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**SELL WITHOUT LYING: THE ROLE OF AUTHENTIC MARKETING  
AND STORYTELLING IN PENTINGSARI TOURISM VILLAGE**

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**Abstract.** Pentingsari Tourism Village is a tourist village located in Umbulharjo Village, Cangkringan District, Sleman Regency, Special Region of Yogyakarta. As Indonesia's flagship village that has won various awards, both nationally and internationally, Pentingsari Tourism Village has had its ups and downs when opening up to tourists. Carrying the live-in concept, Pentingsari Tourism Village tries to offer the experience of living with the local community with local activities that can be followed, starting from exploring the village nature, cultural arts, and village economy. Through an exploratory study conducted, researchers found the role of authentic marketing and storytelling as local advantages that were developed by the Pentingsari Tourism Village to attract tourists. Authenticity, honesty, and carrying a narrative story in telling the background of the activities and activities carried out in the Pentingsari Tourism Village provide a special experience for visitors who come. This research is expected to provide inspiration for tourist villages with similar conditions to develop authentic marketing and storytelling according to the situation and conditions of their respective geographical areas based on local capabilities.

**Abstrak.** Desa Wisata Pentingsari merupakan desa wisata yang terletak di Kelurahan Umbulharjo, Kecamatan Cangkringan, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Sebagai desa unggulan Indonesia yang telah meraih ragam penghargaan, baik secara nasional maupun internasional, Desa Wisata Pentingsari mengalami pasang surut ketika membuka diri untuk wisatawan. Mengusung konsep *live in*, Desa Wisata Pentingsari mencoba menawarkan pengalaman hidup bersama masyarakat lokal dengan aktivitas lokal yang dapat diikuti, mulai dari eksplorasi alam desa, seni budaya, dan ekonomi desa. Melalui studi eksploratif yang dilakukan, peneliti menemukan peran *authentic marketing* dan *storytelling* sebagai keunggulan lokal yang dikembangkan Desa Wisata Pentingsari untuk menarik minat wisatawan. Keaslian, kejujuran, dan pembawaan kisah yang naratif dalam menceritakan latar belakang aktivitas dan kegiatan yang dilakukan di Desa Wisata Pentingsari memberi pengalaman tersendiri bagi pengunjung yang datang. Penelitian ini diharapkan dapat memberikan inspirasi bagi desa wisata dengan kondisi serupa untuk mengembangkan *authentic marketing* dan *storytelling* sesuai situasi dan kondisi dari wilayah geografis masing-masing dengan berbasis kapabilitas lokal.

## INTRODUCTION

Pentingsari Tourism Village is a hamlet located in Umbulharjo Village, Cangkringan District, Sleman Regency, Special Region of Yogyakarta. Established on 15 April 2008, Pentingsari was originally one of the poorest hamlets among the villages on the slopes of Mount Merapi (Sitoresmi, 2022). The geographical location that is difficult to reach and pass by vehicles makes the economy of the Pentingsari community lagging behind. The condition of being left behind has made Wardi Sukismo, one of the residents of Pentingsari, come up with the idea to build a village that can be competitive, namely a tourist village.

Armed with courage and strong determination to advance the regional economy, finally 14 years later, Pentingsari Tourism Village is known as one of the global tourist villages that is able to present a strong locality element from the daily lives of the people who live in it (Visiting Jogja, 2020). In addition, the spirit of collaboration that exists in the Pentingsari Tourism Village is the key to success in facing various challenges that occur, both internally and externally.



Figure 1. Map of Pentingsari Tourism Village

Source: Research Documentation

Pentingsari Tourism Village has various tourist attractions, such as Luweng, Watu Persembahan, Sendangsari Holy Shower, Watu Payung, Watu Dakon, and Watu Gajah. In addition, the variety of activities that can be participated in Pentingsari Tourism Village is divided into 3 main activity themes, namely village natural exploration, cultural arts, and village economy. The natural exploration of the village is divided into village cruising, agricultural and plantation workshops, fisheries, animal husbandry, field plows, mud balls, rice planting, fishing, and river crossings. Cultural arts exploration is divided into gamelan, dance, feast, batik, coconut leaf creation, and wayang suket. Meanwhile, the economic exploration of the village consisted of making tempeh, coffee, mushrooms/yams, herbal plants).

As a tourist village developed with the concept of community-based tourism, the values adopted by Pentingsari Tourism Village are based on local wisdom that has been passed down from generation to generation, such as cleanliness, friendliness, and receiving guests like family. The involvement of local communities as actors in the tourism sector is a special attraction that provides its own economic value for the community, starting from the occupancy of homestays which are residents' homes to local products purchased as souvenirs by tourists.

Pentingsari Tourism Village was awarded as the top 100 sustainable tourism destinations in the world according to Global Green Destinations Days (GGDD) in 2019 because of their expertise in packaging people's daily activities into an attractive tourist offering. This is in line with the characteristics of community-based tourism, including: (1) guaranteed environmental sustainability; (2) community pride is also promoted; (3) early involvement of community members in every aspect; (4) improvement of quality of life; (5) recognize, support and promote community ownership of tourism; (6) preserving the unique character and culture of the local area; (7) respecting cultural differences and human dignity; (8) fostering cross-cultural learning; (9) distribute the results equitably among community members; (10) contribute fixed income for community projects (Pradipta, 2021).

This study explores the good practices developed by Pentingsari Tourism Village in building community-based tourism that is globally competitive, as well as exploring the local approach taken by Pentingsari Tourism Village in elevating their local advantages to become globally competitive.

## **RESEARCH METHODS**

The research was conducted in a qualitative descriptive approach to explore social situation of Pentingsari Tourism Village thoroughly, broadly, and deeply (Sugiyono, 2016). Data collection techniques were carried out through observation, interviews, and focus group discussions (FGD) to map out good practices that were organically developed in Pentingsari Tourism Village.

The research was carried out in stages, starting with preliminary studies, literature studies, field observations, interviews, focus group discussions (FGD), triangulation analysis, and building a research model. Preliminary study was conducted as an initial description related to the selection

of relevant research topics according to the conditions and situation of Pentingsari Tourism Village. The research was continued with a literature study to gain a comprehensive understanding of the topic of community-based tourism development from various scientific journals and books. Observations were made by mapping the condition of infrastructure, the quality of human resources, and the dynamics of people's lives in Pentingsari Tourism Village.

Interviews were conducted with key actors in the development of tourism in Pentingsari Tourism Village, namely the chairman, manager, community, and local communities in Pentingsari Tourism Village. Meanwhile, a focus group discussion (FGD) was conducted with the management of Pentingsari Tourism Village related to community development and empowerment activities related to the development of Pentingsari Tourism Village. The research was analyzed and verified with data source triangulation techniques to ensure the validity of the data in the research analysis process. The results of the research analysis will bring up good practices of community-based tourism in Pentingsari Tourism Village.

Table 1. Research Stage

<b>Research Stage</b>	<b>Procedure</b>	<b>Indicator</b>
Preliminary Study	Mapping the conditions and situation of Pentingsari Tourism Village to get relevant research topics	Introduction
Literature Review	Gain a comprehensive understanding of topics from various scientific journals and books	Introduction
Field Observation	Seeing the dynamics of Pentingsari Tourism Village to map the dynamics that occur	Results and Discussion
Interview	Obtain information from key informants who are directly related to Pentingsari Tourism Village	Results and Discussion
Focus Group Discussion (FGD)	Bringing together informants from various backgrounds and stakeholders related to Pentingsari Tourism Village	Results and Discussion
Analysis by Triangulation	Giving meaning to the results of the research carried out, elaborated by the literature study carried out	Conclusion
Research Model	Mapping good practices for community-based tourism in Pentingsari Tourism Village	Suggestion

Source: Processed by Researcher

## **RESULTS AND DISCUSSION**

Researcher divides the discussion into 3 main themes found in the research process at Pentingsari Tourism Village, namely the development of community-based tourism, strengthening branding through authentic marketing, and storytelling techniques in packaging tourism and local wisdom.

## Community Based Tourism Development

As a tourist village with an inspiring independent status, Pentingsari Tourism Village involves the community in the tourism development process. Pulled back from the history of Pentingsari Tourism Village itself, each phase of the development of the tourist village is completed in mutual cooperation and kinship.

Table 2. Tourism Village Development Stage

Stage	Indicators	The Development of Pentingsari Tourism Village
Stub	<ul style="list-style-type: none"> <li>a. Still in the form of potential that can be developed to become a tourist destination</li> <li>b. The development of tourism infrastructure is still limited</li> <li>c. There are no or very few tourists who visit and come from the surrounding community</li> <li>d. Public awareness of tourism potential has not yet grown</li> <li>e. Very necessary assistance from related parties (government, private)</li> </ul>	2008 – 2011  Incident: 2010 Merapi Eruption
Develop	<ul style="list-style-type: none"> <li>a. It has started to be known and visited by the surrounding community and visitors from outside the area</li> <li>b. There has been development of tourism infrastructure and facilities</li> <li>c. It has started to create jobs and economic activities for the community</li> <li>d. Public awareness of tourism potential has started to grow</li> <li>e. Still need assistance from related parties (government, private sector)</li> </ul>	2012 - 2015
Advanced	<ul style="list-style-type: none"> <li>a. The community is fully aware of the tourism potential, including its development</li> <li>b. It has become a well-known tourist destination and is visited by many tourists, including foreign tourists</li> <li>c. Tourism facilities and infrastructure are adequate</li> <li>d. The community has the ability to manage tourism businesses through travel awareness group (Pokdarwis)/local working groups</li> <li>e. The community has the ability to use village funds for the development of tourist villages</li> </ul>	2016 - 2019
Independent	<ul style="list-style-type: none"> <li>a. The community has provided innovation in developing village tourism potential (product</li> </ul>	2020 – 2022

	diversification) into an independent entrepreneurial unit b. It has become a tourist destination that is known by foreign countries and has applied the concept of sustainability that is recognized by the world c. Facilities and infrastructure have followed international standards, at least ASEAN d. The management of the tourist village has been carried out collaboratively between sectors and pentahelix has been going well e. Village funds are an important part in the development of tourism product diversification innovations in tourist villages f. Villages have been able to take advantage of digitalization as a form of independent promotion (able to make promotional materials and sell independently through digitization and technology)	Incident: Covid-19 pandemic
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Source: Ministry of Tourism (2019)

The unique culture of Pentingsari Tourism Village can also be seen from the daily ritual of night patrols, in which each house provides a coin that is placed in front of the house as an incentive for residents who take turns and take turns taking care of the environment every night. In addition, the hospitality culture of the residents of Pentingsari Tourism Village seems to have been formed organically with their friendliness and openness to tourists regardless of the status of the tourists being guests in their homestay or not.

This is in line with Halim and Hermawan (2022), where a good customer experience is proven to give a good impression in the eyes of tourists, so that tourists who come can become marketing agents for Pentingsari Tourism Village. In addition, farmer groups in Pentingsari Tourism Village can manage coffee products which can be said to be the same with different approaches, thereby minimizing price wars that may arise from product sales. For example, Tunas Harapan and Tunggak Semi farmer groups who mapped different target markets for groups of tourists who came, be it groups of school children and private service/organizations, even though the locations of the two outlets were opposite each other. Good market mapping practices will determine the marketing approach used, as well as different marketing mixes for the two farmer groups (Hermawan, 2021).



Figure 2 - 3. Comparison of Product Delivery from Tunas Harapan and Tunggak Semi Farmer Groups

Source: Research Documentation

Community-based tourism developed by Pentingsari Tourism Village reflects mutual cooperation and togetherness, where residents focus on providing the products/services they have, meanwhile the management of finance and economic traffic is managed centrally by the management of Pentingsari Tourism Village in a transparent manner, thereby minimizing conflicts of interest and the potential for illegal levies that may occur when tourism management does not have professional management.

### **Strengthening Branding through Authentic Marketing**

The management of Pentingsari Tourism Village said openly that there is no truly special potential in Pentingsari Tourism Village like other tourist villages, but they sell the experience

with the local community as a product of tourism itself. No wonder the live-in package has become a superior product in Pentingsari Tourism Village because it can provide a comprehensive experience from the hospitality side of the host who interacts with tourists.

Authenticity and acceptance of the residents of Pentingsari Tourism Village is one of the attributes of authentic marketing that has an attraction for tourists to come and visit Pentingsari Tourism Village. Lasono, as one of the homestay owners, said that some guests always choose to stay in the homestay where they live because they are happy with the way the hosts receive and behave, as well as other homestays with their own characteristics.

In line with the characteristics of authentic marketing to position themselves as they are, maintain the authenticity of values, and be confident with the advantages they have, Pentingsari Tourism Village has become an inspiring independent village because of their expertise in maintaining community values from time to time. In addition, the local capabilities of Pentingsari Tourism Village are social innovations that have a selling value because of the honesty of the community in presenting themselves without discriminating against tourists who come (Hermawan, 2020).

The identity of Pentingsari Tourism Village also radiates from the homestay side. The development of homestay products carried out by Pentingsari Tourism Village is in line with the principle of the integrity of the local cultural experience developed by the Ministry of Tourism through 3 main concepts, namely body, soul, and mind (Ministry of Tourism of the Republic of Indonesia, 2018). The body talks about a comprehensive infrastructure system including architectural forms, interiors, to MEP (Mechanical Electrical Plumbing) installations that can support the quality of homestays by carrying the value of local wisdom.



Figure 4. Mingle with the Host of the Homestay  
Source: Research Documentation



Meanwhile, the soul talks about knowledge of local history and culture which includes customs, community religion, arts, and culinary arts. Thoughts talk about the ability to serve guests (hospitality) and the management of tourist village homestays so that sustainable tourism occurs for rural communities. These three principles of homestay development have been implemented by the host of Pentingsari Tourism Village, which can be seen from the initial reception of guests, the process of staying, until finally the guest leaves the homestay by filling out the available guest book.

### **Storytelling Techniques in Packaging Tourism and Local Wisdom**

The speaking ability of the tour guides in Pentingsari Tourism Village also plays an important role in packaging the stories that are on one site into a high selling value. One of the sites that the researchers visited was the Watu Persembahan, where a large rock in the middle of a rice field is believed to be an offering site to children from Baru Klinting who stopped at Mount Merapi. It is believed that a monkey will come every Suro month (Javanese month) and disappear as an "offering" for the fertility of Pentingsari Tourism Village.

In addition, there is a myth that washing face or drinking water in the holy spring of Sendangsari which is believed to be the meeting place of Dewi Nawang Wulan and Joko Tarup can cure various diseases and make people stay young. Also, the story about Watu Dakon which is said to be made by sticking the fingers of Sunan Kalijaga's hands on the stone. In addition, it is believed that Watu Dakon was used by Prince Diponegoro to do calculations when he was going to attack the Dutch in Kaliurang.



Figure 5. Watu Dakon  
Source: Research Documentation

The strength and way of speaking with the storytelling technique makes tourists have a special impression of sites or tourist objects that may seem ordinary when viewed visually (Hermawan, 2020). The storytelling technique is also seen to be used by residents who present attractions of village economic exploration by conducting demonstrations of activities, inviting tourists to be involved in these activities, until finally selling finished products from the activities that have been told, so that tourists have a special impression of the products purchased are part of the experience, which was created in Pentingsari Tourism Village.



Figure 6. Kopi Madu Merapi' Products belonging to the Tunas Harapan Farmers Group  
Source: Research Documentation

The presentation of storytelling tours is also carried out by coffee sellers in the Tunas Harapan farmer group with innovative coffee names, such as Lanang Merapi Coffee, Merapi Wine Coffee, and various other coffee names flavored with interesting stories. Lanang Merapi coffee itself is believed to be able to increase vitality for married couples. The stories conveyed by the shop owners convincingly accompanied by validation with their own experiences made many tourists buy Kopi Lanang Merapi variant because they got more value from the stories told. The power of the story, both orally and in writing, is believed to increase the selling value of the product/service delivered (Kurniawan & Hermawan, 2022).

## CONCLUSIONS AND SUGGESTIONS

Pentingsari Tourism Village is proven to be able to package its local capabilities into global competitiveness. Through a community-based tourism approach, authentic marketing, and

storytelling, Pentingsari Tourism Village can be known as an inspiring independent tourism village that is recognized by the world. Pentingsari Tourism Village can be an inspiration for other tourist village managers, both in stub, develop, advanced, and independent phases to advance the tourism sector with existing local wisdom.

The power of social media that is developing at this time also needs to be a concern for Pentingsari Tourism Village to always communicate the values of local wisdom and existing tourist attractions to maintain public attention to Pentingsari Tourism Village. In addition, the collaboration, cooperation, and mutual assistance owned should also be adopted by other tourist villages considering that the progress of a tourist destination does not only depend on the role of one person/party, but many parties who support each other, both in terms of academics, business people, communities, government, and the media.

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