

The role of media in attracting tourist interest in Pampang village

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Abstract:

This study explores the role of media in promoting tourism, particularly in Pampang Village, a rural area in East Kalimantan known for its rich Dayak culture. The village is a prominent cultural tourism destination, where media, especially social media, plays a vital role in attracting tourists by highlighting its cultural and natural beauty. A qualitative descriptive method was employed to understand how media influences tourists' interests. Data was collected through in-depth interviews with tourists, direct observation of media content used for promotion, and content analysis of various media platforms. The Diffusion of Innovation theory served as the theoretical framework to analyze the spread of information about Pampang Village through social media. The study found that social media significantly enhances the visibility and appeal of Pampang Village by showcasing its unique cultural heritage. Tourists are attracted to the village through engaging content, including photos, videos, and stories that emphasize the Dayak community's traditions. Social media also facilitates direct communication between potential tourists and the village, fostering a stronger connection and personalized experience. However, challenges such as content sustainability and competition with other tourist destinations were identified. Media, particularly digital platforms, plays a crucial role in promoting Pampang Village as a cultural tourism destination. It helps build a positive image, facilitates interaction between tourists and the village, and increases tourist engagement. The findings suggest that with effective use of media, Pampang Village can enhance its tourism appeal and contribute to the local economy.

Keyword: Pampang Village; Digital Media; Tourism; Cultural



INTRODUCTION

Tourism plays a significant role in the sustainable development of rural communities, particularly when focusing on culturally significant activities and local engagement. Homestays, as discussed by (Acharya & Halpenny, 2013) are one such alternative tourism product that has empowered women in rural Nepal, leading to both economic and social development. The inclusion of local communities in tourism

planning and management not only preserves cultural heritage but also ensures that tourism benefits are equitably distributed among residents (Nagaoka, 2011; Priatmoko et al., 2021). Digital advancements have further transformed how tourism interacts with rural and cultural landscapes. (Almeida-Santana et al., 2020) highlight the emergence of digital tourism ecosystems, emphasizing the role of information sources and sharing economy platforms in shaping new tourism experiences. These digital tools enable rural and cultural tourism to reach a broader audience, increasing awareness and participation in culturally significant activities, which is crucial for both preservation and economic development (Mkwizu, 2019).

The integration of digital business models into cultural tourism has become a cornerstone for modern tourism strategies. (Ammirato et al., 2022) discuss how these models facilitate the promotion and management of cultural tourism, allowing for more efficient resource use and better engagement with potential tourists. This digital shift not only enhances the visibility of cultural sites but also supports sustainable tourism practices by reducing the environmental impact through better planning and management (Liu et al., 2021). The role of social media in promoting traditional cultural events is another critical aspect of modern tourism strategies. As Djumrianti (2018) notes, social media platforms have become powerful tools for promoting cultural tourism in Indonesia, helping to revitalize interest in traditional events and attract both domestic and international tourists (Djumrianti, 2018). This is particularly important in the context of preserving cultural heritage while simultaneously fostering community development (Lusetyowati, 2015).

Moreover, tourism's impact on rural areas extends beyond mere economic gains. It plays a vital role in the cultural revival of local traditions and practices, as (Grünwald, 2002) illustrates. Through the promotion of cultural tourism, communities can re-engage with their heritage, leading to a strengthened cultural identity and the preservation of local customs. This cultural revival is essential for sustaining the cultural fabric of rural areas in the face of globalization (Zunaidi et al., 2022). Sustainable development in tourism, particularly in rural areas, requires a holistic approach that considers cultural, economic, and environmental factors. (Ibanescu et al., 2018) argue that tourism can contribute positively to sustainable development when managed properly, ensuring that the cultural and natural resources of rural areas are preserved for future generations. This approach aligns with the broader goals of sustainable tourism, which seeks to balance the needs of tourists, the environment, and local communities (Frederick, 1993).

The involvement of local communities in the tourism planning process is crucial for ensuring that tourism development is sustainable and beneficial. (Anwar et al., 2013) emphasize the importance of organizational trust in this context, where communities must trust that tourism initiatives will be implemented in a way that respects their cultural and social values. This trust is foundational to the long-term success of community-based tourism initiatives, ensuring that all stakeholders are committed to the shared goals of sustainable development (Soeswoyo et al., 2021).

Tourist play role Which very important in develop economy And increase well-being public Village Pampang. Village This famous with the rich culture of the Dayak Kenyah tribe which attracts tourists from domestically or overseas. With there is an increase in numbers visit tourists, the positive impact is immediately felt on people's income through sales of handicrafts, traditional dance performances and other local

products (Schiller, 2001). Besides That, tourist Also create opportunity Work new, Good in sector formal like tour guides, as well as in the informal sector such as traders and craftsmen, who in a way overall improving the living standards of rural communities (Farriston et al., 2021; Widiastuti et al., 2020).

Apart from providing economic benefits, tourism also maintains sustainability culture And tradition local. Lots traveler Which interested For come to Village Pampang to see and experience Dayak Kenyah culture directly, such as House custom, clothes traditional, And ceremony custom. For fulfil hope traveler the, public local pushed For conserve And turn on return traditions that may have begun to be forgotten. Thus, tourism become a very important tool in keeping cultural heritage alive and known by the younger generation as well as the outside world (Li et al., 2022).

Tourism also has a positive impact on infrastructure and services public in Pampang Village. Investment from the government and private sector tends to be more big in development facility general like road, bridge, And service health to support tourism activities. This infrastructure upgrade is not is only profitable for tourists, but also improves the quality of life public local. Besides That, presence traveler Also push awareness society will understand the importance of maintaining cleanliness and preserving the environment, so that Pampang Village can become a sustainable and attractive tourist destination for visited in period long.

Tourism plays an important role in economic and social development Pampang Village. As a tourist destination rich in Dayak culture, Pampang Village offers a variety of unique attractions that are attractive to both domestic and international tourists international. Sector tourist No only create field Work And increase the income of local communities, but also promote conservation traditional culture and strengthen community identity. In this context, media role as tool strategic Which can introduce And promote Village Pampang to audience wide, so that potency tourist village This can maximized. With use media Which effective, beauty And uniqueness Village Pampang can known more wide, interesting more Lots traveler, And on Finally push growth sustainable local economy.

Village Pampang is Wrong One destination tour culture Which famous in Kalimantan East. Village This known Because community Dayak Cheesy Which Still preserving the traditions and culture of their ancestors. Cultural attractions such as traditional dances, houses long, and handicrafts are the main attraction for domestic and tourist tourists abroad. In era digital moment This, media own role important in promote tourist destinations. This research aims to explore how media contribute to attracting tourists to Pampang Village. Pampang Village has a unique culture which is the main attraction for traveler.

Community Dayak Chewy in village This Still maintain tradition and their customs, which include traditional dances, ritual ceremonies, and craft making hand. The existence of long houses which are characteristic of Dayak culture also adds to this mark tour culture in Village Pampang. Potency This need maximized with strategy the right promotion to attract more tourists and have an impact economy positive for local communities. Therefore researchers are interested in identifying the role of the media in interesting interest tourists in Pampang Village. The main objective of the research on the role of media in attracting tourists to Pampang Village is to explore how media contributes to attracting tourists to Pampang Village.

RESEARCH METHOD

This research uses qualitative descriptive to get understanding deep about How media influence interest traveler. Design study Qualitative was chosen because it provides flexibility in exploring complexity phenomenon social, including interaction between media and interest traveler (Guba & Lincoln, 1994). Approach qualitative possible researcher For understand context local, perception, and experience tourists deep. Method study qualitative This will use various technique collection data, like interview deep with traveler Which has visit Village Pampang, observation direct to content media Which used for promotion, and content analysis of various types of media that have been used (Boocock & Grahame, 2003).

Through interview, researcher will can get view And experience direct from traveler about How they get information about Pampang Village, what attracts their attention, and the factors that influence decision they to visit. In this research, researchers used theory Diffusion Innovation as framework theoretical. Theory Diffusion Innovation used For analyze spread information about Village Pampang in circles user social media. Data analysis will focus on identification patterns spread information (Hair et al., 2010) about Village Pampang, response to this information, as well as the impact of this information on perceptions and prospective tourists' decisions.

The results of this research are expected to be provide a clear picture of the role of the media in the effort promotion of Pampang Village tourism, as well as identifying areas in need enhancement and strategy new. With understand role media social moment This, parties related can compile strategy promotion Which more effective And efficient, so that can interesting more Lots traveler For visit Village Pampang. Study This No only beneficial for development tourist Village Pampang, but Also can give contribution in enhancement well-being economy public local through increased tourist visits.

RESULT AND DICUSSION

Cultural Attractions and Traditions in Pampang Village

Village Culture Pampang, Which located in Regency Kutai Kartanegara, Kalimantan East, is destination tour Which rich will culture And tradition Dayak community. This village presents visitors with a picture authentic about the life of the Dayak people, with all its uniqueness has been preserved for centuries. Pampang Village is home to various Dayak ethnic group, especially the Pampang Dayak tribe, thereby enriching diversity culture that visitors can enjoy. One of the main attractions of Pampang Village is the local customs and culture Still strong awake. Visitors can watched ceremony custom, dance traditional, And Performing arts are an integral part of people's daily lives Dayak. Village This Also known with House long its traditional Which majestic, place in where cultural values and the ancestral legacy continues guarded and celebrated.

Besides riches culture, Village Pampang Also offer beauty natural Which charming. Surrounded by the wilderness of East Kalimantan, this village provides unique natural tourism experiences, from trekking in tropical rainforests to explore the rivers that flow around it. Tourists can enjoy the natural authenticity of East Kalimantan while enjoying the charm of Dayak culture rich. Experience traveler in Village Pampang Also enriched with diverse activity culture Which can they follow, like making craft hand traditional, cook Cook typical Dayak, or participate in activity a day-local community day. Direct interaction with local residents is possible tourists to gain a deeper understanding of the culture and life Dayak people's daily lives.

As destination tour culture which develop, Village Pampang offers a different and memorable experience for tourists looking for adventure at a time learning about rich culture Indonesia. With diversity culture, natural beauty and the friendliness of its people, Pampang Village is promising experience tour which unforgettable for everyone the visitors. Media social possible Village Pampang for reach audience which more globally widespread. By utilizing platforms such as Instagram, Facebook, and Twitter, this village can share interesting photos, short videos and stories captivating about its culture, traditions and natural beauty. It's not just that increase awareness about Village Pampang, but also increase involvement with potential tourists which interested to know more carry on. According to Samanta Sahoo (2020), social media is an effective tool to reach potential tourists and raise awareness about the village's attractions.

The Role of Social Media in Promoting Pampang Village

Social media provides a direct communication channel between Pampang Villages and traveler potential. User can with easy send message, submit question, or give feedback come back about experience they. This possible Village Pampang for give information which more detailed, respond to questions quickly, and provide more personalized service to traveler. Social media can also be used to encourage interaction and participation traveler in various activity promotion. Village Pampang can stage contest photos, online quizzes, or polls to invite tourist participation. This is not only creates greater engagement, but also builds community which active and enthusiastic around tourist destinations the.

According to Tansomros (2023) in his article entitled "Influences of Social Media Marketing On Promoting the Cultural Tourism: A Case Study of Thailand" he stated that social media can be used to promote village culture and traditions, as well as to connect tourists with local residents. Through media social, Village Pampang can intertwine connection with various party, including perpetrator tourist local, government area, and community public. Collaboration with influencers local or company tour can help increase the visibility and popularity of Pampang Village. Apart from that, the media social media can also be used to gather support from local communities and support effort cultural preservation and environment.

Media social become place main for traveler for share experience them about visiting Pampang Village. Positive reviews from satisfied travelers can be a strong incentive for potential tourists to visit a destination the. Village Pampang can utilize review and recommendation this for strengthen positive image and improve candidate's confidence traveler. In a previous study entitled "The impact of online reviews on destination trust and travel intention: The moderating role of online review trustworthiness", this article found that online reviews can influence tourists' decisions to visit a village or not (Lujun et al., 2021)

Through social media which develop fast of course give matter which positive towards the tourism value in the Pampang Cultural Village. Location of Pampang Village which is at far from civilization city Samarinda, which where need time which it doesn't take long to find this tourist village with Dayak nuances. No development social media and "word of mouth" perhaps this Pampang Cultural Village has been extinct. The images depict an array of vibrant cultural activities from indigenous Dayak village in Samarinda, East Kalimantan, Indonesia. This village is renowned for preserving and showcasing the rich cultural heritage of the Dayak Kenyah tribe, one of the many ethnic

groups in Kalimantan. The photos highlight traditional clothing adorned with intricate patterns and vibrant colors, elaborate feathered headdresses, and ornate accessories that are emblematic of Dayak identity. These traditional garments, often worn during cultural performances and ceremonies, play a significant role in maintaining the community's connection to their ancestral roots and cultural practices.

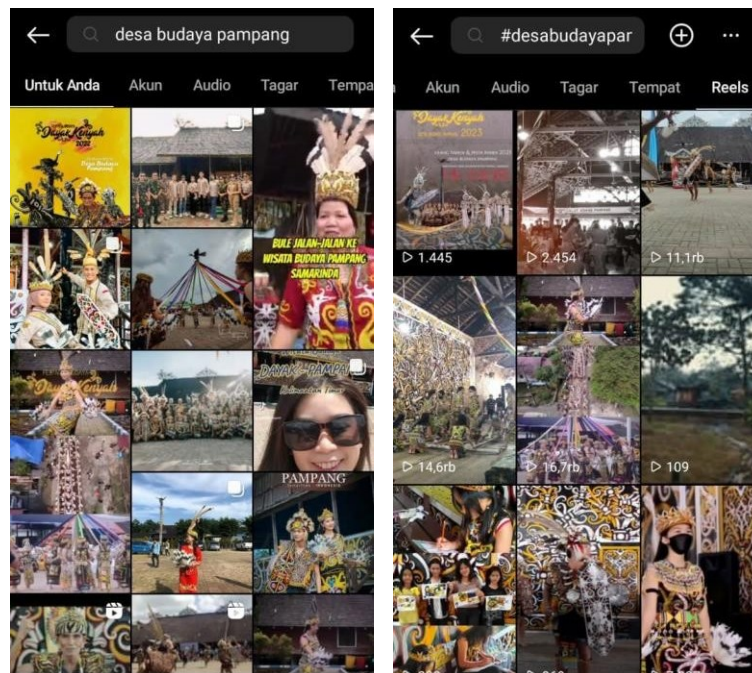


Figure 1. Instagram reels and posts featuring "Desa Budaya Pampang"
Source: Instagram, 2024

In addition to the traditional attire, the images also capture various cultural performances and events held within the village. These include traditional dances, ceremonial rituals, and community gatherings, all of which are vital in keeping the Dayak culture alive. The performances are typically accompanied by traditional music, often played on instruments like the sape (a traditional lute), which adds to the authenticity and immersive experience for visitors. The village serves not only as a living museum of Dayak culture but also as a popular cultural tourism destination where visitors can learn about and engage with the Dayak way of life.

The village's commitment to preserving and promoting its cultural heritage is evident in the active participation of both young and old members of the community in these cultural activities. The images reflect a sense of pride and continuity, as younger generations take part in cultural performances, ensuring that their traditions are passed down. Furthermore, the use of social media to showcase these events suggests a modern approach to cultural preservation, allowing the traditions of Desa Budaya Pampang to reach a global audience and foster greater appreciation for Dayak culture. Culture typical Kalimantan Which in dressing in nuance modern and in display in every activity, of course it will be an additional value for the tourists visit this Cultural Village, even though they have to travel a long way Enough Far, but flavor tired That Can just disappear in a way itself with pampering eye in every show Which There is. No only There

is show,through media social also, para manager inform that mark mark culture Dayak is still very strong in this village.

Apart from using posts to promote culture in this village, party manager Also follow feature development. Wrong the only one that is follow make content via Instagram reels, which through reels can be reached lots of new tourists. The management also actively participates in answering questions social media, as well as those on your Google Maps account. It's not just managers who participate promote this Tourist Village to tourists, but indirectly tourists also promoted it through their personal accounts, and also joined in give positive assessment of the village This.

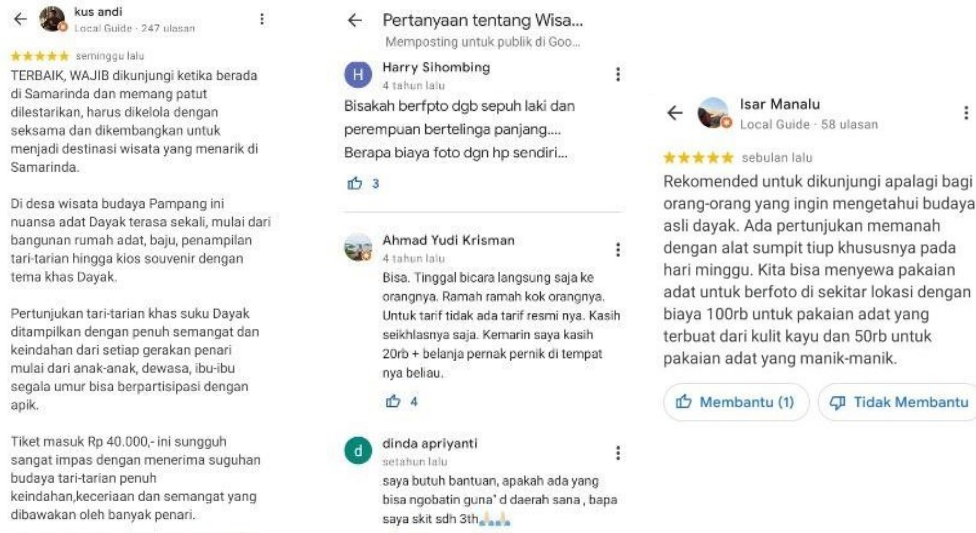


Figure 2. Positive Feedback from Tourists
Source: Google Review, 2024

Social media allows Pampang Village to gain exposure wider globally. Through platforms such as Instagram, Facebook, and Twitter, content visual Which interesting about beauty natural, culture, and tradition Village Pampangcan with fast disseminated to millions user. Matter This help increase awareness traveler to existence Village Pampang as destination interesting tour. Media social facilitate involvement and interaction direct between userwith content promotion Village Pampang. Traveler can give comment,ask about other people's experiences, and share promotional content with friends Friend they. Matter This create effect network Which strong, in where recommendation fromfriends or family can have a big impact in influencing decisions traveler to visit the Village Pampang.

Media social give visitors Village Pampang For share their experiences firsthand through photos, videos and reviews. Testimonials and This personal story has a strong appeal because it provides a unique perspective authentic and direct from people who have visited the destination. This matter can influence potential tourists' interest in planning a visit to Village Pampang. Social media plays a role in forming a shared community of travelersinterest And trend For visit places unique like Village Pampang. Through tourist groups and forums on social media platforms, visitors can exchange information, tips and experiences about their trip to the Village Pampang. Matter This

create environment Which support in where user feel supported and motivated to explore new tourist destination.

Factors that support and hinder the role of social media in attracting tourists can influence how destinations like the Village are promoted Pampang, East Kalimantan. Supporting factors include media capabilities social media to disseminate information quickly and widely. Through platforms such as Instagram, Facebook, and Twitter, Pampang Village can gain great exposure to a wide range of potential tourists around the world, helping to increase awareness about the destination.

Direct interaction between tourists and promotional content in Pampang Village media social possible formation connection personal Which strong. User mediasocial media can exchange information, experiences and recommendations, which can strengthen interest traveler For visit Village Pampang. Testimonial from Previous travelers or positive reviews can provide additional encouragement candidate tourists to plan a visit they. One of the communication strategies that is often used is with the media social. Explaining in Kbbi.kemdikbud.go.id social media can be described as a page or application that allows users to socialize each other and done online which is a human imperative for each other interact and share content or engage in social networks. Social media on use in promotion culture display as following:

1. Instagram; Instagram is a social media platform that allows users to share photos and videos. As well as interacting with other users via comments, likes, and direct messages. Instagram is an effective tool in promotion product, service or even account business. Instagram media social based Photo And videos reels For share content visual with follower they And add information using hashtags and interact with content from other users via comments. Instagram has features such as Stories, igtv, and Instagram live For share secaa content real time and interactive.
2. Merchandise; In Dictionary Indonesian Language, Merchandise or souvenir have meaning, that is giving (as keepsake memory, as sign remember, And etc) or sign eye lover or heart. Merchandise as one of the media The application of the logo from the Pampang Cultural Village can be used as an application memories Which Can brought go home by traveler. Handcrafted silver accessories with an artistic touch craftsmen are the choice if you visit to make memories your friend. Selection of merchandise is based on needs owned by the Village Culture Pampang.
3. Festival; Program or celebration Which done in a way periodically For celebrate or commemorate something like culture, tradition, music, art, food and certain themes. Festivals are often attended by lots of people and featuring various activities and performances as well as activity exhibitions that attract visitors. Village festival Pampang culture is held every year from June 20 to with 13 July 2023 Which aim For promote the richness of traditional culture, art and natural beauty in the village. Through image festivals and attractions as cultural tourism destinations which is unique and interesting besides being a means of bonding connection between inhabitant village And build awareness will importance conserve cultural heritage and local traditions.
4. YouTube; is a platform for various kinds of videos that has a lot of users For upload, watch, and interact with various type videos. User You Tube can find content such as music videos, video tutorials, videos vlogs, product review videos, destination video reviews and many more. You Tube is one of the largest platforms in the world with millions of active users everyday. In the context of promoting cultural tourism

destinations on YouTube can be used as a tool to showcase the beauty and uniqueness of the village culture display to wider audience.

5. Facebook; Via page pampang cultural village official facebook information about festivals and The cultural tourism potential of Pampang Village can be widely announced to users Facebook. Post photos and videos live broadcasts by influencers and video creators by Chary Wijaynti explains that the traditional head and Dayak elders are keen to participate dancing with guests and tourists who come to the festival to Pampang village can attract users attention of facebook users and make them interested in visit.

Media plays a crucial role in the tourism industry. Traditional media such as television, radio, letter news, And magazine has long used For promote destination tour. However, development technology information has change landscape tourism promotion with the emergence of digital media such as websites, social media, and platforms share videos. Media digital possible information about the destination tour spread more fast and wide, as well as possible interaction direct with candidate traveler. Comparison between media traditional and digital in promotion tourist indicate the advantages and disadvantages of each.

Traditional media tends to town traveler which are more wide in segment certain, like television still become the main source of information for many people. However, traditional media has limitations in matter interactivity And cost production tall one. On the contrary, mediadigital offer flexibility And cost Which more low in making content. Platforms like media social (Facebook, Instagram, TikTok) and site share videos (YouTube) allows tourist destinations such as Pampang Village to promote attractions they in a way more personal and interactive. Media digital also possible deeper data analysis of traveler behavior and preferences, which can used to improve promotional strategies.

Several case studies show the success of using media in attracting interest traveler. For example, promotion tourist in Bali Which use strategy digital marketing through social media and *viral* video campaigns is increasing success number of tourist visits. This shows that digital media can be a tool which is effective for tourism promotion if used with the right strategy. Although While digital media offers many opportunities, there are several challenges that must be overcome. One of the main challenges is the sustainability of promotional content. Interesting content is a must constantly being produced to remain relevant and attractive to tourists. Apart from that, there is information Which excessive (*information overload*) in Internet make competition between tourist destinations are becoming increasingly strict. Therefore, there is a need for a content strategy creative and innovative to attract tourist attention.

Study This show that media play role important in promote Pampang Village as a tourist destination. The main findings of this research includes:

1. Event Promotion And Activity; Information about various events and activities in Pampang Village, such as festivals culture, handicraft exhibitions, or culinary events, spread through local media as well as social media. This matter has interesting tourist interest to visit and involved in these activities. The role of the media in attracting tourists to Pampang Village can be seen from a number of aspect Which more in depth.
2. Build Image Positive; Media plays an important role in building a positive image and increase awareness public about Pampang Village. This positive image is built

through reporting that highlights uniqueness and beauty culture Dayak Kenyah, craft hand, as well as beauty natural Village Pampang. Positive and interesting reporting in various media has helped Pampang Village build image Which Good And increase Power pull as destination tour. By presenting inspiring stories about local people and their traditions, media can create an emotional connection with tourists, who in turn increase tourist interest in visiting.

3. Facilitate Interaction and Communication; Digital media such as *websites* and social media accounts facilitate interaction and communication between village managers and potential tourists. This makes things easier for tourists in plan visit, look for information Which necessary, as well as possible manager village For respond question and input from candidatetraveler in a way direct. Interaction This Also create experience Which more personal for tourists, which can increase their satisfaction and loyalty. Besides Therefore, social media allows for two-way dialogue, where village managers canaccept bait come back direct from traveler, Which can used For increase service and power tourist attraction.
4. Spread Information Events; Media plays an important role in disseminating the latest information about various *events* and activities in Pampang Village. This information is not just of interest traveler but Also increase participation in activities Which held in the village. Promotion of *events* through social media can reach tourists wider and encourage active participation from tourists. Apart from that, news inmedia local And national about *events* culture And festival in Village Pampang help build anticipation And expectation Which tall in circles candidatevisitors.
5. Enhancement Brand Awareness; One of the biggest contributions of the media in tourism promotion is increasing brand awareness. By continuously showing Pampang Village in various ways media platforms, both online and offline, public awareness of this destination increase. Consistent and creative media campaigns help strengthen the image brand And make Village Pampang more easy recognized And remembered by traveler.Matter This very important considering the competition tight in tourism industry.

Analysis and Measurement Effectiveness Promotion

The use of digital media allows village managers to analyze and measure the effectiveness of their promotional campaigns more accurately. Social media platforms and web analytics tools provide valuable insights into how promotional content is received by tourists, including the level of interaction and the impact on tourist visits. This data can be leveraged to optimize promotional strategies and make informed decisions that are more appropriate for future campaign planning. Despite Pampang Village utilizing various types of media for promotion, several challenges need to be addressed to optimize tourism promotion further.

First, creating consistently interesting and relevant content remains a significant challenge. The content must capture the attention of tourists and engage their interest in learning more about Pampang Village. Achieving this requires creativity and a deep understanding of the target audience. Second, Pampang Village faces stiff competition from other tourist destinations that also use media for promotion. This situation necessitates a unique and innovative strategy to highlight the village's distinctiveness and differentiate it from other destinations. Third, effective media management demands adequate resources and capacity, both in terms of finances and human

resources. Pampang Village must ensure that its team is skilled and supported with the necessary tools and technologies to run an effective media campaign.

To overcome these challenges and maximize the benefits of digital media in tourism promotion, several recommendations can be considered. Firstly, there is a need to optimize digital content by developing more engaging and informative materials to attract tourists. Utilizing videos, infographics, and visual storytelling can be more effective in conveying promotional messages. Content that features real traveler experiences, testimonials, and cultural narratives can create a strong emotional connection with potential tourists. Secondly, forging stronger partnerships with local and national media can enhance promotional reach and attract more tourists. Media partners can assist in disseminating information more widely and credibly. Collaboration with influencers and travel bloggers can also boost visibility and attract a broader audience.

Thirdly, village managers should be more proactive in interacting with social media users. Responding to comments, sharing relevant content, and organizing contests or quizzes can increase tourist engagement and loyalty. Active interaction and responsiveness on social media can help build a loyal community of followers and drive word-of-mouth recommendations. Fourthly, it is essential to conduct training programs for village managers and local communities on using digital media for tourism promotion. This training can cover content creation, social media management, and data analysis, thereby enhancing the effectiveness of campaigns. Finally, adopting advanced technologies like augmented reality (AR) and virtual reality (VR) can offer potential tourists a more immersive experience. For instance, an AR application could allow users to explore digital replicas of Pampang Village's cultural attractions, while a VR tour could offer an immersive experience of the daily life of the Dayak Kenyah community. These efforts are expected to further stimulate tourist visits to Pampang Village in the coming period.

CONCLUSION

This research highlights the important role of the media in attracting tourists to the village Pampang. From results study, can concluded that media, Good print, electronic, and digital, play a very vital role in promoting tourism potential and culture of Pampang Village. The media helps build a positive image of the village, facilitating interaction between managers and potential tourists, as well as disseminating information about events And activity Which taking place in the village. In an effort to maximize the role of the media, several strategies and recommendations have been made identified, including optimization content digital, cooperation with media local And national, enhancement interaction in media social, training and enhancement capacity management, as well as the use of advanced technology such as augmented reality (AR) and virtual reality (VR). The implementation of these strategies is expected to further increase interest tourists to visit Pampang Village, which in turn will have a positive impact to development economy And public welfare local.

However, there is a number of challenge Which need overcome, like competition with other tourist destinations, the need for interesting and relevant content, and limitations resources and capacity. Facing this challenge requires collaborative efforts between manager village, community local, government, and other related parties. Overall, this research makes an important contribution to understanding the role of the

media in tourism promotion and offering insights and practical recommendations to increase the effectiveness of future promotional campaigns. With implementation the right strategy and strong collaboration, Pampang Village can continue to develop as destination tour superior Which known wide by public local nor international.

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