism*)
2. Culture (*cultural tourism*)
3. History (*historical tourism*)

These categories were selected because previous research identified nature, culture, and history as the main elements in the construction of Tinalah Tourism Village destination branding.

The data selection process consisted of four steps: screening 2025 posts on @dewitinalah, grouping eligible posts into nature, culture, and history categories, selecting the most representative post from each category, and archiving the visual and textual components for coding. This procedure was used to strengthen transparency and provide a clear audit trail for the analysis.

3.3 Coding and Analysis Procedure

The analysis used theory-driven coding based on four operational indicators. First, the story dimension examined theme, plot, time, characters, setting, and cultural context. Second, the meaning dimension examined values, destination identity, symbolic messages, and brand vision. Third, the ritual dimension examined activities, symbolic practices, collective experience, and event-like patterns. Fourth, the transmedia dimension examined platform use, media format, feature use, and cross-platform distribution.

Table 2. Operational coding framework

Dimension	Operational indicators
Story	Theme, plot, characters, time, setting, cultural context
Meaning	Values, destination identity, symbolic message, brand vision
Ritual	Symbolic practices, activities, events, collective experience
Transmedia	Platform, media format, feature use, cross-platform distribution

The coding process involved data reduction, categorization based on the four dimensions, interpretation of visual and textual meaning, and cross-dimensional analysis. Interpretive consistency was

strengthened by repeatedly comparing the codes with the operational indicators and by examining whether each coded element contributed to destination identity, differentiation, engagement, or visitor experience.

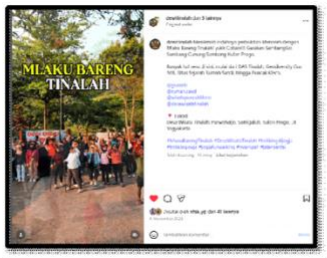
4. FINDINGS AND DISCUSSION

4.1 Content with a Nature Theme

This section presents an in-depth analysis of the post "Mlaku Bareng Tinalah" (November 4, 2025), coded A-25-01. The post represents the nature theme and is analyzed using the Four Dimensions of Brand Storytelling framework. The analysis identifies storytelling elements and interprets how they contribute to the strategic construction of Tinalah Tourism Village destination branding.

1. Story Dimension: Participatory Narrative as the Foundation of Storytelling

DIMENSI STORY
Postingan Alam 2025
Kode: A-25-01



Link: https://www.instagram.com/p/DQopwgcklSN/?hl=id
Tanggal Postingan: 04 November 2025

Elemen	Deskripsi Temuan	Kode
Tema	Wisata alam berbasis trekking dan kebersamaan	A-25-01-ST.1
Alur	Ajakan → aktivitas trekking → eksplorasi destinasi alam	A-25-01-ST.2
Tokoh	Wisatawan dan komunitas lokal sebagai fasilitator	A-25-01-ST.3
Waktu	Konteks masa kini (wisata kontemporer)	A-25-01-ST.4

Figure 1. Coding analysis of the story dimension in the nature-themed post

The story dimension in A-25-01 is constructed through a clear progressive narrative: invitation, activity, and experience exploration. This structure reflects a tourism storytelling pattern that positions the audience as part of an experiential journey.

The main theme is trekking-based nature tourism and togetherness. This theme consistently represents Tinalah Tourism Village as an experience-based destination. The characters are not presented as individual figures, but as a collective of visitors and local community members, which creates an inclusive narrative.

From the perspective of Fisher's narrative paradigm, this structure demonstrates narrative coherence, namely consistency among theme, plot, and characters [3]. It also confirms previous findings that @dewitinalah maintains narrative consistency in presenting nature and culture as destination identities.

Conceptually, the story dimension functions not only to deliver information, but also to frame the visitor experience. The audience is not merely shown the destination; it is invited to imagine participation in the flow of the experience.

2. Meaning Dimension: Construction of Destination Values and Identity

DIMENSI MEANING
Postingan Alam 2025
Kode: A-25-01



Link: https://www.instagram.com/p/DQopwgcklSN/?hl=id
Tanggal Postingan: 04 November 2025

Elemen	Deskripsi Temuan	Kode
Nilai	Kebersamaan dan partisipasi	A-25-01-MN.1
Nilai	Kesehatan fisik dan mental	A-25-01-MN.2
Nilai	Apresiasi terhadap alam	A-25-01-MN.3
Visi	Desa wisata alam yang inklusif & ramah	A-25-01-MN.4
Misi	Mengajak wisatawan terlibat langsung menikmati alam	A-25-01-MN.5

Figure 2. Coding analysis of the meaning dimension in the nature-themed post

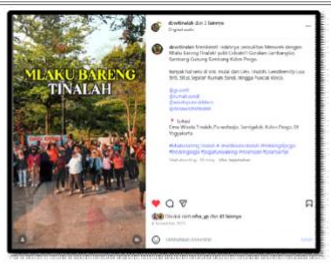
The meaning dimension shows a layered value structure. The main values include togetherness, participation, physical and mental well-being, and appreciation of nature. These values are not presented as direct promotional claims, but are embedded in the activity narrative. This indicates that storytelling functions as a carrier of values rather than merely as an information channel.

1. Vision: an inclusive and welcoming tourism village
2. Mission: to encourage visitors to participate directly in nature-based experiences

Within the destination branding framework, this finding supports Balakrishnan's argument that destination branding should integrate values, differentiation, and experience into a coherent communication strategy [2].

3. Ritual Dimension: Storytelling as Collective Social Practice

DIMENSI RITUAL
Postingan Alam 2025
Kode: A-25-01



Link: https://www.instagram.com/p/DQopwgcklSN/?hl=id
Tanggal Postingan: 04 November 2025

Elemen	Deskripsi Temuan	Kode
Aktivitas	Kegiatan "Mlaku Bareng Tinalah"	A-25-01-RT.1
Praktik Sosial	Trekking bersama sebagai agenda rutin	A-25-01-RT.2
Simbol	Jalan kaki bersama sebagai simbol kolektivitas	A-25-01-RT.3

Figure 3. Coding analysis of the ritual dimension in the nature-themed post

The ritual dimension is visible in the way "Mlaku Bareng Tinalah" is presented not only as a tourism

activity, but also as a collective and symbolic social practice. Important indicators include group trekking as a shared agenda, social interaction among participants, and walking as a symbol of togetherness.

In Zimand-Sheiner's framework, ritual strengthens the emotional relationship between brand and audience through symbolic experience [1]. The findings suggest that Tinalah Tourism Village has begun to develop a branding ritual, although it is not yet fully structured.

Theoretically, this ritual can be understood as experiential storytelling because the story is not only consumed but also directly experienced. This strengthens engagement and opens opportunities for experience-based loyalty.

Nevertheless, this dimension can still be strengthened through regular event scheduling, more explicit symbolic narration, and continuous documentation.

4. Transmedia Dimension: Limited Narrative Distribution

DIMENSI TRANSMEDIA **Postingan Alam 2025** Kode: A-25-01	 **Link:** https://www.instagram.com/p/DQopwgcklSN/?hl=id **Tanggal Postingan: 04 November 2025**	
Elemen	**Deskripsi Temuan**	**Kode**
Media Utama	Feed Instagram	A-25-01-TM.1
Format	Video vertikal (original audio)	A-25-01-TM.2
Integrasi	Tag akun destinasi & hashtag tematik	A-25-01-TM.3
Distribusi	Potensi lintas fitur (Feed–Reels–Story)	A-25-01-TM.4

Figure 4. Coding analysis of the transmedia dimension in the nature-themed post

The transmedia dimension shows that the post already uses several digital elements, including the Instagram feed, vertical video format, hashtags, and tagging. However, the storytelling strategy remains single-platform oriented. The potential use of Reels, Stories, Highlights, websites, and other platforms has not been systematically optimized.

This limitation is important because digital storytelling requires media integration to increase audience engagement, narrative continuity, and reach. Thus, although the post has strong narrative quality, its distribution strategy still needs improvement to build a more complete digital storytelling ecosystem.

4.2 Content with a Cultural Theme

This section analyzes the cultural content coded B-25-01 (January 9, 2025), which highlights jemparingan as a representation of Tinalah Tourism Village cultural tourism. The findings show that storytelling in this destination is not limited to nature-based experience, but also integrates cultural values and local philosophy as part of destination communication.

1. Story Dimension: Educational Narrative Based on Traditional Culture

DIMENSI STORY **Postingan Budaya 2025** Kode: B-25-01	 **Link:** https://www.instagram.com/p/DEmnh-LS-Ak/?hl=id **Tanggal Postingan: 09 Januari 2025**	
Elemen	**Deskripsi Temuan**	**Kode**
Tema	Wisata budaya berbasis olahraga tradisional Jemparingan	B-25-01-ST.1
Alur	Pengenalan aktivitas → praktik memanah → penjelasan nilai & filosofi	B-25-01-ST.2
Tokoh	Wisatawan, instruktur jemparingan, komunitas lokal	B-25-01-ST.3
Waktu	Konteks masa kini dengan akar tradisi Mataraman	B-25-01-ST.4

Figure 5. Coding analysis of the story dimension in the culture-themed post

The story dimension in B-25-01 shows a more complex narrative structure than the nature-themed post. The storytelling flow consists of introduction, practice, and reflection on values and philosophy. The main theme is cultural tourism through the traditional sport of jemparingan, which is presented not only as an activity but also as a practice with historical and philosophical meaning. The narrative involves visitors as participants, instructors as mediators of knowledge, and the local community as guardians of tradition. Therefore, the story dimension functions as a medium for cultural knowledge transfer, not merely as destination promotion.

2. Meaning Dimension: Internalization of Cultural Philosophy in Branding

DIMENSI MEANING **Postingan Budaya 2025** Kode: B-25-01	 **Link:** https://www.instagram.com/p/DEmnh-LS-Ak/?hl=id **Tanggal Postingan: 09 Januari 2025**	
Elemen	**Deskripsi Temuan**	**Kode**
Nilai	Pelestarian budaya tradisional	B-25-01-MN.1
Nilai	Disiplin, fokus, dan pengendalian diri	B-25-01-MN.2
Nilai	Harmoni tubuh dan pikiran	B-25-01-MN.3
Visi	Budaya sebagai pengalaman wisata edukatif	B-25-01-MN.4
Misi	Mengajak wisatawan memahami filosofi jemparingan	B-25-01-MN.5

Figure 6. Coding analysis of the meaning dimension in the culture-themed post

The meaning dimension of B-25-01 demonstrates deeper symbolic meaning than the nature-themed post. The values include preservation of traditional culture, discipline, self-control, and harmony between body and

mind. These values reflect the philosophy of jemparingan as a Mataram cultural practice that emphasizes not only archery technique but also inner balance.

In destination branding, this finding shows that storytelling builds not only visual image but also symbolic meaning. It supports Balakrishnan's view that cultural values can become a key source of destination differentiation [2]. The content also demonstrates value internalization, where audiences are encouraged to understand the philosophical meaning behind the activity. This strengthens brand authenticity and positions Tinalah Tourism Village as a destination rooted in local wisdom.

3. Ritual Dimension: Reproduction of Cultural Practice as Tourism Experience

DIMENSI RITUAL Postingan Budaya 2025 Kode: B-25-01	 **Link:** https://www.instagram.com/p/DEmnh-LS-Ak/?hl=id **Tanggal Postingan: 09 Januari 2025**	
Elemen	**Deskripsi Temuan**	**Kode**
Aktivitas	Praktik jemparingan secara langsung	B-25-01-RT.1
Praktik Budaya	Memanah dengan gaya tradisional Mataraman	B-25-01-RT.2
Simbol	Busur, anak panah, posisi duduk	B-25-01-RT.3

Figure 7. Coding analysis of the ritual dimension in the culture-themed post

The ritual dimension in B-25-01 is stronger than in the nature-themed post. Jemparingan is presented as a cultural practice with a clear symbolic structure. The ritual elements include seated archery in Mataraman style, the use of bow and arrow as symbols of tradition, and the role of instructors in maintaining the authenticity of the practice.

In the Four Dimensions framework, ritual creates emotional attachment through symbolic experience [1]. The findings indicate that Tinalah Tourism Village has transformed a cultural practice into experiential tourism. Visitors are not only observers; they are invited to experience the practice directly. Compared with nature-themed content, the ritual dimension in cultural content is more structured, more symbolic, and stronger in building engagement and collective memory.

4. Transmedia Dimension: Strong Atmosphere but Limited Integration

DIMENSI TRANSMEDIA Postingan Budaya 2025 Kode: B-25-01	 **Link:** https://www.instagram.com/p/DEmnh-LS-Ak/?hl=id **Tanggal Postingan: 09 Januari 2025**	
Elemen	**Deskripsi Temuan**	**Kode**
Media Utama	Feed Instagram	B-25-01-TM.1
Format	Video vertikal + caption naratif panjang	B-25-01-TM.2
Audio	Musik gamelan latar (nuansa tradisional)	B-25-01-TM.3
Distribusi	Potensi lintas fitur (Feed–Reels–Story)	B-25-01-TM.4

Figure 8. Coding analysis of the transmedia dimension in the culture-themed post

The transmedia dimension shows development compared with the nature-themed post, particularly through vertical video, a longer narrative caption, and gamelan audio as an atmospheric element.

The use of gamelan music adds a sensorial storytelling dimension that strengthens the audience's emotional and cultural experience. However, distribution remains limited to Instagram. The potential for cross-platform integration and more systematic use of Instagram features has not yet been fully utilized.

Cross-media integration is important in digital storytelling because it can increase engagement, extend narrative reach, and sustain audience attention [5], [8]. Therefore, although the content has strong cultural quality, its distribution strategy still needs to be strengthened.

4.3 Content with a Historical Theme

This section analyzes historical content coded S-25-01 (November 24, 2025), which highlights Sriti Cave as a natural site-based historical tourism attraction. The findings complement the nature and culture categories by showing that Tinalah Tourism Village storytelling is built through three main pillars: nature-based experience, cultural meaning, and historical memory.

1. Story Dimension: Historical Narrative as Memory Reconstruction

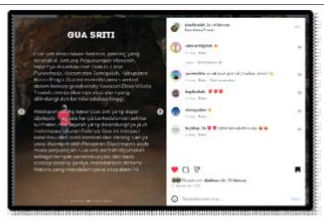
DIMENSI STORY Postingan Sejarah 2025 Kode: S-25-01	 **Link:** https://www.instagram.com/p/DRa4HJdkszY/?hl=id&img_index=7 **Tanggal Postingan: 24 November 2025**	
Elemen	**Deskripsi Temuan**	**Kode**
Tema	Wisata sejarah berbasis situs alam Gua Sriti	S-25-01-ST.1
Alur	Pengenalan lokasi → penjelasan geodiversity → narasi sejarah perjuangan	S-25-01-ST.2
Tokoh	Pangeran Diponegoro dan pejuang gerilya (implisit)	S-25-01-ST.3
Waktu	Masa lalu (Perang Jawa) yang dikontekstualkan pada masa kini	S-25-01-ST.4

Figure 9. Coding analysis of the story dimension in the history-themed post

The story dimension of S-25-01 differs from the nature and cultural content. Its narrative structure consists of location introduction, geodiversity explanation, and historical narrative of struggle. The main theme is historical tourism based on a natural site, which integrates geographical and historical elements into one narrative.

The characters are implicit, particularly Prince Diponegoro and guerrilla fighters. Therefore, the storytelling does not rely on visible individual characters, but on collective historical memory. Time becomes a key narrative element because the past is contextualized within the present-day tourism experience.

This finding confirms that @dewitinalah can construct narratives that are relevant to social and historical contexts. Conceptually, the story dimension functions as a reconstruction of historical memory that transforms a physical site into a meaningful visitor experience.

2. Meaning Dimension: Collective Meaning and Nationalism

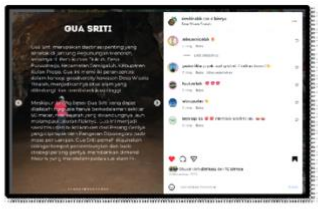
DIMENSI MEANING Postingan Sejarah 2025 Kode: S-25-01	 **Link:** https://www.instagram.com/p/DRa4HJdkszY/?hl=id&img_index=7 **Tanggal Postingan: 24 November 2025**	
Elemen	**Deskripsi Temuan**	**Kode**
Nilai	Nasionalisme dan memori perjuangan	S-25-01-MN.1
Nilai	Edukasi sejarah dan geodiversity	S-25-01-MN.2
Nilai	Pelestarian situs alam bersejarah	S-25-01-MN.3
Visi	Wisata sejarah sebagai media pembelajaran kontekstual	S-25-01-MN.4
Misi	Mengedukasi wisatawan tentang Gua Sriti sebagai situs alam–sejarah	S-25-01-MN.5

Figure 10. Coding analysis of the meaning dimension in the history-themed post

The meaning dimension demonstrates strong symbolic depth. The main values include nationalism, memory of struggle, location-based historical education, and preservation of historic natural sites. Unlike the nature-themed post, which emphasizes emotion, and the cultural post, which emphasizes philosophy, the historical post constructs collective and ideological meaning related to national identity.

In destination branding, this finding indicates that storytelling builds not only destination image but also broader social meaning. It is consistent with the idea that destination branding should integrate identity, historical value, and differentiation [2].

The content also demonstrates the educational function of digital storytelling by connecting the visitor experience with contextual learning. Thus, the meaning dimension strengthens the historical identity of the destination and makes the site meaningful not only as an attraction but also as a learning space.

3. Ritual Dimension: Transforming Education into Tourism Experience

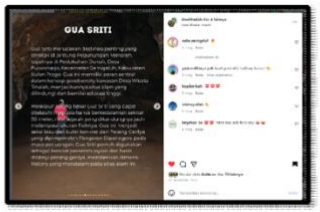
DIMENSI RITUAL Postingan Sejarah 2025 Kode: S-25-01	 **Link:** https://www.instagram.com/p/DRa4HJdkszY/?hl=id&img_index=7 **Tanggal Postingan: 24 November 2025**	
Elemen	**Deskripsi Temuan**	**Kode**
Aktivitas	Penelusuran gua dan kunjungan edukatif	S-25-01-RT.1
Praktik Sosial	Wisata belajar sejarah di alam terbuka	S-25-01-RT.2
Simbol	Gua sebagai simbol perlindungan & strategi gerilya	S-25-01-RT.3

Figure 11. Coding analysis of the ritual dimension in the history-themed post

The ritual dimension shows that historical tourism is represented as experiential learning. The main elements include cave exploration, history-based educational tourism, and the cave as a symbol of protection and guerrilla strategy.

Unlike cultural content, which contains explicit traditional rituals, the ritual dimension in the historical post is reflective, educational, and interpretive. From Zimand-Sheiner's perspective, ritual does not always need to take the form of repetitive activity; it can also appear as symbolic experience that builds emotional attachment [1].

The findings indicate that Tinalah Tourism Village has transformed a historical site into a narrative experience space. Visitors are encouraged not only to see the site, but also to understand and feel its historical context. This dimension can be further developed through reenactment-based storytelling, interpretive tours, and immersive historical experiences.

4. Transmedia Dimension: Layered Narrative but Limited Distribution

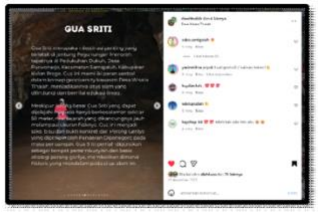
DIMENSI TRANSMEDIA **Postingan Sejarah 2025** Kode: S-25-01	 **Link:** https://www.instagram.com/p/C-C1QkMSWyx/?hl=id **Tanggal Postingan: 24 November 2025**	
Elemen	**Deskripsi Temuan**	**Kode**
Media Utama	Feed Instagram (carousel)	S-25-01-TM.1
Format	Foto situs + teks naratif panjang	S-25-01-TM.2
Visual	Lanskap gua & manusia sebagai skala	S-25-01-TM.3
Distribusi	Narasi berlapis dalam beberapa slide	S-25-01-TM.4

Figure 12. Coding analysis of the transmedia dimension in the history-themed post

The transmedia dimension shows a relatively developed approach through carousel format, long-form caption, and visuals that support spatial scale and historical interpretation. The carousel format enables layered and gradual storytelling, which approaches long-form storytelling in a digital media environment.

However, as in the other two themes, distribution remains concentrated on Instagram. Cross-platform integration is still limited. Therefore, despite its strong narrative structure, the historical content also requires a stronger distribution strategy to build a more sustainable and wider storytelling ecosystem.

4.4 Visual Framework of Findings

Figure 13 summarizes how the four dimensions of digital storytelling operate through the three thematic pillars of Tinalah Tourism Village and how they contribute to destination branding outcomes.

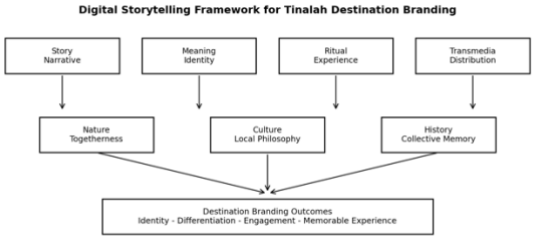


Figure 13. Digital storytelling framework for destination branding of Tinalah Tourism Village

5. CONCLUSIONS

This study shows that digital storytelling on @dewitinalah plays a strategic role in building the destination branding of Tinalah Tourism Village through four dimensions: story, meaning, ritual, and transmedia. The story and meaning dimensions are the strongest elements because the analyzed posts consistently construct coherent narratives based on nature-based experience, cultural values, and historical memory. These findings indicate that storytelling functions not only as promotional communication, but also as a mechanism for shaping destination identity and differentiation.

The ritual dimension shows different levels of development across themes. In cultural content, ritual is strongly represented through authentic symbolic practice, while in nature and history content it appears more as participatory and educational experience. The transmedia dimension is the weakest aspect because storytelling remains concentrated on Instagram and has not yet been optimally integrated across platforms.

The findings reinforce the argument that storytelling is a multidimensional communication strategy involving narrative, meaning, experience, and media distribution [1]. They also support the view that successful destination branding depends on the integration of values, differentiation, and consistent communication [2].

Overall, Tinalah Tourism Village has developed a strong narrative foundation through digital storytelling, but it still needs to strengthen symbolic experience and digital distribution. Future communication strategies should develop more consistent ritualized programs, clearer thematic storytelling, and stronger cross-platform integration to increase destination branding effectiveness.

The study is limited to three representative Instagram posts, so the findings should be understood as an in-depth interpretive analysis rather than a generalization of all communication activities. Future research may analyze a larger corpus, compare multiple tourism villages, or examine audience reception to understand how digital storytelling influences tourists' perceptions and travel decisions.

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