



## The Influence of Storynomics and Tourism Products on Tourist Visiting Interest in the Raja Prailiu Traditional Village, East Sumba Regency

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## THE INFLUENCE OF STORYNOMICS AND TOURISM PRODUCTS ON TOURIST VISITING INTEREST IN THE RAJA PRAILIU TRADITIONAL VILLAGE, EAST SUMBA REGENCY

### ABSTRACT

*This research aims to analyze the influence of storynomics and tourism products on tourist interest in visiting. The research method used in this research is a quantitative method. The data collection instrument used was a questionnaire. The dependent variable in this research is the visiting interest variable and the independent variables are storynomics and tourism products in the Raja Prailiu Traditional Village, East Sumba district. The results of this research are that there is a positive and significant partial storynomic influence on tourists' interest in visiting the Raja Prailiu Traditional Village in accordance with the existing living culture. Partially, tourism products have a positive and significant effect on tourists' interest in visiting the Raja Prailiu Traditional Village. Tourism products provide a special attraction for tourists interested in visiting the Raja Prailiu Traditional Village. Based on the simultaneous test (F test) which was carried out to test whether or not there was an influence of the independent variables simultaneously on the dependent variable so that in this study storynomics and tourism products simultaneously had a positive effect on tourists' interest in visiting. Based on the results of the regression test which states that the regression coefficient value of the tourism product variable is greater than the storynomic regression coefficient value, it can be concluded that the tourism products in the Raja Prailiu Traditional Village have a dominant influence on tourist interest in visiting the Raja Prailiu Traditional Village.*

**Keywords :** Storynomic, Tourism Product, Tourist Interest, Kampung Adat Raja Prailiu

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## I. INTRODUCTION

Tourism is an activity that directly involves the community, so that it has various impacts on local communities. Tourism is defined as a driving force for development in an area that involves the local community. Tourism is one of the most important sectors in economic development. This is because tourism is closely related to all sectors, so it makes many important contributions to the regional economy. Tourism activities cannot be separated from the unique story behind a destination, including storynomic tourism.

Storynomic tourism is a tourism approach that prioritizes narrative, creative content and everyday culture using the power of culture as the DNA of a destination. As is known, DNA is the identity of tourism which is a selling point that can lift the economy of local communities. Within DNA itself there is a culture that must be maintained so that it does not fade. Another positive impact on the existence of folklore is commonly known as storynomics. Storynomic tourism is currently being used by the government as a super priority Indonesian tourism development strategy. Apart from that, other things that are no less important and cannot be separated from storynomics are tourism products. Tourism products are all solutions needed, desired and expected by target customers in the form of tangible and intangible tourism experiences. Tourist attractions and tourist facilities are also the main factors that determine a satisfactory tourist experience in natural or ecotourism destinations (Hermawan, Wijayanti, & Nugroho, 2019). Talking about tourism products, there are a lot of tourist products and they attract tourists to visit East Sumba Regency.

East Sumba Regency is one of the tourist destinations. East Sumba Regency is a district that is rich in tourism potential from natural tourism to cultural tourism. Raja Prailiu Traditional Village is one of the works in East Sumba and still exists. This traditional village was previously led by King Umbu Najka, but after he died in 2008, there has been no appointment of a new king to date. The life of the people of Prailiu Traditional Village still continues traditional beliefs and the social strata system between king and servant even though they do not live together. The uniqueness of this traditional village is marked by the existence of traditional houses which are termed Uma Mbatang and Uma Hori. Apart from this uniqueness, the Raja Prailiu Traditional Village also has unique cultural traditions which are still preserved, namely the traditions of belis, marapu, eating betel nut, and the art of Sumba dance and various other dances. There are many tourist attractions and easy access to visit the Raja Prailiu Traditional Village so that it attracts tourists. Interest in visiting is also called encouragement, which is a strong internal stimulus that motivates action, where the impulse is influenced by stimuli and positive feelings towards the product. According to the Big Indonesian Dictionary (KBBI, 2012) Interest is a high inclination towards something, passion and desire. Visiting interest is a consumer's desire to visit a place. Meanwhile, tourism interest is a person's travel activity aimed at recreation and entertainment and has preparations for these activities



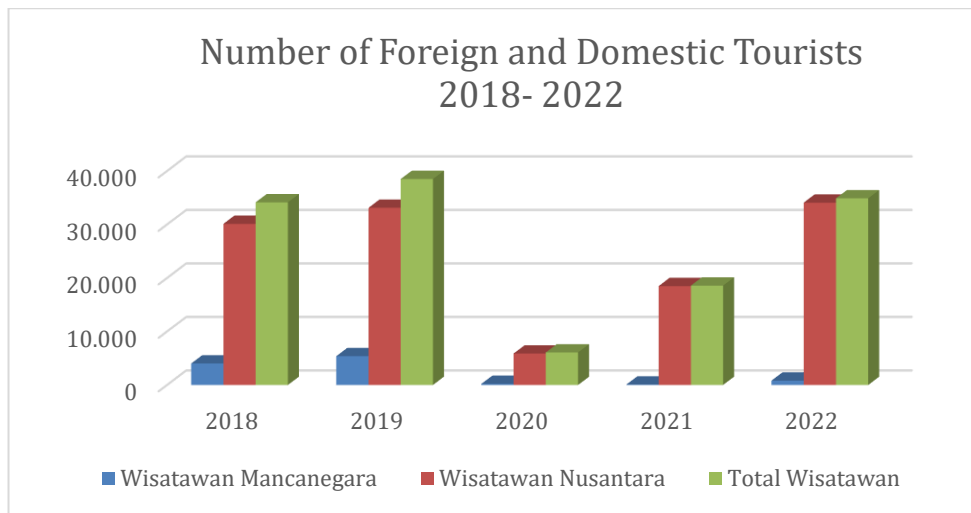


Figure 1: Number of Indonesian and International Tourists in 2018-2022

Source: BPS East Sumba Regency, 2023

The data in Figure 1 above shows that there has been a fluctuation in the number of tourist visits in East Sumba Regency from 2018-2022. In 2018 the number of foreign tourist visits was 4,012, while domestic tourists were 30,118. For the number of visits in 2019, the number of foreign tourist visits was 5,386, while domestic tourists were 33,124. The number of visits in 2020 by foreign tourists was 202, while the number of domestic tourists was 5,880. For 2021, the number of foreign tourist visits will be 87, while domestic tourists will be 18,489. For 2022, the number of foreign tourist visits will be 813, while domestic tourists will be 34,083. So the problem that occurs is that the Raja Prailiu Traditional Village is less attractive to foreign tourists, this is because foreign tourists prefer beach tourism. Another problem arises, namely the lack of awareness from the local community and government in terms of management and collaboration, so research needs to be carried out on the influence of storynomics, tourism products, and interest in visiting the Prailiu Traditional Village, East Sumba Regency (Afifa, Putri Nur Aini; Nugroho, 2022). From this explanation, the problem for research can be formulated as follows; 1) Does storynomics influence interest in visiting the Prailiu Traditional Village, East Sumba Regency? 2) Do tourism products influence interest in visiting the Prailiu Traditional Village, East Sumba Regency? 3) Do storynomics and tourism products have a simultaneous effect on interest in visiting the Raja Prailiu Traditional Village, East Sumba Regency? 4) Which of the storynomics and tourism products has the dominant influence on interest in visiting the Raja Prailiu Traditional Village, East Sumba Regency?

## LITERATUR REVIEW

### Tourism

Tourism according to (Estikowati, Alvianna, Astuti, Hidayatullah, & Krisnanda, 2022) is a journey from one place to another on a temporary basis, carried out by individuals or groups, tourism activities can be assessed as an effort to find balance or harmony and happiness with the environment in the socio-cultural and natural dimensions, opinion others say that tourism is a human activity that is carried out consciously and receives services alternately among a group of people who receive services in turns (Cramez, Hidayatullah, Alvianna, Setioko, & Krisnanda, 2021)

### Storynomic

Storynomic according to (van Boeschoten, 2011) storynomic is a tourism activity that uses a storytelling approach in creative content. The storynomic concept itself was adapted from a

promotional strategy by preparing the story as interesting as possible and making marketing carried out with different promotions. The concept of storynomic tourism is closely related to tour guides, where a tour guide is expected to be able to tell interesting things to tourists who come to a destination. The function of a tour guide is not only to guide tourists but also to convey various information related to the destination from various points of view.

### Tourism Product

A tourism product is any product that can be offered to tourists, apart from that the product is something that is interesting, can be owned by tourists, can be used by tourists, or can be consumed to satisfy tourists' wants and needs (Zuhriah, Alvianna, Hidayatullah, & Patalo, 2022). The concept of a tourism product is a collection of various activities, services and benefits that form a travel experience (Laing & Kuntariati, 2022).

### Interest in Visiting

Interest is encouragement, motivation, a strong internal stimulus that motivates action, where this impulse is influenced by stimulus and positive feelings about a product or service (Aso, Hidayatullah, & Alvianna, 2021) Another opinion states that interest is a person's plan to behave in a certain situation and in a certain way, whether the person will do it or not (Nguru, Alvianna, Hidayatullah, & Gerry, 2022). So, interest in visiting can be interpreted as a person's encouragement to behave in a certain way based on the motivation that exists within them to act positively towards a product or service offering.

### Hypothesis

1. It is suspected that storynomics has an influence on interest in visiting the Raja Prailiu Traditional Village, East Sumba Regency
2. It is suspected that tourism products influence interest in visiting the Raja Prailiu Traditional Village, East Sumba Regency
3. It is suspected that storynomics and tourism products influence interest in visiting the Raja Prailiu Traditional Village, East Sumba Regency
4. It is suspected that storynomics has a dominant influence on interest in visiting the Raja Prailiu Traditional Village, East Sumba Regency

Based on the description above, the concept of the conceptual framework in this research can be explained in Figure 2 below:

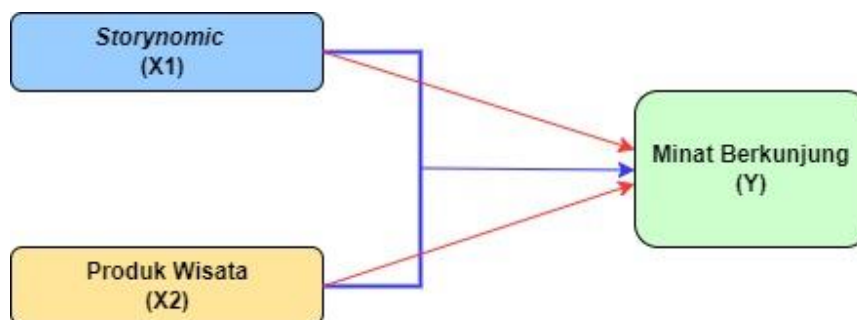


Figure 2: Research Conceptual Framework  
Source: Various articles, processed (2024)

## METHOD

This research focuses on the study of tourism management, especially those related to storynomics, tourism products, and visiting interest. This research is explanatory research, explanatory research is a type of research that explains the position of the variables studied and the influence between one variable and another (Hidayatullah et al., 2023), with the research location being carried out in the Raja Prailiu Traditional Village, East Sumba Regency, East Nusa Tenggara . The population in this study is all people who are interested in visiting the Raja Prailiu Traditional Village. The sample in this study was calculated using the Slovin formula (Hidayat, 2017) from visitation data in 2022 of 34,896 tourist visits, so the sample size was 99,714. rounded up to 100 respondents. The sampling technique uses an accidental sampling method where researchers can take respondents as samples based on chance. Data analysis techniques use descriptive statistical analysis, multiple linear regression analysis, classical assumption testing and hypothesis testing.

## Operational Definition of Variables

Table 1: Operational Definition of Variables

No	Research Variable	Operational Definition	Indicator
1	<i>Storynomic</i>	A tourism approach that is packaged in a story or content about the culture or history of a destination	1. Narrative 2. Creative Content 3. Living Culture
2	Tourism Product	All solutions needed, desired and expected by target customers in the form of tangible and intangible tourism experiences	1. Attraction 2. Facility 3. Accessibility
3	Interest of Visiting	Interest can also be called encouragement, namely a strong internal stimulus that motivates action, where the impulse is influenced by stimuli and positive feelings towards the product.	1. Interested in finding information about products 2. Consider Buyer 3. Interested in trying and wanting to know the product

Source: Various articles, processed (2024)

## II. RESULT AND DISCUSSIONS

From the results of the SPSS carried out, the following results were obtained:

Table 2: SPSS calculation results

Variable	Information	regression coefficient	T count	Sig	Information
X1	<i>Storynomic</i>	0,327	5,828	0,000	Signifikan
X2	Tourism Product	0,673	12,584	0,000	Signifikan
Constant			10,866		
R			0,862		
<i>Adjusted R Square</i>			0,737		
F count			139,771		
Sig F			0,000		

N		100
Dependent variable	Interest of Visiting	
F Table	3,09	
T Table	1,984	

Source: Primary Data, processed (2024)

It is known that the constant is 10.866, while the storynomic value (b/regression coefficient) is 0.327 and the tourism product value (b/regression coefficient) is 0.673 so the regression equation becomes:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 10.866 + 0.327X_1 + 0.673X_2$$

### Hypothesis testing

Based on the results of multiple regression tests, it is known that storynomic variables and tourism products together or simultaneously influence tourist interest in visiting the Raja Prailiu Traditional Village, East Sumba Regency. To see this simultaneous effect, it can be seen from the results of the F test. The calculated F value is 139.771. So it can be concluded that F count > F tabel (139.771 > 3.09) which means that storynomics and tourism products together or simultaneously influence interest in visiting the Raja Prailiu Traditional Village, East Sumba Regency.

#### **The influence of storynomics on interest in visiting the Raja Prailiu Traditional Village, East Sumba Regency**

The results of this research show that there is a positive and significant partial influence of storynomics on interest in visiting the Raja Prailiu Traditional Village, showing that storynomics is part of narrative, living culture and creative content. Visitors feel that living culture attracts tourists to visit and is interested in visiting because of the unique cultural life with various cultural attractions that are still preserved. Based on the results of testing hypothesis 1 regarding the influence of storynomics on interest in visiting, it was obtained that the storynomic variable had a significant influence on interest in visiting, namely 0.000, less than 0.05. Where from the results of the t test it is known that the calculated t value is 5.828, which means that the better the storynomics presented at the Raja Prailiu Traditional Village, the better the interest of people in visiting. The results of this research support the results of previous research conducted by (Anjarsari, Hilda; Badollahi, 2022) where storynomics is one of the promotional media used by Paropo village which relies on the culture of the village in its marketing. In other research (Nguru et al., 2022) it is said that tourists' interest in visiting is not only from storynomics or story narratives about the conditions of the tourist destination, but the impact of using social media is also a promotional medium that can increase tourists' interest in visiting.

#### **The Influence of Tourism Products on Interest in Visiting the Raja Prailiu Traditional Village, East Sumba Regency**

The results of this research show that there is a positive and significant partial influence of tourism products on the interest of people visiting the Raja Prailiu Traditional Village, East Sumba Regency. The tourism products presented by the management of the Raja Prailiu Traditional Village provide an attractive image for potential tourists who will visit. A tourist destination that has the main potential in the form of culture from the Raja Prailiu Traditional Village can have a positive impact on interest in visiting. Based on the results of testing hypothesis 2 in this study, there is a significant influence of 0.000, less than 0.05, between tourism products and interest in visiting and the results of the t test show that the calculated t value is 12.584. This shows that tourism products are an important factor in increasing interest



in visiting, this is because potential tourists are interested in visiting the Raja Prailiu Traditional Village because they see the tourism products offered by the management.

The results of this research support the results of previous research conducted by (Sulistiya, 2015) that tourist facilities included in the tourism product category have a significant influence on customer satisfaction who visit the Batu City animal museum, this shows that tourism products can not only attract potential tourists who will visit a destination, but if the tourism product provided is very good then it will also have an influence on the satisfaction of tourists who visit that tourist destination. Other research was presented by (Ningtiyas & Alvianna, 2021) who conducted research on attraction, accessibility, amenities, ancillaries in the San Terra De Laponte destination which have an influence on visiting interest through tourist loyalty, where this research shows that tourism products can influence tourist loyalty.

### **The Influence of Storynomics and Tourism Products on Interest in Visiting the Raja Prailiu Traditional Village, East Sumba Regency**

The simultaneous test (F test) is carried out to test whether there is an influence of the independent variables simultaneously on the dependent variable. The results of the F test analysis using the SPSS program obtained an F count of 139.771 with a significance of 0.000 because the significant value was  $<0.05$ , so  $H_0$  was rejected. This shows that  $H_3$  stated that it was suspected that storynomics and tourism products had an influence on interest in visiting the Raja Prailiu Traditional Village. To determine the magnitude of the simultaneous contribution of storynomics and tourism products to interest in visiting the Raja Prailiu Traditional Village, it can be determined based on the Adjusted R Square value. From the SPSS output, an Adjusted R Square value of 0.737 is obtained. This value shows that the two independent variables, namely storynomics and tourism products, are able to explain the dependent variable, namely visiting interest, of 73.7%. This means that 26.3% of the variation in the visiting interest variable can be explained by other factors outside the regression model in this research.

The results of this research support the results of previous research conducted by (Machmury, 2023) which said that storynomics in Luwu Regency can attract tourists from visiting the unique folklore or myths that exist in this tourist destination. Not only storynomics can increase interest in visiting, tourism products in tourist destinations can also increase people's interest in visiting. As research presented by (Alvianna & Alviandra, 2020) states, there are several things that influence people's interest in visiting a tourist destination, such as tourist attractions that can be enjoyed by tourists, whether or not the tourist facilities provided by tourist destinations are in accordance with tourists' needs and desires. In general, it is related to accessibility whether or not there is public transportation to tourist destinations. Apart from tourism products, after the Covid 19 pandemic there are several other things that can influence interest in visiting, including Cleanliness, Health, Safety, Sustainable Environment (CHSE) (Hidayatullah, Windhyastiti, Aristanto, & Rachmawati, 2021), price and quality of service (Hustina, Ika; Alvianna, Stella; Hidayatullah, Syarif; Lasarudin, 2021)

### **The Most Dominant Variable Influencing Interest in Visiting the Raja Prailiu Traditional Village, East Sumba Regency.**

In hypothesis 4, it is suspected that storynomic ( $X_1$ ) is the variable that has the most dominant influence on visiting interest ( $Y$ ), but based on the results of the regression test by looking at the regression coefficient value, the regression coefficient value for the storynomic variable ( $X_1$ ) is 0.327 and the regression coefficient value for the tourism product variable ( $X_2$ ) 0.673, it can be concluded that in this study the storynomic variables ( $X_1$ ) and tourism products ( $X_2$ ) which have the dominant influence on interest in visiting are the tourism product variables, meaning that the benchmark for interest in visiting the Raja Prailiu Traditional Village in the

Raja Prailiu Traditional Village, East Sumba Regency is a tourism product in the Raja Prailiu Traditional Village according to the needs and desires of potential tourists.

The results of this research support the results of previous research conducted by (Wibowo, Alvianna, Hidayatullah, Astuti, & Setioko, 2021) which stated that tourist destinations which include tourist attractions, amenities, accessibility and also ancillaries in tourist destinations can attract the interest of people visiting and the satisfaction of tourists who visit. tourist destination. Another opinion was expressed by (Iswidyamarsha & Dewantara, 2020) where tourist facilities are one of the factors that can attract people's interest in visiting tourist destinations.

### III. CONCLUSIONS

From the results of the analysis and discussion of the storynomic and tourism product variables, the results obtained show that storynomics and tourism products partially have a significant effect on visiting interest. From this research, it can be seen that storynomics is one of the marketing methods carried out by the Raja Prailiu Traditional Village, by highlighting folklore and living culture in the Raja Prailiu Traditional Village as interesting stories to attract visiting tourists. It is not only living culture narratives that attract tourists to visit, the creative content about the Raja Prailiu Traditional Village also makes tourists want to visit the Raja Prailiu Traditional Village, East Sumba Regency.

Tourists' interest in visiting is predominantly influenced by the tourism products in the Raja Prailiu Traditional Village, East Sumba Regency, which means that the tourism products in the Raja Prailiu Traditional Village such as the traditions of belis, marapu, eating betel nut, and the art of Sumbanese dance and various other dances are unique that can only be enjoyed if tourists visit the Raja Prailiu Traditional Village. Not only cultural attractions, the traditional houses known as Uma Mbatang and Uma Hori also attract tourists to visit the Raja Prailiu Traditional Village. Several other factors that can attract tourists to visit include the promotional mix used for marketing at the tourist destination (Mahmudah, 2019), the quality of service and availability of facilities at the tourist destination (Mega Sintia Dewi, I Made Bagus D, & Bayu Rama Laksono, 2020), word of mouth or opinions from other tourists who have visited (Agitasari, Krisnanda, & ..., 2022), system quality, information systems and also the quality of service in a tourist destination contribute to the influence on interest in visiting (Pratama, Hidayatullah, & Alvianna, 2021), Apart from that, there needs to be a creative economy developed in the Raja Prailiu Traditional Village (Hidayatullah, Windhyastiti, Aristanto, Rachmawati, & Alvianna, 2022)

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