

INTRODUCTION

Tourism villages are increasingly becoming highlights in the development of the global tourism industry. This phenomenon creates new opportunities for the development of village-based tourist destinations that focus on the interaction between tourists with culture and customs. In Indonesia itself referring to the data of the 2023 jadesta.kemenparekraf.go.id there are 4732 tourist villages with 3480 categories of initiation, 937 developing, 289 advanced and 23 independent. This illustrates the dedication of villagers towards unlocking the latent potential present in Indonesian tourism village (Wibowo et al., 2021). Indonesia tourism villages offer a unique and authentic experience to visitors. They offer the potential of nature, culture, or local heritage that attracts tourists. However, identifying tourism village brand touch points, remains a crucial task. Thus, strong collaboration between local governments, tourist village managers, and local communities in designing marketing and promotion strategies also played an important role (Afifa & Nugroho, 2022).

The active involvement of local communities in fostering and promoting their destinations can also create greater attractiveness. When a tourism village has reached a certain level of maturity, then the target market is not only limited to the locals, but must also cover the international market (Zhou, 2020). This is due to the greater income potential and its positive impact on the village economy (Wiweka et al., 2021). To reach international markets, broader and globally oriented promotion and marketing becomes essential. This can involve online promotional campaigns, participation in international tourism fairs, or collaboration with international travel agencies and partners.

In this regards, tourism villages that are ready to compete internationally must adapt strategies that combine local promotion with global innovation. The role of local communities in maintaining the authenticity and sustainability of destinations is an important factor in attracting global market interest (Suryono et al., 2020). Thus, the transformation of tourism villages from local markets into international attractions requires the integration of broad, globally-oriented marketing strategies, as well as the active role and commitment of all stakeholders.

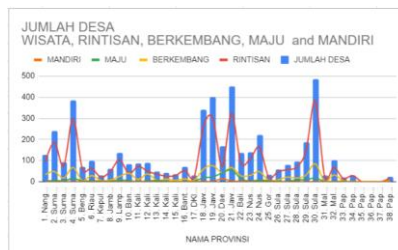


Figure 1. Distribution of the Number of Tourism Villages in Indonesia

(Source: <https://jadesta.kemenparekraf.go.id/#>)

The creation of tourism villages in Indonesia is the result of initiatives from local communities that have unique potential in various aspects, such as natural beauty, cultural wealth, traditions, and local crafts that attract the attention of tourists (Hadi, 2019). Local communities who feel that they possess such heritage and potential often submit ideas and plans to local or local governments to obtain support in developing their tourist destinations. Local governments, along with the support of the central government, then initiate the creation of tourist villages as one of the steps to facilitate the development of such potential (Sudibya, 2018). The Minister for Economic Affairs of the Republic of Indonesia, Mr. Airlangga Hartanto, said that the main objective of the establishment of the tourism village is to a number of important social and economic goals, such as improving economic growth, public welfare, addressing unemployment, preserving nature, environment, and resources, and advancing culture (<https://www.viva.co.id/berita/bisnis/1430326-genjot-ekonomi-airlangga-minta-daerah-gali-potensi-desa-wisata>). Through the development of tourist villages, government hopes to provide significant benefits to the local communities while preserve and promote the natural and cultural wealth of Indonesia to tourists, both domestic and international.

The government classifies tourism villages into four categories based on their development, which serves as a reference for further development. The first classification, (1) is the initiation tourism village, which is a village with potential as a tourism destination. The infrastructure in these villages is relatively limited, resulting in few or no tourists visiting. Additionally, the awareness of the local community regarding the tourism potential is still growing. Next, (2) is the developing tourism village, where tourists from outside the region have started to visit. Infrastructure and facilities have also improved, creating job opportunities for the local population. Furthermore, there is a growing awareness among the community regarding the tourism potential. Then, (3) there is the advanced tourism village, where the local community is fully aware of the tourism potential in their area. There are numerous visits from both domestic and international tourists. As a result, the community is able to manage tourism businesses through local tourism groups or cooperatives. The next classification of tourism villages, (4) is the independent tourism village, which demonstrates innovation in developing the village's potential into a self-sustaining entrepreneurial unit. Consequently, this village is well-known among international tourists and implements sustainable concepts recognized globally. The infrastructure meets international standards, at least ASEAN standards, and is processed collaboratively through the pentahelix approach.

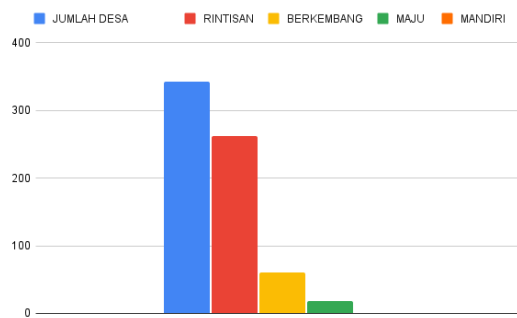


Figure 2. Graph of the Number of Tourism Villages in West Java

(Source: <https://jadesta.kemenparekraf.go.id/#>)

In West Java, there are a number of tourism villages that have become attractive tourist destinations for visitors. More specifically, Bandung prefecture, which is one of the largest districts in West Java, has as many as 18 tourism villages that offer a variety of unique experiences to tourists (<https://jadesta.kemenparekraf.go.id/#>). By integrating these aspects, such as natural beauty, local traditions, culinary, and art, the tourism village in Bandung has succeeded in attracting tourists from various regions and even from abroad. The development of tourism villages in Bandung district is one of the efforts of the local government to improve tourism, drive the local economy, and improve the well-being of local communities (Maryunani, 2019). This success is in line with the government's vision in promoting the diversified and attractive potential of West Java tourism for tourists.

Tourism villages have various functions that are very important in the context of tourism and local development (Cempaka et al., 2023). First, they serve as attractive tourist destinations for tourists seeking authentic and traditional experiences. Tourists often come to tourism villages to live in an atmosphere closer to rural life, learn about the local culture and environment, and interact with the local community. In fact, tourist villages often offer tourists the opportunity to experience the daily lives of local communities, such as cooking traditional food, attending customary ceremonies, or participating in local handicrafts. Secondly, tourism villages have a role in local economic development. Village communities engaged in tourism can earn additional income through the provision of accommodation, the sale of local products, or special tourist services. It can help reduce poverty in rural areas and improve the well-being of the local population.

The role of tourism villages is not only limited to being a tourist destination, but also as a catalyst for the local economy. Through tourism activities, villagers can increase income by providing accommodation, selling local products, and offering tourist services. Thus, tourism villages become an important driver in reducing poverty in rural areas and improving

the welfare of local communities. In the findings of researchers in the field, the tourism village is defined as a place where a small group of tourists live in or close to a traditional atmosphere. It reflects the position of the tourism village as an attractive destination for tourists seeking authentic experiences and wanting to approach rural life as well as understanding the local culture and environment. Tourism villages have great potential to promote environmental and cultural sustainability while providing economic benefits to local communities (Cempaka et al., 2023).

A fairly common phenomenon in the management of tourism villages is the cooperation between tourism villages and local governments. In many cases, the promotion of tourism villages is assisted by the government through various accompanying efforts. These efforts may include training in tourism management, marketing, and tourism product development. In addition, the government often provides support in the form of hospitality training programmes to improve the quality of services to tourists. Not only the government, private institutions and university education are often involved in the community's dedication to building the village. However, despite cooperation with the government, tourism villages also have an important role to play in promoting themselves. One approach they can take is to participate in various competitions or video races that showcase the beauty and attractiveness of their tourist village (Wibowo et al., 2021). Besides, they need to be more innovative in marketing approaches, such as leveraging social media and online platforms to reach a wider audience.

The consequence of a tourist destination is that it must be ready to accept changes, whether they are social or cultural, whether their impact is small or significant. Similarly, Laksana Village, which has transformed into a tourism village, as a current tourist destination, needs to prepare to be visited by both local and international tourists. Today, Laksana tourist village holds the status of a developing tourist village. Hence, by becoming a tourist destination, the socio-cultural environment of the community will gradually undergo changes, transitioning from natural to commercial to be offered to the visiting tourists, ultimately leading to all activities undertaken by the community being motivated by profit. The transformation of the village structure into a tourist destination and the encounter between two different cultures—between the local community of Laksana Village and the tourists—will lead to the process of acculturation, influencing changes in behavior and mindset within the community of Laksana Village.

In some condition, the changes will negatively affect the community and the unpreparedness of the community will ultimately hinder the development of the tourism village. Thus, researchers aim to contribute to the mentoring of Tourism Village Governance.

Researchers involved in mentoring the tourism village focusing on the development of natural beauty, education, and technology in the Developing Tourism Village of Laksana, Ibum District. The programs consist of improving human resources quality (HR) involving contributions from village community and enhancing integrated promotion (both offline and online) with one main idea according to the positioning (Eco, Edu, and Techno Tourism) using the concept of place identity. The researcher's involvement in this program is carried out through various initiatives, including technology-oriented outputs, to develop cultural aspects for the community.

Tourism Village Place Identity, Interactive Film and Marketing Communication Innovation

The concept of place identity, in the context of this research, plays a very important role. A place identity refers to the way a destination, in this case, a tourism village, is known and perceived by outsiders or the potential tourist. The model emphasizes the importance of depicting and promoting the unique identity of the tourist village. Furthermore, the interactive film that forms part of this model serves as a powerful medium in shaping and communicating the identity of a place. In filmmaking, a tourist village must be able to portray the key elements of its identity, including local culture, traditions, nature, and other uniqueness that distinguishes the village from other destinations (Smith, 2015). The identity of the place becomes the foundation that brings the tourist experience to life. Accurate and powerful depictions of local culture, natural uniqueness, and traditions are key drivers in a destination's appeal.

This research is exploratory in terms of an innovative concept in the development of tourist destination marketing communication. The model focuses on the use of interactive technology, which is interactive film, as a powerful tool in promoting tourist villages to tourists. With this concept, tourism village developers and managers can create a deeper and more engaging experience for prospective tourists, allowing them to feel the destination before they physically visit the destination (Puspawati et al., 2021). This interactive film allows users to interact with the village environment, local culture, and tourist attractions virtually, creating a stronger attraction. The concept also emphasizes the importance of innovation in filmmaking, which should reflect the uniqueness and beauty of nature as well as tourist village culture.

The development of interactive film in this research using virtual reality (VR) technology that enable tourists to understand the identity of the place. VR technology helps in showing the deep essence of a place's identity, offering a more vivid portrait to potential tourists, that enable a deep and immersive virtual experience (Ewenddy & Nurlily, 2022). In

VR-based interactive film, an understanding of film language is essential to produce content that is interesting, informative, and enticing for prospective travelers (Lothe, 2000). Thus, film language serves as a language that connects tourist villages and potential tourists, helping to create a stronger attraction for destinations. Film language can create a fascinating virtual experience for travelers. With the right use of film language, interactive film can be a window that brings the virtual experience to life authentically.

Visual language, camera movement, angle selection, and use of voice are all important elements in grabbing the attention and stimulating the imagination of potential travelers. The use of modern technology such as VR presents tourist villages immersively, connecting real and virtual experiences in a powerful narrative. The potential of this model is not only limited to increasing the attractiveness of destinations, but also to providing substantial economic impact. With a focus on merging modern technology with cultural heritage, tourism villages can become magnets for local and global tourists. The positive impact can be felt through increasing the income of local communities, support for local creative industries, and strengthening the regional economy as a whole. Thus, this model offers not only an exciting tourist experience but also the potential for sustainable economic growth (Putri et al., 2023).

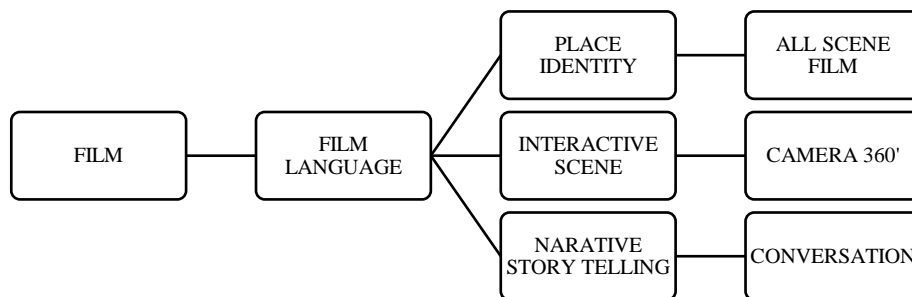


Figure 3. Interactive Film Model on Tourism Village Marketing Innovation

(Source: Self-Developed by Researcher)

The framework identified in figure 3 shows the concept of film language referring to the visual and narrative language used in interactive filmmaking to promote tourism villages. Film language covers various elements such as image composition, illumination, framing, camera motion, use of sound, music, and narrative language used to communicate messages to the audience or in this case, potential tourists (Parmaxi, 2020). Using the right cinematic techniques, interactive films can beautifully depict the natural beauty, cultural richness, and unique attractions of the tourist village (.ibid). Effective use of film language can also bring

the audience on a visual and narrative journey that inspires, motivates, and makes them feel emotionally connected to the destination.

The interactive film which translate the concept of place identity as the marketing communication innovation creates a stronger impression of what they can expect when visiting the tourist village. A strong and clear place identity can enhance the attractiveness of the destination, inviting tourists to explore, learn, and experience everything unique in the village (Bassano et al., 2019). In other words, the model or design of this research helps to strengthen the identity of the place and communicate it to potential tourists.