

## LIST OF FIGURE

Figure 1: Distribution of the Number of Tourism Villages in Indonesia.....	2
Figure 2: Graph of the Number of Tourism Villages in West Java.....	3
Figure 3: Interactive Film Model on Tourism Village Marketing Innovation.....	7
Figure 4: Stages of Marketing Innovation Development.....	9
Figure 5: Organizational Structure of Laksana Tourism Village.....	11
Figure 6: Structural Organization by the journey of General McChrystal.....	13
Figure 7: Place Identity.....	15
Figure 8: Narrative Storytelling.....	16
Figure 9: Interactive Scene.....	17