

Strengthening the Brand Positioning of Agroedutourism Situ Bolang in Storytelling-Based Sustainable Tourism Development in the Digital Era

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ABSTRACT

Based on previous research, Situ Bolang is well-suited for the application of the agroedutourism concept. This article explores how the internet can enhance Situ Bolang tourism's public recognition through digital storytelling, which necessitates a compelling narrative to showcase its advantages and attract the interest of potential visitors to visit Situ Bolang. Moreover, the internet has developed digital platforms that can be utilised to enhance the brand positioning of the Situ Bolang agroedutourism area through storytelling. Therefore, the research problem raised is strengthening the brand positioning of Situ Bolang agroedutourism in developing sustainable tourism based on storytelling using digital platforms. In terms of research methodology, this study employed both experimental and participant observation methods. Each approach utilises a SWOT analysis to describe the storytelling strategy. First, a data-driven storytelling strategy describes the strengths and advantages of using the Agroedutourism concept. Second, the philanthropic storytelling strategy explains the development of the idea into a tourist destination that the whole family can visit. Third, a customer-led storytelling strategy addresses the existing threat related to damaged road access. The implementation of all three strategies, as showcased in a YouTube video featuring a character named Bastian, highlights the uniqueness, facilities, and attractions to enjoy at Situ Bolang, as well as conducting interviews to gather testimonials from visitors. This condition certainly strengthens Situ Bolang's brand positioning as a suitable destination for families, thanks to the numerous activities available.

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INTRODUCTION

Indramayu Regency is one of the potential regencies in West Java for tourism (Iryana, 2020). Based on the Regional Medium-Term Development Plan (RPJMD) of Indramayu Regency for 2021-2026, one strategic project is building a village-based tourism economic center. This is implemented by launching tourist villages for areas with potential tourism, including Jatisura Tourism Village. Jatisura Village possesses several potential tourist destinations that can be developed as part of sustainable tourism development (Iryana, 2020). Based on previous research conducted by the research team concerning "Mapping & Analysis of Tourism Journey Experiences: Marketing Public Relations Study in Sustainable Tourism Development in Indramayu Regency", agroedutourism Situ Bolang is the first-ranked tourist destination that is most memorable for visitors involved in participation inquiry in Figure 1.



Source: (Sutowo et al., 2023)

Figure 1 Situ Bolang Agroedutourism

Researchers obtained stories directly from the owner of agroedutourism Situ Bolang, Haji Urip. According to Urip, the products offered by agroedutourism consist of three combinations: agro, edu, and tourism. Agro emphasizes sales from the seeds to the fruit. The education is aimed at school children or farmer groups who want to know more about plants and technology. Research on plants and horticulture is frequently conducted by lecturers and students. The tourism side offered is selfie tourism and visitors can enjoy these three things.

The history of the development of agroedutourism in Situ Bolang is quite interesting. The owner has been gardening as usual showed in Figure 2. However, he never thought that people would visit his garden to see the process of cultivating fruit and flowers. It turns out that people come to visit and then take pictures with a background of beautiful plant scenery. The internet and social media created Urip's plantation area go viral and occasionally increased the number of visitors. Therefore, the idea was born to develop the area into an agro-tourism center to attract more tourists and at the same time become a job opportunity for residents around Jatisura Village (Sutowo et al., 2023).



Source: (Sutowo et al., 2023)

Figure 2 Featured Varieties of Situ Bolang

The advent of the internet has changed the landscape of the consumer journey experience and given rise to a new term, the digital marketing funnel. This digital marketing funnel provides an overview of how an individual experiences consuming a product or service using a digital platform. The consumer journey metaphor emphasizes individuals' steps toward relationships with brands or satisfying shopping experiences. The consumer journey refers to a series of touchpoints that "involves all activities and events related to delivering a service from the customer's perspective (Shavitt & Barnes, 2020). Based on previous research, the prospective, active, and reflective stages in the consumer journey experience are all closely related to the presence of the internet and the use of digital platforms. At each of these stages, storytelling is one of the keys that is always present and has a strong influence on traveling.

Almost all regions in Indonesia have interesting tourism potential, but not all are well-narrated to tourists (Silva, et al., 2020). Storytelling aims to make a tourist attraction more attractive and make potential tourists curious. Therefore, communication using a storytelling approach is considered to have the opportunity to improve both in terms of knowledge and attitudes to the behaviour of tourists and potential tourists, and this potential still needs to be further developed by agroedutourism Situ Bolang. This is the primary concern of researchers to conduct further research in the form of applied research by taking the object of agroedutourism Situ Bolang. This research aims to help strengthen the brand positioning of Situ Bolang as an agroedutourism place through a digital storytelling approach to develop sustainable tourism in the face of the digital era.

Brand positioning aims to place a distinguishable brand from competitors' brands. The principal aim is to ensure that the brand occupies a unique position on the market and is endowed with a precisely defined profile with clear-cut contours. The basic idea underlying this analysis is that consumers' perceptions of the various brands can be conceived as a multidimensional space in which individual brands are positioned. A product's positioning is determined from its position on the relevant dimensions of the perceptual space, its position on the various product attribute vectors, and other brands (Andaleeb, 2016).

Tourism is one of the sectors with the most potential to increase the income of a region. The hope is that a significant increase in the number of agroedutourism visitors will make the income graph of the surrounding community in the Situ Bolang agroedutourism area also increase linearly. Therefore, this applied research aims to fulfill number 8 in the SDGs agenda, expanding inclusive and sustainable economic growth, productive and comprehensive employment opportunities, and decent work. The indicators used are the proportion and growth rate of tourism's contribution to Gross Domestic Product (GDP) and more focused on the number of domestic tourist visits (Mardiah, et al., 2023).

Therefore, the research team intended to realize agroedutourism through storytelling. agroedutourism is considered relevant because it combines two central concepts: agritourism and education. Agritourism is the term for agricultural tourism, a series of activities utilizing the location or agrarian sector. Education certainly includes all activities that develop knowledge, understanding, and experience. Then, through storytelling, visiting tourists might

receive direct knowledge and expertise about Situ Bolang, various plants, and agricultural commodities around it. The storytelling approach is a new approach that effectively strengthens the brand positioning of Situ Bolang as a tourist spot, considering that tourism managers have not yet applied it in the Situ Bolang area. Therefore, the findings or innovations targeted in this research are the implementations of storytelling by utilizing digital platforms to strengthen the brand positioning of Situ Bolang as an agroedutourism area and develop sustainable tourism.

Previous research from this research topic refers to several sources explore the potential for developing agroedutourism tourism in the Cipanas Dam area of Indonesia, emphasizing sustainable practices that empower local communities while preserving natural resources. It identifies various attractions, such as viewing tower, mango picking, hiking, and camping, while also addressing the challenges of implementation and the need for regulatory support. The study aims to enhance local economic benefits through education and entrepreneurship, ultimately transforming the area into a vibrant ecotourism destination that serves visitors and the surrounding community. Communication is a crucial aspect in developing agro-edu tourism by facilitating community engagement, promoting awareness, and ensuring effective stakeholder collaboration. Moreover, effective communication is supported by community engagement and highly possible to mobilize the local community, ensure their involvement in the planning and implementation of agro-edu tourism initiatives. This engagement is essential for fostering a sense of ownership and commitment among community members. Awareness and education shape communication strategies that can be used to educate both the local community and potential tourists concerning the benefits and opportunities of agro-edu tourism. This includes sharing information about sustainable practices, local agricultural products, and the area's cultural significance (Wamenarno, et al., 2023).

Collaboration among stakeholders provides clear communication channels among stakeholders, such as local government, tourism operators, and farmers, vital for coordinating efforts and resources. This collaboration can lead to more effective tourism strategies and better resource management. Feedback mechanisms can establish communication channels for feedback and allow stakeholders to share their experiences and suggestions, which can help improve the quality of agro-edu tourism offerings and address any challenges during implementation. Marketing and Promotion provides that effective communication is essential for marketing agro-edu tourism to attract visitors. This includes using various media platforms to highlight the unique experiences in the Cipanas Dam area, thereby increasing tourist interest and participation. In summary, communication is a foundational element that influences the success of agro-edu tourism development by enhancing community involvement, promoting education, fostering collaboration, facilitating feedback, and supporting marketing efforts (Wamenarno, et al., 2023). The striking difference with the current research is the use of storytelling methods to strengthen brand positioning through digital media.

Subsequently, the explores the significant role of storytelling in enhancing brand strength and customer loyalty. It identifies four key elements of storytelling—message, conflict, characters, and plot—that create emotional connections and drive brand identity. Through a

literature review and case studies of successful brands like Nike, Airbnb, and Dove, the authors analyze how these brands effectively use storytelling to engage audiences and convey their values. Key findings highlight that compelling storytelling requires a clear brand identity and considers factors such as positioning, target audience, and brand personality. For instance, Nike's Equality campaign promotes fairness and respect, Airbnb fosters a sense of belonging, and Dove encourages self-esteem and challenges beauty stereotypes. The study proposes a new model that integrates brand identity with storytelling elements, emphasizing the importance of emotional bonds in building customer loyalty. However, the research has limitations, including a small number of brands analyzed and a lack of primary data, suggesting that further research could explore these concepts in other contexts, including B2B brands (Paquette, et al., 2017).

Overall, the paper provides valuable insights into how storytelling can differentiate brands in a competitive market and resonate emotionally with consumers, helping them define their identities through their chosen brands. The connection between storytelling and participatory inquiry lies in its shared focus on engaging individuals meaningfully to foster understanding and connection. Storytelling is a powerful tool in participatory inquiry that allows participants to share their experiences and perspectives, enriching the collective narrative. This process enhances learning and builds empathy among participants, as stories often evoke emotional responses and create a sense of shared identity. In participatory inquiry, storytelling can facilitate dialogue and reflection, enabling participants to co-create knowledge and insights. By framing experiences within a narrative context, participants can better articulate their thoughts and feelings, leading to deeper engagement and collaboration. This aligns with the idea that narratives help individuals make sense of their experiences and connect with others personally, ultimately enhancing the inquiry process.

Storytelling significantly impacts customer loyalty by creating emotional connections between the brand and its customers. A compelling brand story can foster trust and engagement, making customers feel more connected to the brand, similar to how they connect with friends. This emotional bond is foundational for strong brands, as it encourages customers to identify with the brand's values and narrative, ultimately leading to increased loyalty. Additionally, storytelling helps customers define themselves through the brand, reinforcing their loyalty as they use its products to express their identity (Paquette, et al., 2017). The striking difference between the current and current research is the research subject. This research focuses on the research subject of agroedutourism Situ Bolang in Indramayu.

The paper provides a comprehensive overview of the significance of storytelling in enhancing the competitive advantage and reputation of regions, particularly in the context of tourism. Digital storytelling has significant implications for customer engagement in tourism. It improves the customer experience by: (1) Stimulating Desire and Imagination: Digital narratives can create a compelling desire for potential experiences, making the company-customer relationship more aligned and authentic; (2) Supporting Decision-Making: Stories help tourists identify and connect with offerings that meet their needs, influencing their valuation and decision-making processes; (3) Strengthening Relationships: Post-experience

sharing through digital storytelling fosters trust and deepens customer relationships as shared experiences become a form of emotional engagement; (4) Encouraging Community Engagement: Digital media transforms storytelling into a collective process, encouraging locals to share their experiences and enhancing community involvement; (5) Facilitating Non-linear Narratives: Digital storytelling allows for continuous modification of stories, enabling users to co-create narratives based on their cultural contexts and expectations; (6) Enhancing Brand Competitiveness: Effective storytelling can improve the reputation of tourism destinations, making them more competitive in attracting visitors. Overall, digital storytelling is a powerful tool for engaging customers by creating immersive and participatory experiences that resonate emotionally (Bassano, et al., 2019). The notable distinction with the current research is using platforms to conduct digital storytelling to support the reputation of tourist attractions in an area. This research focuses on using the YouTube social media platform for digital storytelling.

Referring to the research background above, the researcher formulated the research question, "How can the brand positioning of agroedutourism Situ Bolang be strengthened in developing storytelling-based sustainable tourism using a digital platform?"

RESEARCH METHOD

This type of research is applied research using a storytelling approach. Applied research aims to obtain solutions to problems in society, industry, and government as a continuation of basic research. Applied research is a model that is more directed at creating innovation and developing science and technology (Erciyas, 2020).

The storytelling approach is divided into three: (1) data-driven storytelling, (2) philanthropic storytelling, and (3) customer-led storytelling (Følstad & Kvale, 2018). This first strategy uses data as story content. Presenting complex data in simple language is expected to raise awareness of a problem. The second strategy, Philanthropic storytelling, fulfills consumers' demands for transparency and wants to know more about the company, how they do business, how it treats its workers, its work ethics, and how it sources its raw materials. This is related to the increasing global awareness of good business. The third strategy is Customer-led storytelling, where data shows that 92% of people trust peers more than conventional advertising (Heliany, 2019).

The research methods used are experimental studies and participant observation. This type of descriptive research aims to make a systematic, factual, and accurate description of the facts and properties of a particular population or object (Kriyantono, 2021). Firstly, related to scientific research, the experiment is the most widely used and conventional investigative method. As a result, the experiment has conceptual diversity and methodological heterogeneity, leading to some classifications that are available in the literature corresponding to multiple criteria (Reed, et al., 2021). Regarding this research "Strengthening the Brand Positioning of Agroedutourism Situ Bolang in Storytelling-Based Sustainable Tourism Development in the Digital Era", Randomization has been employed in the random experiment to assign an explanatory characteristic to the sample units. In particular, the human participants frequently understand, actively interpret, and respond to the activities throughout an

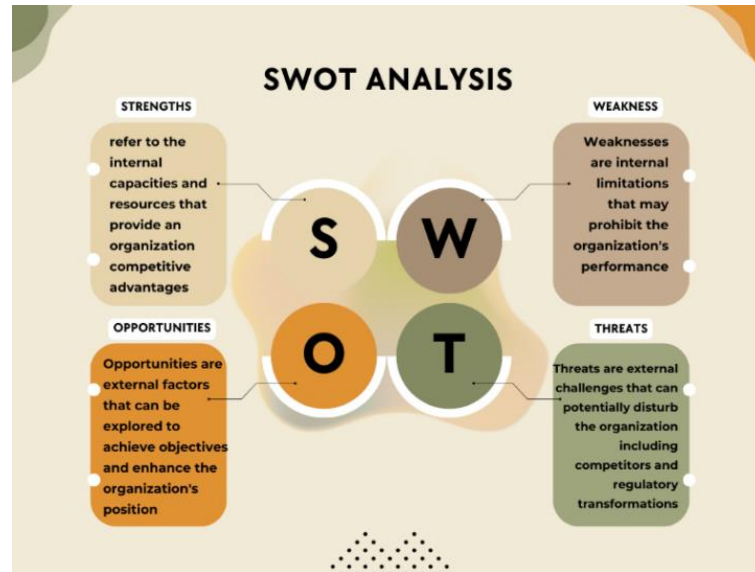
experiment. In addition, the subject's reaction to an experiment could have been influenced by this recognition (Corrêa da Silva, 2015).

Experiments are typically conducted to examine the effect of treatment characteristics on specific response variables within a treatment. Qualitative research using an experimental approach typically faces a series of challenges in conditioning the field (Radder, 2003). Specifically, human subjects are often aware of, actively interpret, and react to the activities occurring within an experiment. Furthermore, this awareness can influence the subjects' responses to an experiment, potentially exceeding the researcher's intended response to the actual intervention (Steils, 2021).

Therefore, this research will focus on on-site visits and virtual tourism experiments through social media platform with visitors to the Situ Bolang area. This will reveal differences of visitor perspectives and behaviour regarding Situ Bolang agroedutourism, which is based on a storytelling approach through social media. The experiments conducted will focus more on the experiences of visitors who come directly due to dialogue between communities without social media. The experiences of visitors who visit Situ Bolang area due to social media exposure with a storytelling approach. Moreover, at the same time immortalizing moments of interaction at Situ Bolang on digital platforms to further increase the intention to visit Situ Bolang more often in the future.

Secondly, this research also has implemented participant observation as a data collection method. Several scholars have described participant observation as a qualitative research approach in which the researcher observes a group while simultaneously actively participating in its activities. The researcher immerses himself in the subjects' daily routines when using this qualitative observation methodology (Uwamusi & Ajisebiyawo, 2023). Basically, this kind of collecting data method has the objective to capture the behaviour in as many distinct circumstances as researchers do. The people's interactions with one another, their official and casual conversation, their routines, etc., are all visible to the researchers. It provides researchers with the opportunity to acquire personal and transparent data about individuals. Participants' behaviour can be observed through simple treatments to demonstrate the cause and effect of behavioural changes before and after treatment (Allen, 2017). Regarding this research, researchers will only observe the behaviour of visitors to Situ Bolang during specific periods during their stay. They will observe internal interactions between visitors and their families, interactions with the Situ Bolang management, and interactions with other visitors that may occur due to being in the same location.

Essentially, SWOT analysis is a tool used for strategic planning and strategic management in organizations showed in Figure 3. It can be used effectively to build organizational strategy and competitive strategy. In accordance with the system approach, organizations are wholes that are in interaction with their environments and consist of various sub-systems. In this sense, an organization exists in two environments, one being in itself and the other being outside. It is a necessity to analyze these environments for strategic management practices. This process of examining the organization and its environment is termed SWOT analysis (Taherdoost & Madanchian, 2021).



Source: Sarsby, 2012

Figure 3 Explanation of SWOT

The practice of examining a social phenomenon by combining data from several viewpoints is commonly referred to as data triangulation in social science research. From the literature review and interview findings to document analysis as secondary data, all investigated data in the present research will be triangulated. In the final stages, the results of this triangulation analysis led to data interpretation, which facilitated the researchers' ability to interpret the findings, respond to research questions, and generate conclusions from the entire scope of research (Denzin & Lincoln, 2018). Therefore, this research will attempt to address the research problem by combining analysis of various literature, analysis of real-world data from experiments and participant observations, results from interviews with visitors, and a SWOT analysis. The triangulation of the various data obtained will yield research results that can address the research problem posed at the commencement.

RESULTS AND DISCUSSION

Storytelling is a form of communication that emphasizes stories. It is a way of communicating a specific identity or event in which images, photographs, videos, and drawings are often used. Instead, the narrative consists of the verbal narration of the image; in other words, the photo itself is not enough to tell a story (Gajić, 2020). However, with the introduction of new digital technologies, the narrative has changed, and the stories are told using images, photos, and videos shared through multiple platforms (in this case, social media), known as digital storytelling. Those images, photos, and videos speak for themselves and represent tens, hundreds, and even thousands of words (Cahyani, et al., 2023).

Digital storytelling and tourism are closely related because of their inherent benefits, such as combining the power of data, visualization, and narrative and adding a touch of empathy and emotion. Digital Storytelling is durable and has the potential to grow. This is a



distinct advantage for tourism businesses (Cahyani, et al., 2023). Furthermore, digital storytelling is effective for the amplification process of the message to be conveyed. Audiences can produce, reproduce, and distribute digital storytelling from tourism actors in a leading destination. This amplification will enhance the potential for the story to be more developed while reaching more people to increase brand attitude and strengthen the brand positioning of a tourist destination.

SWOT Analysis of Three Storytelling Approach Strategies

Strengthening the brand positioning of Situ Bolang agroedutourism with a storytelling approach certainly requires a strategy that is divided into three, namely: (1) data-driven storytelling, (2) Philanthropic storytelling, and (3) Customer-led storytelling. These three strategies are applied through SWOT (Strength, Weakness, Opportunity, Threat analysis. SWOT analysis is a tool that helps map an organization's condition in terms of strengths and weaknesses (Zaibah & Zulkifli, 2018). The selection of this analysis assists researchers to map the gathered data from observations in the Situbolang agroedutourism area.

First, researchers applied a data-driven storytelling strategy. Researchers used data analyzed through Strengths and Weaknesses obtained from observations. Strength and weakness are seen from things related to the internal side of the organization. This is because strengths and weaknesses are interconnected to provide an advantage in competition (Teoli, et al., 2019). Considering the strength side, the Situbolang agroedutourism area itself is divided into three parts, namely: (1) agro, (2) edu, and (3) tourism. The following table 1 explains in detail about this.

Table 1 The Strength of Situ Bolang Agroedutourism

Strength	Explanation	Support Picture
Agro	<p>The integration of fruit, flora, and fauna is located on 16 hectares of land in Jatisura Village.</p> <p>There is a superior variety from the agro side, such as Mango Agrimania, which is a visitor attraction.</p> <p>Various orchids from Java island can spoil visitors' eyes, especially women. The orchid plants are collected in a special section called D'Orchid Garden, making it easy for visitors to see them immediately.</p>	 

The manager cultivates fruits such as durian bawur, longan, oranges, grapes, and strawberries to increase the variety of fruits visitors can enjoy.



Flower plants such as orchids, tongue-in-law, etc., which were initially used to eliminate fruit pests, are growing because visitors, especially women, like to buy flowers.

Edu It is an acronym for education, which offers knowledge about plant cultivation, where the manager provides grape seeds, strawberries, and the practice of planting seeds to consumers.



Wisata The manager views the Situ Bolang reservoir and its surroundings via a bamboo bridge.



There is a photo zone that can attract visitors' attention and become memorable in photos.



However, the above advantages cannot run optimally if the manager does not immediately resolve the existing weaknesses. Situ Bolang agroedutourism area needs more specific mapping in terms of flora. Signboards containing descriptions of fruit and flower names are not installed in the proper position, for example, the information board for "orange" is filled with "mango". There was also an information board for grapes, but no rows of grapes were planted at all. Thus, this is prone to causing misinformation among visitors (Association, 2022).

In addition, the manager also needs to increase the number of information boards to direct visitors according to the zone they want to go to. This is because there are some first-time visitors. Probably, they do not feel familiar with the area. Managers also need to pay attention to the needs of visitors who want to explore the flora and fauna in the vast of Situ Bolang agroedutourism area. For instance, during the summer, there are no canopies along the pathways to protect visitors from the scorching sun showed in Figure 4.



Figure 4 Improper Positioning of Signage and the Need for a Canopy for Visitor Access

The second strategy is Philanthropic storytelling. This is analyzed in terms of Opportunity. This looks at external parts that can be utilized to benefit the organization (Teoli, et al., 2019). Situ Bolang agroedutourism area can potentially optimize brand positioning for agribusiness from nursery to supply chain to consumers. Consumers can do various things in one area; for example, they can learn to cultivate fruits and plants independently in their homes. Many seeds are also sent to Jakarta, Bekasi, and Bandung. Many people are interested in buying seeds at agroedutourism because the seeds sold are superior. The workers there are always on hand to teach visitors the science of growing these seeds. Not surprisingly, elementary school students also visit this section as a learning medium for recognizing plants.

The manager also built a fauna aviary to be a new attraction for visitors in Figure 5, especially those with small children, because they can feed rabbits and learn about the world of fauna, especially birds and rabbits. The manager also built a canteen accompanied by music so visitors can be more comfortable and not starve in agro-tourism. The manager also built a mini waterpark and an adult swimming pool in Figure 6. The explanation above shows that the manager uses a substitution system in running his business. The method for running the substitution is that flower plants can be a choice to attract visitors when the fruit zone is not in season. Thus, when fruit is not in season, this area has various entertainment options for

visitors. More than the unique image or positioning of a brand being maintained relative to others, such perceptions may involve consumers' expressive and emotional attachment, which may be widely shared (Clifton, 2016).



Figure 5 Aviary and Canteen of Situ Bolang Agroedutourism



Figure 6 Mini Water Park Situ Bolang Agroedutourism

The third strategy is Customer-led storytelling. This is analyzed from the Threat side. This relates to larger environmental realities that can be problematic for organizations (Teoli, et al., 2019). Situ Bolang agroedutourism Area can attract visitors with its diversity of entertainment. Unfortunately, the enthusiasm of visitors is also affected by road access to the place. There is only one road to the Situ Bolang agroedutourism area, which belongs to the village. Since August 2023, the 930-meter access road has been in poor condition. This is exacerbated by the passing of heavy vehicles on the village road. This situation has decreased the desire for visitors to come. This can be seen in ticket sales before and after the damaged village road showed in Figure 7.

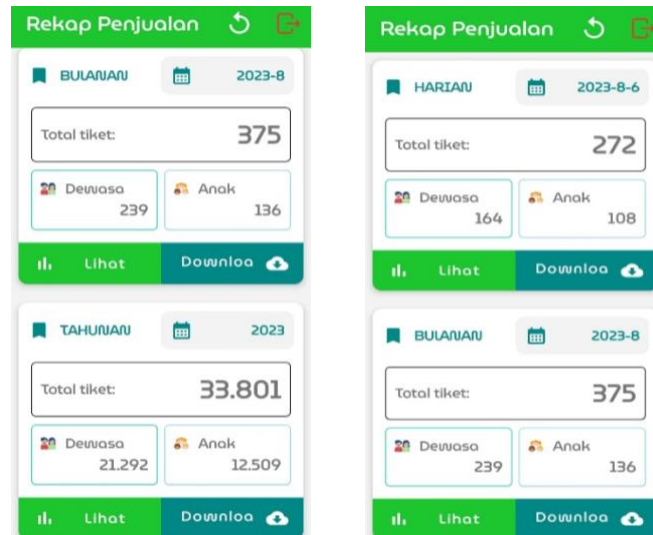


Figure 7 Recap of Ticket Sales before and after Village Road Damage

This is reinforced by reviews from direction applications such as Google Maps written by visitors from the Situ Bolang agroedutourism area. Essentially, this situation also reduces the interest of other visitors who want to go there.

"...currently, visitors are quiet because the road access is worsening. At the end of August, the local government promised to repair it. So, the management is still waiting for good news from the local government...." (Interview with the owner of Situ Bolang Agroedutourism Area on August 6, 2023).

This condition was also confirmed by the village official interviewed while in Indramayu, Mr. Miki Harmoko. From what he said, road infrastructure is a crucial element for developing Situ Bolang tourism and agro-tourism. Many sites have attractive landscapes but are challenging to access regarding transportation and telecommunications (Wamenarno, et al., 2023). Moreover, there is already a budget for infrastructure improvement. There is a need for local governments to facilitate storytelling processes to build cohesive narratives that resonate with both locals and visitors, contributing to a sustainable competitive advantage. (Bassano et al., 2019). However, the development of tourism villages has not been included in the Work Plan and Budget of the Ministry of State/Institution (RKAKL) of the Indramayu Regency Government. This is because there is still a lack of local revenue (PAD) from Indramayu tourism. The district government realizes that developing tourism villages can have more potential. However, this is not a short-term initiative but requires sustained, long-term effort. Even for road improvements, submissions have been made, but no projects have yet been implemented. There needs to be a collaboration between the Regency Government, Jatisura Village, and the irrigation authorities to repair road infrastructure more quickly, considering several different authorities in the Situ Bolang agroedutourism area and its surroundings.

Strengthening Brand Positioning through Digital Platform (YouTube) Based on Storytelling Strategy

The three storytelling strategies mentioned above were summarized by examining Situ Bolang's SWOT analysis. Situ Bolang's brand positioning is evident in its superior products, such as fruit, flora, and fauna. Furthermore, Situ Bolang boasts a photo zone and water attractions, making it a suitable tourist destination. Therefore, a video accessible to everyone is needed to strengthen the brand positioning, making it easily accessible through digital platforms. This aims to utilize social media to reach a wider community and strengthen the brand positioning as Agroedutourism. This is important to do, considering that previously, the Situ Bolang Agroedutourism area had never entered any digital media, including websites and social media (Sutowo, et al., 2023). Thus, the Situ Bolang Agroedutourism area still lacks promotion on digital platforms.

Therefore, storytelling is possible in digital platforms because users interact with each other with their respective interests, such as education about tourism. Based on this, researchers use the concept of digital platforms so that users can share experiences and knowledge quickly and cheaply with other users, including brand positioning. YouTube is the right medium to fulfill this need. This is in line with the YouTube tagline, Broadcast Yourself (Hayati, 2020). Therefore, the experience of visiting the Situ Bolang agroedutourism can be shared through a YouTube video.

The video begins by introducing the main character, "Bastian the Adventurer" in Figure 8. He visited the Situ Bolang agroedutourism in Indramayu. The video demonstrates the entrance, where visitors are greeted by a variety of flora. Signs explain what visitors can find there. Bastian immediately chose to explore the flora section, such as the orchid collection in the D'Orchid Garden zone and other flowers. Indramayu's signature mangoes are also available there. Therefore, the Situ Bolang agroedutourism provides not only fruit but also plant seeds for visitors who want to try growing their own. This story certainly helps visitors strengthen their decision to visit the Situ Bolang agroedutourism. Stories help tourists identify and connect with offerings that meet their needs, influencing their valuation and decision-making processes (Bassano, et al., 2019).



Figure 8 A Snapshot of a Vlog posted on YouTube

Bastian also showcased the abundant fauna at the Situ Bolang agroedutourism site, including the bird and rabbit collections. He also visited the iconic photo zone at the site,

making it a popular photo spot. A bridge also provides easy access for visitors to enjoy the view of Lake Situ Bolang. This YouTube video showcases the rich experiences a visit to Situ Bolang offers, highlighting each zone and supporting narrative in Figure 9. Digital narratives can create a compelling desire for potential experiences, making the company-customer relationship more aligned and authentic (Bassano, et al., 2019).

This statement is the evidence from visitors who engaged in a question-answer session with Bastian, who came with his family. Indirectly, this strengthened the relationship between Bastian as an actor and the visitors. They acknowledged that the Situ Bolang area increased their knowledge about plants, especially fruits like grapes and mangoes. Furthermore, their children also enjoyed various kinds of entertainment because Situ Bolang offers child-friendly attractions such as a swimming pool, a rabbit house, and others. Visitors also explained the existing road damage and pointed out alternative, easier access routes. These testimonials certainly increase audience trust in the Situ Bolang agroedutourism brand positioning. Post-experience sharing through digital storytelling fosters trust and deepens customer relationships as shared experiences become a form of emotional engagement (Bassano, et al., 2019). This allows visitors to do many things in one place, making Situ Bolang agroedutourism accessible to the whole family.

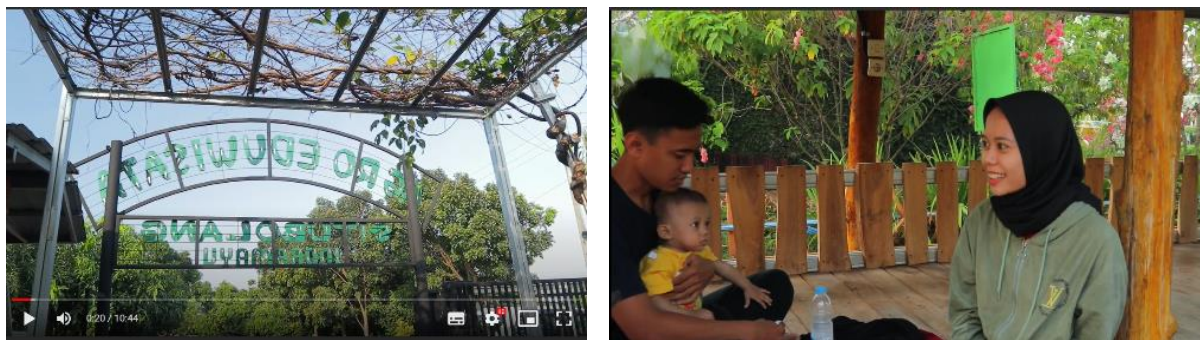


Figure 9 A Snapshot of a Vlog posted on YouTube

CONCLUSION

Strengthening tourism in Situ Bolang agroedutourism in Indramayu uses Digital Storytelling to expand tourist knowledge. This requires digital media to tell stories about a tourism destination. It has a significant advantage by using images, photos, and videos; stories can be conveyed more strongly and widely through various social media platforms. Therefore, three main strategies of digital storytelling approaches were applied. Each approach utilizes SWOT analysis to illustrate related strengths, weaknesses, opportunities, and threats.

First, the Data-driven storytelling strategy looks at the strengths and weaknesses of Situ Bolang agroedutourism. The advantage of this area is the diversity of entertainment sectors offered to visitors. There are three sectors, namely agro, edu, and tourism. Agro itself focuses on the fruits and flora cultivated by the manager, especially orchid flowers from all regions in Indonesia. Edu focuses on the knowledge provided about fruit cultivation, such as strawberries and grapes, from providing seeds to caring for them. Tourism itself focuses on interesting

photo spots for visitors. The weakness in this area is the lack of accurate information boards that can provide directions to visitors, which can be a source of misinformation if not immediately corrected.

Second, the Philanthropic Storytelling strategy looks at the opportunities owned by Situ Bolang agroedutourism. The manager applies a substitution system to maximize revenue. It works because other things attract visitors when fruits are not in season, such as an aviary containing birds, a mini waterpark, and a canteen. Third, the Customer-led storytelling strategy looks at the threats of Situ Bolang agroedutourism. The damage to the 930-meter road infrastructure has reduced revenue and visitors' interest. Therefore, quick action is needed from the government to resolve this.

These three strategies can be applied to strengthen the brand positioning displayed in the YouTube video with the aim of promoting Situ Bolang agroeduwisata. The storytelling delivered by the actor to show the advantages of Situ Bolang agroeduwisata can make the audience feel connected and can identify with the place. The facilities provided by Situ Bolang agroeduwisata, including a swimming pool and a bridge to view the lake, can make it easier for the audience to imagine the many things that can be obtained when visiting. Testimonials from visitors who came with their families and showed the existence of alternative access to visit there were also shown in the video to increase the audience's trust in the strengthening of the brand positioning carried out, namely as a tourist destination suitable for families of various ages.

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