



Storynomics Strategy as *Digital Branding* of Digital Forests In Bukit Peramun, Belitung

Alfiyyah Zalfah Renanda*¹, Myrza Rahmanita ², Surya Fadjar Boediman³, Nurbaeti⁴

^{1,2,3,4} Trisakti Tourism Institute, Jakarta, Indonesia

Corresponding Author Email: alfiyyahzalfahrenanda@gmail.com

Abstract.

Background. *Digital branding* has emerged as a crucial element that not only expands the reach of tourism destinations but also forms a unique and attractive brand image. A consistent brand identity, packed with compelling stories, is an essential foundation for building a positive image that strengthens the attractiveness of the destination in the minds of the audience.

Aims. This study aims to analyze the strategy of applying *storynomics* as a form of *digital branding* in the Bukit Peramun Digital Forest in Belitung.

Methods. Using qualitative approaches and case study methods, as well as analysis based on the SOAR (*Strengths, Opportunities, Aspirations, Results*) framework, this study explores how story narratives are combined with digital technologies such as *augmented reality (AR)*, *QR codes*, and social media to build immersive and interactive travel experiences.

Result. The results of the study demonstrate that the application of *storynomics* can enhance the attractiveness of destinations through authentic, visual, and emotional storytelling. *Storynomics* successfully creates an emotional connection with visitors, strengthens the destination's brand identity, and increases traveller engagement and loyalty.

Conclusion. The Bukit Peramun Digital Forest is considered to have successfully leveraged the power of storytelling to create a unique destination image in the digital era. This study concludes that *storynomics* is an effective strategy in supporting tourism digitalization, especially in building destination branding based on experience and emotional engagement.

Implementation. The suggestions put forward emphasize the importance of collaboration between destination managers, local communities, and the private sector to consistently strengthen narrative content production, as well as to develop specialized training for destination managers to create relevant, creative, and educational stories.

Keywords: Storynomics, Digital Branding, Digital Forest, Bukit Peramun, Digital Tourism



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INTRODUCTION

Digital branding has emerged as a crucial element that not only expands the reach of tourism destinations but also forms a unique and attractive brand image. A consistent brand identity, packed with compelling stories, is a crucial foundation for building a positive image that strengthens the destination's attractiveness in the minds of the audience. According to (Keller, 2010) Branding is the name, symbol, or term of various combinations that represent products, services, or companies to distinguish them from others. *Digital branding* is a logical way to convey the value of a product while also building a connection with customers.

One of the methods in digital branding for introducing a tourist destination is the storynomics approach. (Kartika & Edison, 2024) Explaining Storynomics as a tourism marketing approach that utilizes storytelling and creative content to bring the travel experience to life, by highlighting local culture as the core of the experience.

Implementation examples *Digital Branding* The successful one is Bukit Peramun in Belitung Regency, which received an award from the Indonesian World Record Museum (MURI) as the First Digital Forest (Hanifa et al., 2023). Previous research by (Hanifa et al., 2023) with the title "Implementation of Digital Forests in Improving the Tourism Sector in Bukit Peramun" discusses the uniqueness of digital forests developed by the Arsel Community with support from Bank Central Asia (BCA) in 2018 in Bukit Peramun, Bangka Belitung Islands (Hanifa et al., 2023). Other research by (Daulay et al., 2022) The title "Digital Transformation in the Bukit Peramun Digital Forest" emphasizes the influence of digital transformation on the development of the Digital Forest in Bukit Peramun. The two studies underscore the importance of digital transformation in bolstering the tourism sector in Bukit Peramun, highlighting how digital innovation can capture the attention of tourists and stimulate the development of tourism in the area.

Table 1 shows that, within three months, from October to December 2024, the official website bukitperamun.com exhibited an increasing trend in daily visits. The statistical data recorded the lowest number of daily visits, as few as two visits, while the peak reached 31 trips in a single day. This increase reflects the success of digital promotion and the growing interest in Bukit Peramun tourist destinations, especially with digital approaches such as social media and interactive content that captivate potential tourists.

Table 1. 2 Visitors to Bukit Peramun Website for October – November 2024

No.	Date	Number of New Visitors
1	October 1	50
2	October 5	20
3	October 10	15
4	October 15	30
5	October 20	25
6	October 25	10
7	01-Nov	40
8	05-Nov	70
9	10-Nov	30
10	15-Nov	65
11	20-Nov	20
12	25-Nov	45

Source: Peramun.com, Retrieved on November 05, 2024, at 22.47 WIB

Table 2: Table of Annual Tourist Visits

Yes	Year	Number of Visits
1	2024	1.766
2	2023	3.048
3	2019	17.509
4	2018	19.095

Source: Bukit Peramun Manager

According to Table 2, the number of tourist visits to the Bukit Peramun tourist destination has begun to decrease significantly. In 2018, it was 19,095, while in 2019, it was 17,509. But after Covid-19 attacked, the number of visitors began to decline, and even in 2024, there will be only 1,766 visits.

In terms of accessibility, Bukit Peramun has a geographical advantage, as it is located in Air Selumar Village, Sijuk District, Belitung Regency, which falls within the golden triangle area of tourism development on Belitung Island. The location is strategically situated, as it is on the connecting route between various important points, both in terms of air and land transportation. Tourists can easily reach Bukit Peramun through H.A.S. Hanandjoeddin International Airport, the main gateway for both domestic and international tourists to Belitung Island. From the airport, the travel time to Bukit Peramun ranges from 30 to 40 minutes using a motorized vehicle. In addition, Bukit Peramun can also be accessed quickly from the center of Tanjung Pandan, which is the

administrative and economic center of Belitung Regency, with a travel duration of approximately 25 to 30 minutes. Adequate road access and the availability of various local transportation modes are supporting factors that enhance the attractiveness of this destination in terms of connectivity and ease of travel for tourists.

According to (Gobe, 2010), *Storytelling deep Branding* Being able to create a deep emotional bond between the brand and the consumer, which ultimately increases loyalty and engagement. Application *Storynomics* in Bukit Peramun can help communicate the uniqueness and value of this digital forest to tourists. Using digital technology, Bukit Peramun can create a more immersive and interactive tourist experience, where tourists can learn about flora and fauna, as well as local history and culture through stories told through the app *Mobile and augmented reality*, according to the results of research conducted by (Hanifa et al., 2023). The digital forest in Bukit Peramun, developed by the Arsel Community, is supported by technology-based applications such as Ground Plan, which combines GPS markers and Android-based virtual assistants. This application introduces various types of plants, their benefits, and the natural beauty of Bukit Peramun, supported by augmented reality technology that provides a unique photo experience. Features such as Virtual Guide, Virtual Zoo, Get to Know Trees, Virtual Café, Virtual Photo Spot, Online Map Navigation, and ticket booking through the peramun.com website are essential components in supporting this digital forest ecosystem.

Storynomics is a marketing approach that combines storytelling with economics, utilizing stories as a tool to create value and foster emotional engagement with the audience. In the context of destination branding, *storynomics* can help create a compelling narrative about the destination, which not only attracts tourists but also builds long-term relationships with them. Belitung is known for its beautiful beaches and granite rocks, but Bukit Peramun faces the challenge of attracting tourists to hilly areas with few typical natural attractions. Initially, the management of Bukit Peramun faced difficulties, including ecosystem damage caused by visitor behavior. Strategic transformation is achieved by transforming the area into a technology-based special interest tourist destination, specifically the Digital Forest. As the first digital forest in Indonesia, Bukit Peramun utilizes technology such as *QR codes* and *Augmented Reality (AR)* to create immersive and meaningful tourism experiences, while also winning awards for its innovation.

The main attraction of Bukit Peramun tourism is that this destination uses digital concepts so as to create advantages such as: ease of access to information and booking, richer and more

interactive tourist experiences, as well as business efficiency and new economic opportunities. With this attraction, the destination is more accessible to local and international tourists.

This Digital Forest reflects the concept of *storynomics*, where stories are combined with technology to build the emotional engagement of tourists. *Storynomics* has the potential to be an effective marketing tool for building a strong narrative, attracting tourists, and creating loyalty to destinations. However, there has been no research specifically addressing how Bukit Peramun utilizes this approach in its digital branding, although digital transformation in the tourism sector is crucial for building the competitiveness of destinations. This research aims to fill this gap by analyzing how *storynomics* is used as a *digital branding tool* in the Bukit Peramun Digital Forest.

Although the Bukit Peramu digital forest is frequently visited by tourists, according to the Head of the Belitung Regency Tourism Office, many tourists are unaware of its existence due to the branding of Belitung as a beach-based tourist destination.

Therefore, this research aims to reveal how Bukit Peramun promotes itself as the first story-based digital tourism destination in Indonesia while simultaneously building a unique tourist experience. Because digital transformation in a tourist destination can have a significant impact on the tourism sector, the use of digital transformation is a crucial aspect in this industry. Therefore, this research is titled "*Storynomics as Digital Branding of the Bukit Peramun Belitung Digital Forest*".

LITERATURE REVIEW

Digital Forest

A digital forest is a forest that combines the sophistication of technology with the authenticity of the natural environment (Sigh *et al.*, 2023). Digital forests are an innovation that is now revolutionizing the forestry sector. Forest machines are equipped with advanced technologies, including wireless sensors to measure tree length, artificial intelligence, robotics, as well as information systems and high-quality data network components (Jäntti & Aho, 2024). Digital innovation is changing the way companies manage their business processes. In the forestry sector, advanced technologies are now being applied to forest machinery, including wireless sensors to measure tree length, artificial intelligence, robotics, and high-quality information systems and data networks. This development allows for higher efficiency in forestry operations. The concept of digital forests combines cutting-edge technology with the authenticity of the forest environment.

By utilizing digital tools and modern methods, forest management can be carried out more effectively and sustainably, striking a balance between technological advancements and nature conservation.

Digital Branding

According to Yunus (2019) in the book *Digital Branding Theory and Practice*, digital branding is the identity of a brand used by a company and is different from traditional brands. The power of digital is essential for companies that want to dominate the market and create a major transformation in their business and social interactions. Digital interaction creates a richer and more personalized experience for users by using digital technology to provide an immersive and engaging environment. The products and services offered must have a brand, so a company will not be unfamiliar with the word. A brand is the name or identity of a product or service, such as logos, seals, or packaging, to distinguish it from products or services offered by other companies.

Digital Branding, according to Ferbita, Setianti, & Dida (2020), is a forum that is prevalent in the digital era for conveying a brand. Therefore, the use of digital branding is a practical strategic step in the context of business, marketing, and brand planning to develop a positive reputation and image of a company. Digital branding will enhance the image of a product or service that is to be highlighted, according to Utama & Fadli (2020). Digital Branding is crucial because it enables business owners to establish relationships with customers, making the brand easier to remember.

Storynomic in Tourism

Storynomics tourism, according to the Ministry of Tourism and Creative Economy, is a tourism approach that prioritizes narrative, creative content, and living culture, utilizing the power of culture as the DNA of destinations. Another meaning of Storynomics Tourism is to package Indonesia's charm in an interesting story, making it an attraction for foreign tourists to visit Indonesia (Kartini, 2021).

Storynomic tourism has become a new style in attracting many foreign tourists. However, the Indonesian nation is still overcoming the COVID-19 pandemic. Storynomics tourism is a tourism approach that prioritizes narratives, creative content, and living culture, utilizing cultural power as the DNA of destinations. Consequently, innovations with the storynomics tourism approach are expected to attract foreign tourists to Indonesia (Machmury, 2023).

Content *Storynomics* can be identified by looking at some of the things below, according to the book *Storynomics: Story-Driven Marketing in the Post-Advertising World*. (McKee & Rhomas, 2018). :

- 1. Narrative Structure:** Content should follow the storyline, including elements such as protagonists, conflicts, and resolutions. This structure helps to engage the audience emotionally and makes the message more memorable.
- 2. Emotional Connection:** Effective storytelling content creates an emotional bond with the audience. This can be achieved by touching on universal themes such as hope, fear, love, or aspiration, which resonate personally with the viewer.
- 3. Purpose Besides Selling:** Instead of focusing on direct advertising, content should provide value or insight, entertain, or educate the audience. This approach helps build a loyal following that trusts the brand.
- 4. Authenticity and Connectedness:** Authentic stories that reflect real experiences or challenges tend to be more impactful. The story should feel honest and relevant to the target audience, making them more likely to connect with it.
- 5. Brand Value Integration:** Stories should seamlessly integrate the brand's values and mission, without over-pushing the product. The goal is to align the brand with the audience's values and lifestyle, subtly influencing their perception and loyalty.
- 6. Visual and Verbal Storytelling:** Use a combination of engaging visuals and engaging narrative text or dialogue to enhance storytelling—high-quality visuals, whether images or videos, can significantly increase the impact of a story.

RESEARCH METHODS

This research employs a Qualitative approach, utilizing a case study design, and is descriptive. A qualitative approach is a crucial method for understanding a social phenomenon and the individual perspective being studied. The qualitative approach is also one in which the research procedure produces descriptive information and in the form of written or verbal words from the behavior of the people observed (Nurahma & Hendriani, 2021).

This research was conducted on Belitung Island, with the research location being Bukit Peramun, situated on Jl. Peramun, Air Selumar, Sijuk, Belitung Regency, Bangka Belitung Islands 33414.

The researcher determines the source person in this research, who is designated as a key *informant*. This is done to support data related to *Storynomics as a digital branding strategy for the Bukit Peramun Digital Forest*. The researcher has designated *Arsell Community* as the key informant for Bukit Peramun, as well as the Belitung Regency Tourism Office and tourists who visit Bukit Peramun, as *informants*.

RESULTS AND DISCUSSION

Storynomics Tourism Strategy as Digital Branding of Bukit Peramun

The implementation of *Storynomics Tourism* as a digital branding strategy in the Bukit Peramun Digital Forest combines authentic storytelling with digital technology to create an engaging and meaningful tourism experience. As a destination renowned for its technological innovation, Bukit Peramun utilizes augmented reality (AR) to provide tourists with interactive information, including details about flora and fauna that can be accessed through QR code scanning. This not only enriches the experience but also highlights the uniqueness of this destination. This approach is reinforced by visual and verbal storytelling through social media, such as Instagram, where photos, videos, and captions are used to build an emotional connection with the audience, conveying messages about the importance of environmental conservation, technological innovation, and education. The narrative not only attracts tourists to visit but also strengthens the image of Bukit Peramun as a destination that supports sustainable tourism, promotes conservation values, and educates tourists through immersive experiences. This strategy not only enhances the appeal of the destination but also fosters strong brand awareness in the digital age, making Bukit Peramun widely recognized as a community-based tourism management model that aligns with modern trends and sustainable development goals (SDGs).

This sub-chapter aims to discuss in depth how the implementation of *storynomics tourism* is carried out in the Bukit Peramun Digital Forest as a form of *digital branding* strategy. SOAR focuses on identifying the strengths and opportunities that an organization, group, or business has. This approach aims to explore the best potential, encourage innovation, increase value, protect the interests of stakeholders, and create plans that can be implemented effectively. Using the SOAR (*Strengths, Opportunities, Aspirations, Results*) analysis framework, this study will identify the strengths possessed by Bukit Peramun in adopting this approach, opportunities that can be maximized for destination development, strategic aspirations that underlie the implementation of

storynomics tourism, as well as the expected results of the implementation of this strategy. This discussion is expected to provide a more comprehensive understanding of the role of *storynomics tourism* in supporting the sustainability of tourist destinations while strengthening the image of the Bukit Peramun Digital Forest in the digital era

Narrative Structure

Bukit Peramun has a deep history related to the culture and spirituality of the local people. The name "Peramun" is believed to originate from a word referring to ritual activities or traditional ceremonies carried out by the community in the past, specifically "Peramuan". This hill, situated in a region renowned for its natural beauty, has long been revered as a sacred site. In the past, the local people used this hill as a site for spiritual ceremonies aimed at maintaining the balance of nature and seeking guidance from their ancestors.

Over time, Bukit Peramun has not only become known for its natural beauty, but also for the spiritual significance it holds. This hill is considered a place with positive energy, which is said to bring peace to anyone who visits it. Its existence then became an important symbol in the social and cultural life of the local community. In the development of tourism, Bukit Peramun is now one of the tourist destinations that attracts the attention of many visitors.

The story of the origin and history of the name Bukit Peramun is not only passed down through generations, but also shared by tour guides both orally and in writing. This narrative is a significant attraction for tourists, allowing them to delve deeper into the cultural heritage behind this hill. Through a cultural- and spiritual-based tourism approach, Bukit Peramun not only offers natural beauty but also introduces the values of local wisdom that are firmly rooted in the history and traditions of the local community. Thus, Bukit Peramun is not only a natural tourist destination but also a place to experience inner peace and gain a deeper understanding of the importance of maintaining a harmonious relationship between humans and nature.

Emotional Connection

The content created by Bukit Peramun effectively touches the emotions of tourists by combining local stories rich in cultural and spiritual value with hands-on experiences that engage tourists in local traditions and rituals. Through tour guides who convey the stories with feeling, tourists not only enjoy the beauty of nature, but also feel peace and a deep emotional connection

with the place. This content enables tourists to appreciate the relationship between humans and nature more deeply, while also providing an inspiring and heartwarming experience.

The application of storynomics tourism in the Bukit Peramun Digital Forest provides tangible evidence of how technology and narrative can work together to create immersive experiences. Using technologies such as QR codes, Augmented Reality (AR), and virtual tours, these destinations are not only places to visit but also places where tourists can connect emotionally with existing history, culture, and biodiversity. This reflects the principle of storynomics, which holds that stories must evoke deep emotions to create meaningful connections.

One of the main strengths of the Bukit Peramun Digital Forest is its ability to convey a rich local narrative through modern technology. QR codes at various points allow tourists to access information about the local flora and fauna, complemented by local cultural and historical stories. For example, stories about trees used in traditional rituals lead tourists to a deeper understanding of people's relationship with the surrounding nature. This emotional dimension transforms the experience into a more personal one, as is often attributed to the principle of storynomics. The use of Augmented Reality (AR) is also a key element that strengthens the tourism experience in the Bukit Peramun Digital Forest. Through Augmented Reality, tourists can see digital representations of forest animals, introducing them to biodiversity that is often not seen in person. It provides a new way for visitors to "see" forests not just as natural objects, but as living ecosystems in need of attention and preservation. This technology also gives a strong educational dimension, making tourists understand the role of each element in maintaining the balance of the ecosystem. Additionally, the 360-degree virtual tour offered at Bukit Peramun is a highly effective tool for attracting visitors in the post-pandemic era. With this feature, tourists can explore this place virtually before deciding to visit in person. This provides a sense of security and comfort, especially for travelers who want to ensure their experience before traveling. This virtual tour also builds tourists' confidence, giving them a clear picture of the facilities, sights, and attractions they will encounter.

Brand Value Interaction

The interaction of content on Bukit Peramun's social media indicates that the shared content effectively fosters an emotional connection between visitors and the place. Tourists, both local and foreign, feel inspired and encouraged to share their experiences after viewing content

that depicts authentic local natural beauty, culture, and stories. These interactions not only increase travelers' engagement with destinations but also strengthen global communities that share experiences through social media. Thus, social media plays a crucial role in introducing Bukit Peramun to a broader audience and enhancing the tourist experience. In this case, the manager of Bukit Peramun has interacted with brand values by developing a Strong Brand Identity with the Arsell Community Logo. Building a unique and consistent brand identity, the manager of the Bukit Peramun Digital Forest has been consistent in using visual elements and brand messages that convey the values of education, preservation, and immersive experiences, thereby strengthening brand recognition and fostering an emotional connection with visitors. This is evident in the Arsell Community Logo, as the manager of the Bukit Peramun Digital Forest, which is consistently featured in image and video posts. The Arsell Community logo, which is always visible throughout image and video posts, is a key element that strengthens the brand identity. The presence of this logo is more than just decoration; it is a visual symbol that directly connects the content displayed with the Bukit Peramun brand, which the manager of the Bukit Peramun Digital Forest initially owns. The consistent use of the logo across digital media ensures that all content viewed by viewers serves as a reminder of the Bukit Peramun Digital Forest's identity as an innovative and environmentally friendly digital tourism destination. Therefore, this logo is a strategic element in building a strong and recognizable brand image for the Bukit Peramun Digital Forest.

In the context of brand identity development, a consistent Arsell Community logo helps create brand reminders and enables potential travelers to spontaneously recall the brand when they see a particular visual element. This is especially important in a digital world where potential travelers are constantly bombarded with information. When the Arsell Community logo is displayed consistently across all images and videos, brand impressions and visual recognition are strengthened, tourists and potential visitors are aware of the quality of the content and what Bukit Peramun has to offer

Virtual and Verbal Storytelling

The process of visual and verbal storytelling at Bukit Peramun involves the two approaches complementing each other to create an immersive and memorable experience for visitors. Visual elements, such as photos, videos, and natural beauty, can attract the attention of tourists from the outset, both through social media and on-site. Meanwhile, verbal stories delivered

by tour guides enrich the experience with local historical, cultural, and mythical narratives that make visitors feel more connected to the place. This combination not only enhances the appeal of tourists but also fosters a deep emotional connection, making Bukit Peramun not just a destination but also a meaningful experience that tourists can cherish.

Visual and verbal storytelling is a technique that enables effective communication of messages and fosters connections with the audience. This technique involves using images, photos, or videos in conjunction with words to create an emotional impression and foster connections. In building brand value integration, the management of the Bukit Peramun Digital Forest has utilized social media platforms such as Instagram @bukitperamunofficial to convey the brand message through consistent visual and verbal content. This includes photo posts, videos, and captions that depict the natural beauty, technological innovation, and traveler experience, thereby building an emotional connection and strengthening the integration of brand values.

Authenticity and Attraction

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Purpose Other Than Selling

The content of the Bukit Peramun Forest is that it presents exciting and educational information for tourists, both local and foreign. This content not only includes information about biodiversity and medicinal plants, but also raises local cultural stories and legends related to the origin of the name Bukit Peramun. Content delivery that combines verbal, visual, and technological methods such as augmented reality, making it more vivid and easy to understand. Tourists feel connected to the place through a combination of nature, culture, and technology, which ultimately increases their desire to explore more about Bukit Peramun.

Storynomics in Bukit Peramun is the art of creating a narrative that attracts the audience's attention through emotions and the relevance of the story. The primary goal is not just to sell a product or service, but to establish a profound emotional connection between the audience and a concept, brand, or destination. Narratives built through local stories, such as the history of the name Bukit Peramun or the uniqueness of flora such as sibulan, aim to captivate tourists' emotions by giving them a personal connection to the destination. These stories not only offer information but also bring to life the cultural and natural values contained within them, allowing tourists to feel emotionally connected. This strategy is effective because humans naturally remember stories that affect their emotions more easily than just facts or promotions.

By creating this attachment, Bukit Peramun can establish a strong digital identity, enhance its attractiveness as a sustainable tourist destination, and foster tourist loyalty to the place. In the context of tourism, this approach is applied to provide a transformative experience for tourists, where they not only visit a place but also bring home stories that enrich their perspective and life. In Bukit Peramun, the application of storynomics tourism aims to go beyond just promotional activities or commercialization of destinations. The purpose of storynomics tourism in Bukit Peramun also includes education through in-depth experiences. Through the use of digital technologies such as QR codes and Augmented Reality (AR), this rich narrative is conveyed interactively and innovatively. QR codes placed at various strategic points in the forest allow tourists to access relevant stories about the flora, fauna, and history of the place. Meanwhile, AR allows tourists to see digital representations of species present in the forest, creating an experience that is both entertaining and educational.

Digital technologies, such as QR codes and Augmented Reality (AR), are leveraged to deliver rich narratives in innovative ways. QR codes provide access to stories related to local flora,

fauna, and history, while AR allows tourists to interact with digital representations of species present in the forest. In this way, Bukit Peramun not only entertains but also educates tourists, in line with the principles of sustainable tourism that prioritize cultural and environmental preservation.

The Strength of *Storynomics Tourism* Implementation in the Bukit Peramun Digital Forest

Storynomics Tourism in the Bukit Peramun Digital Forest boasts four main strengths that contribute to its success. First, Digital Technologies, such as augmented reality (AR), which provide tourists with interactive experiences related to local flora, fauna, and stories, are measured through the number of tourists who utilize this technology. Second, Strong Storytelling, with authentic narratives that explore the richness of local culture and uniqueness, is measured through social media engagement levels, including the number of likes, comments, and shares. Third, Community-Based Management, which involves local communities in management, problem-solving, and nature conservation, is measured by the number of tourists participating in community-based activities. Fourth, Attractive Visual Branding, in the form of high-quality photo and video content on digital platforms that attract tourists, is measured through the growth of followers and interactions on social media. The combination of these four forces creates a strong appeal, supporting sustainable tourism, while empowering local communities.

The Bukit Peramun Digital Forest is one of the best examples of the implementation of *Storynomics Tourism* in Indonesia. This concept combines technology, local narratives, community-based management, and attractive visual branding to create a leading tourist destination in Belitung Regency. The success of this implementation is supported by national and international recognition, such as its status as the First Digital Forest in Indonesia and one of the geosites in the Belitung UNESCO Global Geopark (UGGP). Based on interview data with Elena Victoria (foreign tourist), Adie Darmawan (Head of the Arsell Community), Fahri (member of the social media team), and Annyta, SP, M.IL (Head of the Belitung Regency Tourism Office), the strength of this implementation can be analyzed through four main aspects: digital technology, storytelling, community-based management, and visual branding

CONCLUSION

This study demonstrates that the storynomics tourism strategy has proven effective in supporting the digital branding of Bukit Peramun tourist destinations in Belitung. Through a blend of authentic local narratives and digital technologies, such as augmented reality (AR), QR codes, and social media content, this destination can create an interactive, immersive, and emotionally engaging travel experience for visitors.

The application of storynomics in the Bukit Peramun Digital Forest enhances the destination's brand identity through emotional engagement, authentic storytelling, and the delivery of cultural values and environmental preservation creatively and educationally. The consistent use of visual and verbal media helps to strengthen the integration of brand values and expand the reach of digital promotion. This strategy has also succeeded in making Bukit Peramun an example of community-based destination management that is relevant to the demands of sustainable tourism and digital transformation.

However, there are still challenges in expanding the reach of information to tourists who are unfamiliar with the existence of this Digital Forest, considering that Belitung's branding is more closely associated with the image of beach tourism. Therefore, the sustainability of storynomics strategies needs to be balanced with cross-sectoral collaboration—both government, private, and local communities—in creating and disseminating narrative content that is consistent, innovative, and of educational value, in order to strengthen the competitiveness and attractiveness of destinations in the digital era.

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