

## **What Is The Benefit Of Tourism Branding? Analysis of Digital Marketing Tourism Branding Based in Fatumnasi Village, Indonesia**

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**Abstract:** This study explores the benefits of tourism branding through the lens of digital marketing in Fatumnasi Village, located in the south east timor district, East Nusa Tenggara. This will influence the spread of information about tourist destinations in Fatumnasi Village, boost tourist visits, raise public awareness about the use of information technology (Instagram social media platform), and identify suitable solutions for the sociological analysis of rural tourism development. The qualitative method employs a case study as its research method. Data collected through in-depth interviews, focus group discussions, literature review and analyzed using triangulation method. The results indicated a lack of digital marketing-based tourism branding, which could be attributed to the management of the Mutis Timau nature reserve tourist attraction and the low participation of the village community in implementing the agro tourism. Furthermore, the village government and community of Fatumnasi Village have limited knowledge about digital marketing-based village tourism branding, which hinders their participation in the development of tourism villages. The challenges in tourism branding include limited infrastructure, road access, tourist support facilities, and a lack of tourism training and education for the local community. The community's active involvement and the appropriate strategy are crucial in maximizing this positive impact.

**Keywords:** Rural Tourism Branding, Tourism Marketing Strategy, Social Media Marketing for Tourism, Economic Impact of Branding, Local Destination Promotion.

**Abstrak:** Studi ini menyelidiki manfaat branding pariwisata di Desa Fatumnasi Kabupaten Timor Tenggara Selatan, Nusa Tenggara Timur. Studi ini akan berdampak pada peningkatan kunjungan wisatawan, peningkatan kesadaran publik tentang penggunaan teknologi informasi (seperti platform media sosial Instagram), penyebaran informasi tentang tujuan wisata Desa Fatumnasi, dan pencarian solusi untuk analisis sosiologis pengembangan pariwisata pedesaan. Studi kasus digunakan sebagai metodologi penelitian, dan data dikumpulkan melalui wawancara mendalam, diskusi kelompok fokus, dan tinjauan pustaka. Metode triangulasi digunakan untuk menganalisis data. Hasil penelitian menunjukkan bahwa tidak ada branding pariwisata yang didasarkan pada pemasaran digital; ini dapat dikaitkan dengan pengelolaan taman alam Mutis Timau dan rendahnya partisipasi masyarakat desa dalam pelaksanaan agro wisata. Selain itu, masyarakat Desa Fatumnasi dan pemerintah desa tidak cukup mengenal branding pariwisata desa melalui pemasaran digital, yang menghalangi mereka untuk bekerja sama dalam pengembangan desa wisata. Branding pariwisata termasuk infrastruktur yang terbatas, akses jalan, fasilitas pendukung wisatawan, dan kurangnya pelatihan dan pendidikan pariwisata untuk masyarakat setempat. Untuk memaksimalkan efek positif, masyarakat harus terlibat secara aktif dan menggunakan strategi yang tepat.

**Kata Kunci:** Pemasaran Pariwisata Pedesaan, Strategi Pemasaran Pariwisata, Pemasaran Media Sosial untuk Pariwisata, Dampak Ekonomi dari Branding, Promosi Destinasi Lokal.

## 1 INTRODUCTION

Indonesia has many types of tourism, and village tourism is one of the most popular. Village tourism is a type of tourism that consists of an overall rural experience, natural attractions, traditions, and unique elements that can attract tourists (Joshi in Rizky & Agus, 2021; Priatmoko & David, 2021). Tourism has a long supply chain, so all parties can be involved in its development. The development of tourism is not solely dependent on the government. Many parties have contributed to Indonesian tourism's development. The rise in social media accounts featuring tourism-related content demonstrates this. Unlike personal social media accounts, social media accounts with tourism-based content are more trustworthy due to their distinct focus, which sets them apart from personal social media accounts with less focused content (Nasution & Rohman, 2022). The digital era has made social media a source of information (anisatul et al, 2025; Basnet & Auliya, 2022), especially for potential tourists. Many tourists share the experiences they have when visiting a tourist destination. Instagram is an effective social media for finding information about tourist destinations, as it visually attracts potential visitors to learn about the tourist attractions in Indonesia. Therefore, branding is crucial in disseminating tourist destination information through social media platforms.

Previous research on tourism branding shows that tourism village management requires a successful strategy in attracting tourists to visit. According to Antara & Arida (2015), common issues include the duplication of models, a lack of diversity in tourism products (such as imitation tours), a lack of clear standardization for tourist villages, tourism products that do not align with local potential, and weaknesses in product packaging and tour package management. Meanwhile, Pujiwiyasnawa & Mahagangga (2018) assert that the primary issue facing local communities in tourism development is environmental pollution. Some tourist villages also face problems due to the small number of tourists visiting because access to the area is relatively difficult (Wulan & Khadiyanto, 2013). One general strategy to strengthen the 'Tri Hita Karana' branding (Ni Putu et al., 2022) involves improving the structure of the promotion and branding concepts, as well as enhancing the quality of the network across various digital platforms to enhance the area's image. The Facebook platform, as one of the online social networking sites (Kurniali et al., 2009), offers several advantages in the tourism sector. These include the ability to spend less money

and reach a wider market, as well as the ability to retain customers through subtle communication methods (Hariana et al., 2023). However, the application of the promotion mix in Sendang Seruni tours remains relatively low from a direct marketing perspective (Muhammad & Michael, 2023). Based on some of these current issues, we can conclude that tourist villages require a marketing management system capable of molding the perception of tourism products.

To support priority programs in the tourism sector, the East Nusa Tenggara (NTT) Provincial government, Indonesia, began by building seven tourism estate locations; one of the seven tourism estate locations is Fatumnasi Mountains in Fatumnasi Village. Tourism village management requires a good strategy for attracting tourists to visit. Tourism villages really need a marketing management system that is able to shape the image of tourism products. The rise in social media accounts featuring tourism-related content demonstrates this. However, the primary issue that remains unclear is the lack of a structured digital-based marketing management system specifically designed for tourism products, leading to less than optimal tourism branding. The government and village community have made efforts to manage Fatumnasi tourism village, but efforts to build its image or branding have not been maximized. Therefore, the aforementioned reality underscores the urgency of conducting further research to bridge the knowledge gap and comprehend the potential benefits of tourism branding for the growth of tourism in Fatumnasi. This study provides fresh perspectives on the use of digital marketing to inform and draw visitors to lesser-known tourist destinations like Fatumnasi Village.

This study's contextual significance encompasses various economic, social, and cultural dimensions that are critical for understanding the implications of tourism branding in this specific context (Fajardo et al, 2024). The village of Fatumnasi has significant potential for nature tourism, with attractions such as Mount Mutis and various natural landscapes. Effective tourism branding (Bustomi & Avianto, 2022) can enhance the visibility of these attractions, leading to an increase in tourist visits and economic benefits for local businesses. The growth of tourism can create job opportunities in various sectors, including hospitality, transportation, and local crafts. This is very relevant in rural areas where job options may be limited. By promoting community-based tourism initiatives, villages can empower residents to

actively participate in the tourism economy, enhancing their livelihoods and overall standard of living.

Although tourism can provide many benefits, it can also pose social challenges such as overcrowding or cultural commercialization. Some knowledge gaps in this research allow for further exploration and aid in understanding tourism branding, particularly in rural areas and destinations that have not received extensive study, like Fatumnasi Village. Most tourism branding research focuses on urban destinations or established tourist centres are the focus of most research on tourism branding, (Maxim, 2017; Widodo et al, 2023). Research on effective branding strategies in rural areas (Priatmoko et al, 2023) such as Fatumnasi Village is scarce. Due to this difference, research that studies branding issues and opportunities specifically for rural environments is highly necessary. Furthermore, although digital marketing has changed the way destinations promote themselves, there is still little research studying the specific impact of digital marketing on rural tourism branding (Fajardo et al, 2017). It is essential to understand how digital tools can enhance brand visibility and attract tourists to lesser-known places. This includes examining how online advertising, social media, and content marketing influence consumer perceptions of rural tourism brands.

Local communities often go unacknowledged in the branding process. Previous research may not have sufficiently addressed how community involvement affects the effectiveness of tourism branding (Rero & Sanam, 2020). To develop effective branding strategies, studies on how attitudes and behaviors of community involvement influence perceptions and loyalty towards the brand could be beneficial. Despite the increasing focus on sustainable tourism practices, the current literature still lacks a thorough discussion on sustainability (Liu et al, 2020; Priatmoko et al, 2021). We can address this gap by exploring how Fatumnasi Village can transform into a sustainable tourist destination through the implementation of effective branding strategies, particularly those that prioritize environmental preservation and cultural conservation.

This research seeks to fill the research gap by building research questions: How far is digital marketing-based tourism branding in Fatumnasi Village? How can digital marketing be used to educate and attract tourists to Fatumnasi Village? How can the approach support sustainable tourism development and strengthen the local economy?

How can digital branding create awareness of cultural values and local products in Fatumnasi Village, strengthen community identity, and attract tourists who appreciate cultural diversity? The results of this research not only add to the repertoire of knowledge about tourism branding and digital marketing, but also make a significant contribution to tourism development in Fatumnasi Village.

## **2 LITERATURE REVIEW**

### **2.1 Tourism Branding**

Several studies, including Yuristiadhi & Sari, 2017, have provided literature on the concept of branding, indicating that it serves as a tool to establish a destination's image or uniqueness, with the aim of preserving the sustainability of tourist villages via a marketing system. Branding serves as a differentiator or comparator between brands and products (Hendriyati & Krestanto, 2025). The activities of a company's or management's activities in developing, enhancing, and fortifying tourism products serve as the foundation of a branding system of science and technology, a tourist destination's management must be proficient in utilizing information and communication technology in an effort to improve the branding of tourism products (Arviani et al, 2024). Therefore, the tourism branding process requires a digital-based tourism village marketing strategy to aid in information dissemination to the target market.

### **2.2 Digital Marketing**

Digital marketing is a marketing process that requires marketers to master consumers' minds, hearts, and spirits using electronic and internet-based marketing systems (Joseph, 2011). AISAS, a stage in digital-based marketing communication, allows consumers to view products based on their attention, interest, search, action, and sharing (Sugiyama & Andree In adlan & Asmara, 2020). Tourism managers and consumers use AISAS as a communication method to gather information about potential tourist destinations. If the aspects of attention, interest, and search are successful, consumers will decide to make a purchase (action) or tourists will visit, after which tourists will become online word-of-mouth introducers by retelling to others by commenting on the internet (share) (Kurnianti, 2018). This research intends to use digital marketing to promote tourism through social media platforms, specifically Instagram. Through branding Fatumnasi Village, tourism through social media can increase tourist visits and have an impact on community welfare.

### 2.3 Tourism Marketing

Tourism marketing is one of the areas that the Indonesian government relies on in order to improve the welfare of the country and society (Wilopo et al, 2020). One of the most influential factors in the purchase of tourism products (destinations) is information about these tourism goods and services. Sources of information about tourist destinations have a major influence on the tourist decision-making process, and tourist behaviour will determine how information searches are carried out and how information will be used (Molina et al., 2010). With the increase in positive information about a tourist destination on social media, the image of the tourist destination will also increase in the community (Paludi, 2017; Hendriyati & Santoso, 2021).

### 2.4 Theoretical Foundations

There is at least one theoretical perspective as a 'state of art' in the implementation of this research activity, namely content analysis pioneered by Harold D. Lasswell (Kurniawan, 2018). The technique developed in content analysis is a symbol coding technique, which is to record symbols or messages systematically, then given an interpretation. Lasswell developed the symbol coding technique in content analysis, which involves systematic recording of symbols or messages and subsequent interpretation. We can identify at least three forms of analysis-based communication research. The theory of the 5 elements of communication, developed by Harold D. Lasswell, can explain all three types of communication research. These elements include who, says what, to whom, in which channel, and with what effect. This is a scientific research technique that aims to describe the characteristics of the content and draw inferences from it. Content analysis is typically utilized in qualitative analysis. Content analysis can be used to analyze all forms of communication whether newspapers, radio news, television ads, or all other documented materials.

- **The Purpose of Content Analysis**

We commonly use content analysis to describe a message's content characteristics. We commonly use at least four content analysis designs to describe message characteristics (Kurniawan, 2018). 1) Content analysis is used to look at messages in different situations. 2) Content analysis is used to look at messages in different audiences (readers, listeners, or media users). 3. Content analysis is used to look at messages from different communicators.

4) Content analysis can not only be used to see a picture of a message. Content analysis can also be used to infer the cause of a message. In this case, the focus here is not the description of the message but answering the question of why the message 'content' appears in a certain form.

- **Terms of Use for Content Analysis**

There are several conditions to consider when using content analysis, namely that the available data are documented people (books, newspapers, tapes, manuscripts). Secondly, there is complementary information or a specific theoretical framework that provides an explanation and method of approaching the data. Researchers have the technical ability to process the materials and data they collect because some of the documentation is very distinctive or specific.

The relationship between theory and this research is to analyse the content of digital marketing-based tourism branding in Fatumnasi Village in increasing tourist visits in Fatumnasi Village, which aims to develop tourism that has an impact on the welfare of the local community.

## 3 METHODOLOGY

This research was conducted in Fatumnasi Village, Fatumnasi Sub-District, South Central Timor District, and East Nusa Tenggara Province, Indonesia. The name of Fatumnasi Village in local language called '*Fatbe Nam Nas Habe Nam Nas* and *es Fatu Makono Habe Makono*' which means old stone—old wood—and bearded stone—bearded wood. Fatumnasi Village is one of the villages in Fatumnasi Sub-district where the natural surroundings are plains and hills with average annual rainfall between 5 and 6 months of rain. The average daily temperature is 250 Celsius to 350 Celsius. Fatumnasi has a total area of 34.97 km<sup>2</sup>. The population of Fatumnasi Village can be grouped into 6 sub-villages, and each sub-village is divided into neighbourhood associations (RT) and community associations (RW), consisting of 18 neighbourhood associations and 7 community associations.

Located at an altitude of 1800 meters above sea level, Fatumnasi Village boasts a lowland topography, an average rainfall of 1,000–1,400 mm/year, and an average air temperature of 23–26 degrees Celsius. The village spans an area of approximately 8,000 M<sup>2</sup>, divided into various land uses such as residential areas and public buildings. The Fatumnasi Village community faces several challenges in relation to natural resources and the

environment. These challenges include the limited availability of supporting facilities, particularly those necessary for supplying drinking water, which leaves the community dependent on river water during the rainy season. The village area's topography, predominantly hilly and characterized by barren and dry soil, poses a significant challenge to the community's natural resources. It's hot climate, with only four months of rainfall from December to March, exacerbates this issue.

According to the existing geographical conditions, most of the residents of Fatumnasi Village earn a living as field farmers, with corn and various types of tubers being the main crops cultivated. In addition, there are commodity crops such as coconut, areca nut, tobacco, candlenut, cocoa, and coffee. In the livestock sector, the animals in Fatumnasi Village are cows, pigs, goats, and chickens. Apart from being a tourist village, Fatumnasi is also a natural resource conservation area in East Nusa Tenggara. Many interesting things can be found in Fatumnasi, ranging from dense forests, vast grasslands, unique rocks, and the dashing Mutis Peak, which add to the natural beauty of Fatumnasi. The following is data on natural resources in Fatumnasi Village. Mutis Timau Nature Reserve Area is part of the Mutis Timau forest group, which was first established and managed by the Dutch East Indies Government as a closed forest with Mutis Bebergte, Zulfbestur Decree number: 4/1 dated 31 March 1928. The NTT Provincial Forestry Service, under the management of the Governor of East Nusa Tenggara, issued Decree No. 1/1974 on 10 January 1974, followed by Minister of Agriculture Decree No. 631/Kpts/Um/10/1974 on 10 October 1974.



**Figure 1.** The Location of Fatumnasi village (Source: own research, 2024)

Conditions of the Ecosystem and Natural Events: The Gunung Mutis Nature Reserve forest has the vegetation type of a uniform upland forest, with the ampupu species (*Eucalyptus urophylla*)

taking over a large area and growing naturally. This area, with an altitude of about 2,500 meters above sea level, serves as a water catchment area for the island of Timor. This remarkable topography and natural phenomena have enormous natural resource potential, particularly in terms of environmental services. The Mutis forest group generally features a severe topography, characterized by hilly to mountainous relief. The slopes range from sloping to steep, undulating to mountainous, with the majority of the area having a slope of 60% and above. Mount Mutis is 2,427 meters above sea level. The geology of the Mutis Timau CA is generally similar of formation to other areas of Timor Island, mostly of the Sonebait series and a small part of the Kekeno series. Complex mountainous soil types and folded mountainous mediterium soil types can be found in the Mutis Timau CA area. These are made up of hablur schists and sedimentary rocks from the meogene and Palaeogene periods.

Accessibility to this area by three ways to reach the Mutis Timau CA area: south, east, and north. The southern route to the Mutis Timau CA location goes through TTS Regency after arriving in Kapan, the town of North Molo sub-district. The eastern route leads to Fatumnasi Village, which is 49 km from So'e, the town of TTS Regency, and east to Bonleu Village, which is 30 km from So'e. The northern route to the Mutis Timau CA location is through the North Central Timor District.



**Figure 2.** The road to Fatumnasi village (Source: own research, 2024)

**Data Collection**

This study employs case-based qualitative research methods and will unfold in two phases, serving as a strategy for field implementation. In the first stage, researchers carried out field research activities using a qualitative case study approach. Here, researchers went directly to the target, namely the village government and the community in Fatumnasi Village, with informants selected by purposive sampling. The reason for choosing the village government and the community in Fatumnasi

Village as the main focus of research is because Fatumnasi Village is a tourist village that needs development.

At this early stage, we need field data to understand the role of the village government and the community in promoting Fatumnasi tourism village, as well as the extent of the village community's knowledge of digital marketing-based tourism branding. The data collection techniques chosen were in-depth interviews, FGD (focus group discussion), and literature review. In the second stage, based on the field research results, there will be an understanding of the benefits of digital marketing-based tourism branding in Fatumnasi Village. The selection of Fatumnasi village as the subject of research was based on the following factors: Firstly, Fatumnasi Village is regarded as a popular tourist destination in the South Central Timor District, with significant potential for tourism development. Secondly, Fatumnasi Village is one of the seven priority tourism estate locations, and it is situated in an undeveloped area of the district. Therefore, this research presents an ideal setting to examine whether and how digital marketing-based tourism branding in Fatumnasi Village brings changes in the development of tourism villages.

**Measures**

We developed the instrument in this study by distributing questionnaires to the Fatumnasi Village community, village government, and local government. We conducted qualitative data analysis using an interactive model (Moleong, 2010). In general, this process includes three things, namely data reduction, data presentation, and conclusion drawing. Researchers utilize records and documents related to tourism development in Fatumnasi Village. In order to overcome deviations in exploring, collecting, processing, and analysing research data, researchers triangulate information both in terms of data sources and triangulation methods. The government and the people of Fatumnasi Village conclude that this research is necessary to develop tourism in the village.

**4 RESULT**

This research analysis employs a qualitative descriptive study to identify informants based on their knowledge of tourism branding in Fatumnasi Village and their involvement in managing the Mutis Timau nature reserve tourist destination. Using the characteristics of the informants, the researchers created the following education-based table:

Table 1. Characteristics of the informants (own research, 2024)

Initial	Education	Status
YB	High School	Village Officials
MA	High School	Villa caretaker
ED	Bachelor	civil servants of the tourism office of South Central Timor district
AA	High School	Society
WSA	High School	Weaving house caretaker

In conducting the research, the researchers first questioned the informants about their willingness to participate in the study. The researcher asked general questions about the informant's personality, thus obtaining some data related to the informant's level of education and the purpose of this study. The goal of this research is to determine how much effort the village government and the Fatumnasi Village community put into branding the Mutis Timau nature reserve tour. In particular, this research discusses the benefits of tourism branding, both for the destination itself and for tourism industry players. As mentioned in previous research, destination branding helps tourists differentiate one destination from another. Furthermore, when compared to other similar destinations, destination branding can significantly enhance a destination's value. (Indah, 2021). According to Ningrum (2022), a strong brand can significantly influence the reputation of increasingly superior tourist destinations, the quality of opportunities, and the potential for global market penetration.

This research focuses on the advantages of tourism branding in Fatumnasi Village and explores the use of digital technologies like social media, websites, and mobile applications to improve the village's branding. The focus on innovation applied in digital marketing strategies can be an intriguing novelty. This study also investigates how strong branding through digital marketing can influence tourists' perceptions and decisions when choosing Fatumnasi Village as a tourist destination. This includes an analysis of the image and value offered to visitors. It explains the role of village managers in building their own personal branding and how this impacts the overall branding of Fatumnasi village.

The involvement of local leaders in digital marketing can be a unique emphasis.

This study enhances the existing research on tourism branding strategies (Antara & Arida, 2015) by refining the structure of promotional and branding concepts, as well as by enhancing the quality of networks across various digital platforms to enhance the region's image (Kurniali et al., 2019). Tourism branding also increases awareness and visibility. The results demonstrated that, in an era of intense competition, branding enables a place to showcase its advantages and uniqueness, thereby making it stand out among the multitude of options available. Overall, the relationship between tourism branding and village community participation is close and mutually supportive, helping to create a quality, sustainable, and beneficial tourism experience for local communities. Tourism branding and community participation in the village environment can form a strong and positive relationship. In reality, the community in Fatumnasi Village contributes minimally to the branding of the tourism destination. The East Nusa Tenggara Natural Resources Conservation Centre (BKSDA NTT) manages the natural reserve Mutis Timau, and the Fatumnasi village government does not contribute to its management.



**Figure 3.** Natural Reserve Mutis Timau (Image courtesy of <http://fotowisata.com> )

The village government does not manage tourism in Fatumnasi Village, which impacts village community participation in tourism management. There is potential for agritourism and nature tourism in Fatumnasi Village. If well developed, agritourism's potential will support the village economy and improve community welfare. Agro tourism development has many advantages, including improving environmental conservation, increasing nature's beauty and aesthetic value, increasing scientific and research activities, and developing the economy of the surrounding community. The purpose of increasing agro tourism is to improve the standard of living of people in Fatumnasi Village, such as local farmers or breeders,

increase employment opportunities, support industrial development, and increase exports. For tourism development, it is also necessary to maintain harmony, cooperation, and environmental sustainability. Overall, the development of tourism areas in Fatumnasi Village still has great potential. Given that Indonesia is an agricultural country, the introduction of agritourism in Fatumnasi Village can enhance the competitiveness of agricultural sector tourism products and promote food sustainability. However, the reality in Fatumnasi Village is that the development of agro tourism cannot be carried out holistically due to the perspective of the locals, who believe that their work as farmers yields faster results than participating in the long-term management of agro tourism. Therefore, the participation of the community's life becomes low because they have to fulfil their needs.

Tourism facilities in Fatumnasi Village include homestay and villas, weaving houses, and forest honey. This homestay consists of several buildings in the form of round houses totaling 15 pieces (Lasibey et al, 2019). The Tourism Office of the Regional Government of South Central Timor and East Nusa Tenggara Province manages the lodging facilities. Tourists visiting Fatumnasi Village can take advantage of lodging options in home stay and villas. The authority to manage lodging facilities by the TTS Regional Government and the Provincial Government impacts tourism management that is less than optimal.



**Figure 4 and 5.** Lodging Facilities in Fatumnasi Village (Source: own research, 2024)

People perceive the disparity in control over lodging facilities as a hindrance to the advancement of tourism initiatives in Fatumnasi Village. Tourism branding efforts in Fatumnasi Village require a comprehensive and planned strategy. However, in Fatumnasi Village, there is no holistic tourism branding. In addition to community participation, tourism branding efforts also require digital marketing, one of which is through promotion on social media. In the internet era, local communities can serve as tourism ambassadors, helping to increase awareness and attractiveness of tourist attractions by sharing experiences and stories about their villages. This is in line with branding efforts. The community's limited participation in tourism management in Fatumnasi Village presents a challenge, hindering the effective implementation of digital marketing to enhance branding.

The impact of minimal branding on tourism management is a reduction in tourist attractiveness (Oematan et al, 2022). Without effective branding, tourist destinations may not be able to attract visitors. This can lead to a low number of tourists, which has a direct impact on income and the local economy. Based on statistical data, the number of tourists visiting Fatumnasi Village in 2016 was 249, and in 2017 it was 55. The decrease in the number of tourists visiting Fatumnasi Village could be attributed to a lack of tourism branding. Poor branding can result in an inconsistent experience for visitors. This can make it difficult for managers to offer a standardized and quality tourism experience.

Based on data collected about online traveler reviews, provide information about the attractions in Fatumnasi Village (1). @Samuel Pasaribu (Trip Advisor: 2021) provided reviews of the Ume Kbbubu traditional house and great landscape, "The location was about 4 hours from Kupang, or 1,5 hours from Soe. We went to the former marble mining village. The entrance fee was only Rp. 5000,-. At the entrance area there were some traditional houses. We can rent for stay. The house called Ume Kbbubu. We can enter the house and take picture inside. The marble mining has been closed. There was a lot of marble that has been cut there. And the rest of the marble hill still standing tall and become great objects to take picture. From the marble hill we can see great landscape view of the Soe and mountains. It was really amazing. I hope local people and government keep this area maintain its authenticity. Road to this place was badly damaged for the last 1-2 KM before location. I suggest not using sedan".

Furthermore, (2) @Sastia Vianny (Trip Advisor: 2018) gave a review of a villa in Fatumnasi

Village., "Just call Bapak Mathius Anin for booking a room in Fatumnasi and you will get a traditional house. 1 house has a 3 bed. In the morning, trekking to a Gunung Mutis with a guide and became a local people". (3) @Cancanwawa (Trip Advisor: 2018) reviews the state of Fatumnasi Village, "Location take around 2 hour from Soe, you can go by motorcycle or cars. The street full of stone, not good".

Next (4) @eqv102 ((Trip Advisor: 2017), reviews the home stay at Fatumnasi Village "Visited the home stay but did not stay. I don't think it is at all easy to stay in those small wooden huts, very dark and without comfort. We had lunch, as guests of the owner, the most classic food in the area: rice, eggs, vegetables, and coffee. Really old-fashioned, but honestly, I don't see any point in spending a night there." And finally (5) there is a review from the @Diantrisna (Trip Advisor: 2015),: 'Mountains with an altitude of 2000s... clean... beautiful... fantastic... a special charm for mountain climbers, before the summit passes through an extraordinary vast savanna... bonsai forests, natural gardens of thousands of orchids... large trees hundreds of years old... until at the top see horses, deer, and birds'.

## 5 CONCLUSIONS

Tourism branding has a positive impact on improving the economy of local communities. If tourism branding is not done correctly, it is inversely proportional. Lack of clarity in branding can have a negative impact on the local community. For example, the potential to develop small businesses such as inns, restaurants, or crafts becomes minimal because tourists are not interested in coming.

Content analysis was pioneered by Harold D. Lasswell. The technique developed in content analysis is the symbol coding technique, which is to record symbols or messages systematically, then give an interpretation. We can identify at least three forms of analysis-based communication research. The theory of the 5 elements of communication, developed by Harold D. Lasswell, can explain all three types of communication research. These elements include who, says what, to whom, in which channel, and with what effect. This is a scientific research technique that aims to describe the characteristics of the content and draw inferences from it. Content analysis is typically utilized in qualitative analysis. Content analysis can be used to analyze all forms of communication. Newspapers, radio news, television ads, and all other documented materials can all be analyzed using content analysis.

The first content analysis is who. We can identify the parties involved in tourism branding in Fatumnasi Village by conducting the Who content analysis. This can include the local government (Tourism Office, village government), local communities (entrepreneurs, residents), tourism activists (receptionists, tour guides, community organisations), and third parties (investors, tourists). The fact that in the field, the local government of TTS Regency (Tourism Office) managed the tourist destinations in Fatumnasi Village, but the village government did not participate because the Mutis Timau CA fell under the jurisdiction of the BKSDA of NTT. The village community's low involvement in agritourism initiatives in Fatumnasi Village can be attributed to the high quality of human resources and the locals' preference for agriculture over tourism businesses.

The second content analysis is called Says What. The second content analysis focuses on the messages conveyed in tourism branding. This can be in the form of promotional materials (pamphlets, posters, social media), stories or narratives about Fatumnasi Village, values that want to be highlighted (local culture, natural beauty, hospitality of the people, and testimonials from tourists who have visited). The tourism promotion materials in Fatumnasi village encounter challenges when it comes to digital marketing on social media platforms. The resulting impact is a lack of knowledge among visitors about the natural beauty of Fatumnasi Village and the local values that attract tourists.

The third step of the content analysis involves identifying the specific channel. Analyze the channels or media used to convey information about tourism branding, such as social media (Instagram, Facebook, TikTok), official village or regional websites, and articles. The official website of the local government serves as the medium for promoting tourist destinations in Fatumnasi Village; we did not find any promotional channels through social media.

Tourism branding in Fatumnasi Village has the potential to provide many benefits, ranging from increased income to cultural and environmental preservation. Due to the management of the natural reserve Mutis Timau tourist attraction and the low village community participation in the implementation of the Fatumnasi Village agro-tourism program, no digital marketing-based tourism branding was found. The challenges in tourism branding in Fatumnasi Village include limited infrastructure, restricted road access, and inadequate

tourist support facilities. Additionally, the lack of tourism training and education for local communities poses a significant human resource issue. To optimize this positive impact, active community involvement and the right strategy are critical. Research findings indicate that better branding and marketing strategies can enhance consumer surplus in the tourism sector (Dedeoğlu et al,2020), thereby increasing local income levels and stimulating the development of micro, small, and medium enterprises related to tourism services. (For example, homestays and local handicrafts).

## 6 LIMITATIONS AND FUTURE RESEARCH

This research's practical implication is to provide insights to local tourism stakeholders about effective digital marketing strategies that align with the target audience. By emphasizing the importance of community involvement in tourism branding, this research can encourage local residents to actively participate in tourism initiatives. This involvement can foster a sense of ownership and pride among community members, leading to sustainable tourism practices. The results of this research can provide information to local policymakers about the economic benefits of tourism branding (Rodrigues & Schmidt, 2021). Helping them allocate resources effectively to improve tourism infrastructure and services. This can stimulate economic growth and job creation in the villages. This research can highlight the need for sustainable branding strategies that promote environmental conservation and cultural preservation. It can guide local stakeholders in developing tourism initiatives that benefit both the economy and the environment. This research can also emphasize the necessity of sustainable branding strategies that advocate for environmental conservation and cultural preservation. It can assist local stakeholders in creating tourism initiatives that are beneficial to the economy and the community's cultural heritage.

This research's theoretical implications are to enhance existing knowledge about destination branding by providing empirical evidence from a rural context. This study will fill a gap in the literature on how digital marketing affects branding effectiveness in less studied areas, such as Fatumnasi Village. Furthermore, this study will contribute to the theoretical framework that explains the dynamics of rural tourism branding, particularly how local culture, community engagement, and digital marketing intersect to create an appealing

brand identity. Also, this research, which examines the relationship between branding and community engagement, can contribute to theories related to community-based tourism. This finding can also enhance our understanding of the role of digital marketing in destination brand imaging, specifically in terms of leveraging online platforms to establish a robust brand identity and effectively engage potential travelers.

Future research should focus on exploring the long-term effects of digital marketing-based tourism branding on the community. The local government should support the branding program and further develop tourism products that can enhance the village's value. Local communities can benefit from improving infrastructure and organizing tourism training and education. We expect this research to serve as a guide for tourism development in Fatumnasi Village, enhancing community welfare through effective tourism branding.

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