

The Effect of Using Storytelling on Destination Image Is Influenced By Experience In The Tourism Industry In The Pandemic Era

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Abstract: *There is still debris of anxiety due to the fatality of the Covid-19 Pandemic, which has affected the effect of the tourist experience on the image of the destination of Bali (destination image). This study aims to evaluate the effectiveness of story-telling content on the appearance of a Bali destination which is mediated by tourist experiences or travel experiences in these promotional videos. For this reason, this study tested the theoretical hypothesis of the Elaboration Likelihood Model (ELM) based on the causality relationship between the peripheral route (story-telling variable) and the central route (tourist experience variable) to audience attitudes (destination image variable). To achieve this explanatory goal, the researcher uses an experimental method on tourists who have never visited or have visited Bali. The total sample in this study amounted to 90 models that met predetermined criteria. Then the researchers divided into two groups, 60 people who had been to Bali and 30 who had never been there. The collected data is then tested statistically using path analysis to find the most appropriate causality route model. The results of this study indicate that story-telling does not entirely affect the image of the destination but is also influenced by elements of the tourist experience.*

Keywords: *Bali, destination image, elaboration likelihood model, storytelling, tourist experience*

Article Info:

Received 8 Apr 2023, Revised 21 Jun 2023, Accepted 5 Jul 2023, Available online 20 Dec 2023

INTRODUCTION

Bali is considered one of the world's tourist paradises for tourists because of the harmonization of the population, diverse cultures, stunning natural beauty, and the potential for marine wealth (Gida, 2019). In addition, Bali is also top of mind for foreign tourists around the world (Safitri, 2021). Minister of State-Owned Enterprises (BUMN) Erick Thohir revealed that Bali is dubbed the heart of Indonesian tourism (Kurniasari, 2017; Utami, 2020). This combination allegedly makes Bali one of the dream and favorite tourist destinations for foreign and domestic tourists. The number of foreign tourists visiting Bali in the last five years, 2015-2019, has increased annually from 4,927,937 in 2015 to 6,275,210 in 2019 (Badan Pusat Statistik, 2020).

However, since President Joko Widodo confirmed the first case of Covid-19 on March 2, 2020, tourist visits to Bali have started to decline drastically. Based on data obtained from the Bali Central Bureau of Statistics in Figure 1, the number of foreign tourist arrivals to Bali in January-November 2020 decreased by 82.96% yoy (year on year) due to closing access and closing tourist attractions (Badan Pusat Statistik, 2021a).

In addition to the declining number of foreign tourist visits, domestic tourist visits have also decreased. In 2019 the number of domestic tourist visits reached 10,545,039, then decreased by 56.41% in 2020, with domestic tourist visits of 4,596,157 (Badan Pusat Statistik, 2022). The decline in the tourism sector in Bali has impacted Bali's economic activities,

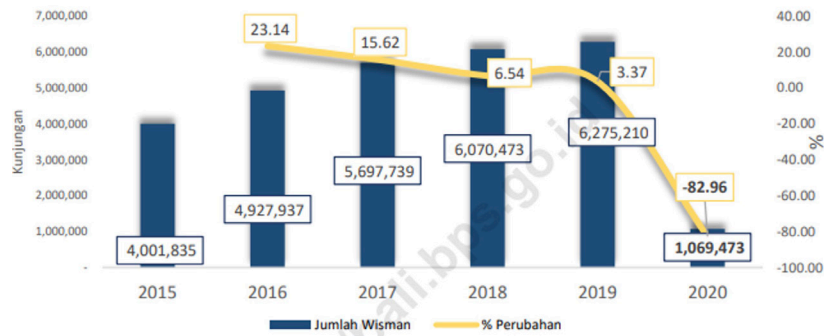


FIGURE 1. Development of Foreign Tourist Visits to Bali Province (2015-2020)
Source: (Badan Pusat Statistik, 2021a)

especially the hotel sector, which is the primary source of tax revenue (BKSAP, 2022).

Decreasing the number of cases of Covid-19, the government officially opened Bali tourism for domestic tourists on July 31, 2020, with strict health protocols. With the reopening of Bali tourism, the Provincial Government (Pemprov) of Bali has imposed several requirements that some potential domestic tourists must fulfill. The conditions that apply include showing the swab test results, filling out a form on the LOVEBALI application, activating GPS, and following every health protocol determined by the Provincial Government of Bali (Ramadhian, 2020, para. 4–13). Even the Coordinating Ministry for Maritime Affairs and Investment (Menko Marves), Luhut Pandjaitan, echoed the Work From Bali program to revive Bali's slumping tourism sector (Akbar, 2021). Unfortunately, although the tourism sector

has opened up, Bali is still experiencing losses every month. The head of the Bali Provincial Tourism Office, Putu Astawa, said Bali has lost up to IDR 10 trillion per month due to the absence of domestic tourists (Kadafi, 2021).

The Covid-19 situation is improving and encourages people to adapt to new habits. Therefore, the government has officially opened its doors to foreign tourists since October 14, 2021. Even though Bali tourism has officially been opened to foreign tourists, the government has imposed requirements for foreign and domestic tourists to have a Covid-19 vaccination card (Kemenparekraf, 2021; Choirisa & Rizkalla, 2021). These requirements are enforced to minimize the risk of transmission of Covid-19.

Based on the data in Figure 2, it was found that since Bali tourism was opened to foreign tourists, there were only 58 visits by foreign tourists in October 2020. At the end of December 2020, there were

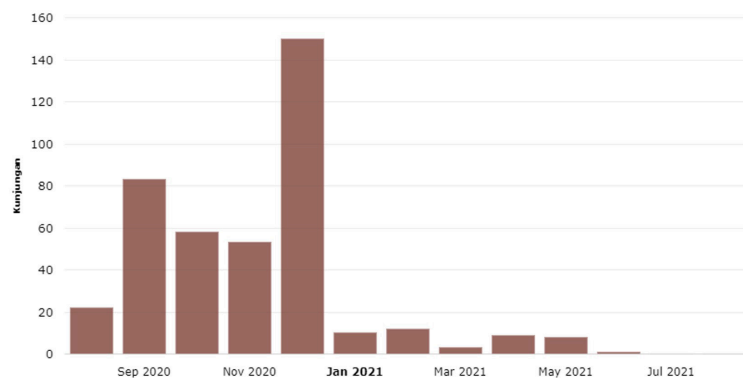


FIGURE 2. Data on visits by foreign tourists to Bali 2020-2021
Source: (Katadata, 2021)

150 foreign visitors. However, from January 2021 to August 2021, no foreign tourists came to the United States. Overall, Bali only received 43 visits from January to August 2021. There was a significant decrease of 99.99% compared to the previous year, which recorded 1,069,199 tourist visits (Katadata, 2021).

Most of the Balinese economy is engaged in the tourism sector. Deputy Chairman of the Inter-Parliamentary Cooperation Agency (BKSAP) DPR RI Putu Supadma Rudana said that Badung Regency is the largest source of foreign exchange earnings because it is the main gate for foreign tourists to enter Bali (BKSAP, 2022). Therefore, the decline in tourist arrivals, both foreign and domestic, significantly affected the economic situation in Bali.

As the condition of Bali's tourism sector is paralyzed, the government is intensively promoting through social media. Head of the Ministry of Tourism and Creative Economy Communication Bureau/Baparekraf Agustini Rahayu, said that around 73.7 percent of Indonesians use the Internet to access social media (Kemenparekraf, 2020). Therefore, the Ministry of Tourism and Creative Economy utilizes social media to promote tourist destinations and facilitate information delivery to the public (Kemenparekraf, 2020). The way the Ministry of Tourism and Creative Economy promotes tourism with the storynomics tourist style. That is a tourism promotion approach that emphasizes creative content in the form of narratives by packaging the natural beauty of Indonesia in the form of stories. It is to attract the attention of foreign tourists who visit tourism in Indonesia (Baparekraf, 2021).

The Ministry of Tourism and Creative Economy has published a promotional video with storytelling content on the Wonderful Indonesia YouTube channel. Wonderful Indonesia

is a label for Indonesian tourism as a form of promotion for various Indonesian destinations targeting foreign and domestic tourists. At the 2020 Creative Tourism Awards, Wonderful Indonesia won the Best Creative Destination award (Yuniar, 2021). As the Minister of Tourism and Creative Economy, Sandiaga Uno revealed that Indonesian tourism is expected to significantly impact society and provide a better travel experience for domestic and foreign tourists (Yuniar, 2021).

Several videos with storytelling content were distributed on the official Wonderful Indonesia Youtube channel to promote Bali during the transition period of the Covid-19 pandemic, including The Vibration of Bali, We Love Bali, and The First Time He Said It (Bali). The three videos convey that Bali is reopening the tourism activity sector by implementing strict health protocols. Bali's traditions and ways of life are also shown during the pandemic. In the pandemic age, all hotels in Bali have started to follow a new set of rules to make sure that tourists are safe. Therefore, storytelling content in tourism advertisements must have actual events, so audiences perceive them as natural.

Based on research findings by Hamzah (2013), the development of technology unknowingly makes information more widespread. In this case, social media marketing can increase public interest in traveling (Hamzah, 2013). Even though they are aggressively marketing through social media, the government must have content that attracts foreign and domestic tourists' attention.

Storynomics Tourist is a storytelling concept adapted by McKee in the field of marketing, with a story concept that inserts cultural values to attract the attention of tourists when visiting (Kartika & Riana, 2020). Based on research findings by Kartika & Riana (2020), story tourism

relates to telling stories and audiences' experiences. Marketing professionals use the idea of storytelling as a way to persuade people to buy their products or services through ads (Moin et al., 2020). By appealing to an audience's emotions, a brand may be strengthened. Therefore, storytelling can influence audiences and suit marketing communications (Youssef et al., 2019).

A narrative story is considered to have the power to turn a myth into a real audience experience, which is used to understand tourist destinations (Yavuz et al., 2016). Narrative aspects of content about storytelling in tourism marketing communications must also be attractive so that tourists are interested (Yuliarti et al., 2021). Therefore, a narrative must have a story complemented by an exciting plot and characters so that tourists are interested in a tour.

An advertisement that uses the concept of storytelling must have a purpose in the message conveyed. Many advertisements do not match the brand identity and brand image, so audiences consider consumers to interpret storytelling as something manipulative (Widiastuti, 2018; Youssef et al., 2019). If people who have experience going to these destinations see storytelling content considered excessive, audiences who have experience feel that content is excessive. Moreover, the storytelling content that is broadcast does not match reality. This creates a negative image.

In addition, the destination image is one of the essential concepts in storytelling promotional videos in tourism marketing communications. Destination image contributes to achieving tourism satisfaction (Jaafar et al., 2022; Berto & Murwani, 2022). Based on several previous studies that examined storytelling in tourist destination marketing communications, it is still minimally integrated with the

concept of tourist experience (Hamzah, 2013; Kartika & Riana, 2020; Moin et al., 2020; Youssef et al., 2019; Yuliarti et al., 2021) even though the tourist experience influences the perception of tourists in viewing storytelling content (Land et al., 2018).

During this transitional period of the Covid-19 pandemic, people tend to be afraid of doing activities outside the home, let alone going on tourist trips. Therefore, this study examines the causal relationship between storytelling promotional videos and the image formation of Bali tourist destinations based on the audience experience. This research aims to fill the void of previous research in the study of compelling storytelling for marketing communications in the tourism sector (Hamzah, 2013; Kartika & Riana, 2020; Moin et al., 2020; Youssef et al., 2019; Yuliarti et al., 2021). Researchers chose Bali as the object of research because Bali is one of Indonesia's most popular tourist destinations and is even considered the heart of Indonesian tourism. However, the Covid-19 pandemic has made Bali experience economic paralysis due to the rapid decline in the number of visits by foreign tourists and tourists.

This study uses videos entitled *The Vibration of Bali*, *We Love Bali*, and *The First Time He Said It (Bali)*. Researchers are looking for the influence of storytelling content in the Wonderful Indonesia promotional video on destination image mediated by tourist experience. The Ministry of Tourism and Creative Economy's storytelling promotional video content is aimed at young people because it displays that the main character is a young person. This study has used the Elaboration Likelihood Model (ELM), where based on causality, there are peripheral routes (story-telling variables) and central routes (tourist experience variables) on audience attitudes (destination image

variables). This study aims to show the effect of storytelling on destination image in the tourism industry in the pandemic era, which is influenced by experience. Audiences may think that the promotional video on Wonderful Indonesia is excessive because audiences have traveling experiences. This research also analyses and evaluates the video content based on the audience's perspective.

METHOD

This study uses a positivism paradigm that assumes that social reality consists of objective facts that can be measured accurately and are value-free by using statistics to test the causality of ELM theory through storytelling, tourist experience, and destination image variables. Positivists emphasize testing knowledge through the principle of replication. So that when different researchers see the same facts, they can find the same results if they have been careful in determining the problem, are precise in measuring the data, and have followed the objective research standards. Therefore, this study is explanatory because it explains the causal relationship between variables determined through testing the previous hypothesis (Neuman, 2014). Closely related to the research being studied, the researcher wants to explain the hypothesis regarding the influence of storytelling on destination image, which is mediated by the tourist experience variable.

Researchers used a pre-experimental design with one group post-test-only type. First, the researcher showed three promotional videos for Bali destinations that Wonderful Indonesia distributed on-site to groups of participants who had traveled to Bali and those who had never traveled to Bali. Then, after watching the three promotional video shows, the researcher gave a questionnaire to the participants based on the research

concept. Previously, the researcher explained the procedure for recruiting participants as a sample in the study. The researcher also explained the selection process, which aims to formally possess specific characteristics that state-specific inclusion and exclusion study criteria (Leavy, 2017).

In the pre-experimental design, no control group is used as the basis for comparison. The researcher only gave one treatment or intervention by showing a storytelling promotional video, after which he distributed questionnaires as a posttest instrument after being given treatment. The questions presented are closed questions with available answer choices.

The population in this study has the following criteria: Indonesian Citizens (WNI) aged 18-55 years in the Tasikmalaya region. The researcher chose the criteria for Indonesian citizens aged 18-55 because they are considered an age group that often travels. According to the 2020 Archipelago Tourist Statistics results, the group of domestic tourists aged 18-55 years has increased from the previous year (Badan Pusat Statistik, 2021b). Most of the domestic tourists who travel come from West Java. As many as 8.7%% of domestic tourists from West Java travel for vacation (Dinas Pariwisata Provinsi Bali, 2019). Therefore, researchers targeted bank employees from Tasikmalaya as part of the population.

The sampling technique used in this study was purposive sampling. Researchers have determined the sample criteria with specific criteria, as follows: 1) aged 18-55 years; 2) Indonesian citizens who have ID cards; 3) have and have never visited Bali; and 4) have never watched the three promotional videos presented by the researcher. Two experimental groups were studied, namely the experimental group who

had visited and had never visited Bali. The total sample in this study amounted to 90 samples that met predetermined criteria. Then the researchers divided into two groups, 60 people who had been to Bali and 30 who had never been there. Researchers chose BCA Tasikmalaya employees as samples because most employees had visited Bali. Previously, researchers had asked each employee who had visited and had never visited. Then the researcher recorded employees who had been to Bali and had never been there.

The validity test in this study used KMO (Kaiser-Meyer-Olkin) through testing the IBM SPSS Statistics 26 application. In this program, values are declared valid if the r_{count} exceeds r_{table} . If the r_{table} exceeds the r_{count} , the value is declared invalid. If Sig. is more incredible than 0.05, the value is invalid. If Sig. below 0.05, the value is declared valid. The reliability test in this study uses Cronbach's Alpha to measure the consistency of respondents in answering questions with the questions asked. The reliability test has criteria for a variable with a Cronbach's Alpha value if it is less than 0.60 (Gumilar, 2015).

In quantitative data collection techniques, researchers use questionnaires or questionnaires as a list of questions filled out by respondents according to the research criteria. This study used a pre-experimental design with a post-test-only type. So the researchers only used the final test as a questionnaire, as the data was analyzed to determine the study's success (Payadnya & Trisna, 2018). This study uses storytelling, destination image, and tourist experience variables.

In the early stages of data processing, univariate analysis was carried out, namely an analysis of one variable. The statistical test used is descriptive statistics in the form of a frequency distribution table and a measure of concentration

(mean or average value). In the next stage, bivariate analysis was conducted to test the causality relationship between the two variables (H1, H2, and H3). Simple linear regression analysis was used to test the three hypotheses, where previously, the three variables had fulfilled the previous classical assumption test provisions: normality test, linearity test, heteroscedasticity test, and multicollinearity test.

The three hypotheses are tested by looking at the significance value (p). If the value is less than 0.05, then the causality relationship has a significant influence. After being declared significant, the regression equation $Y = a + bX$ is compiled by looking at the regression coefficient or Beta (b) and its constant value or B (a). Meanwhile, to find out the magnitude of the changes that occur in the causal relationship, you can see the value of the coefficient of determination or R square (R^2) generated, which is between 0 (zero) to 1 (one).

In the final stage, multivariate analysis was performed to examine the causality relationship between the three variables. For this reason, a path analysis with a decomposition model is applied to see the direct, indirect, and total causal effects. Multiple linear regression analysis calculates the path and residual coefficients through the output Coefficient table, expressed as the Standardized Coefficient or Beta value (Riduwan & Kuncoro, 2013).

RESULTS AND DISCUSSIONS

The Effect of Storytelling on Destination Image Mediated by Tourist Experience

Based on the results of the questionnaire in the experimental group, it appears that the use of storytelling mediated by tourist experience affects the image of a Bali destination in the three promotional videos. However, the

TABLE 1. The influence between group variables has experience

Influence Between Variables	Summary		Coefficients				
	R ²	Information	B(a)	B (c)	Information	Sig.	Information
The Effect of Storytelling on Destination Image							
The Vibration of Bali	358	35.8%	16.051	.252	Y=16.051+0.252X	.000	Ha is accepted, Ho is rejected
We Love Bali	242	24.2%	21.071	.157	Y=21.071+0.157X	.000	Ha is accepted, Ho is rejected
The First Time He Said It (Bali)	196	19.6%	3.087	.094	Y=3.087+0.094X	.000	Ha is accepted, Ho is rejected
The Effect of Tourist Experience on Destination Image							
The Vibration of Bali	370	37.0%	16.051	.614	Y=16.051+0.614X	.000	Ha is accepted, Ho is rejected
We Love Bali	353	35.3%	21.071	.622	Y=21.071+0.622X	.000	Ha is accepted, Ho is rejected
The First Time He Said It (Bali)	479	47.9%	3.087	.072	Y=3.087+0.072X	.000	Ha is accepted, Ho is rejected

Source: Research processed data (2022)

tourist experience appears to be the most influential compared to storytelling as show in Table 1.

Meanwhile, the questionnaire results in the group that had no experience also showed that the use of storytelling mediated by tourist experience affected the image of a Bali destination in two videos, namely The Vibration of Bali and We Love Bali. Whereas in the video The First Time He Said It (Bali), storytelling affects the image of a Bali destination but is not mediated by the tourist experience as shown in Table 2.

The use of storytelling in the three promotional videos as peripheral routes does affect the image of the Bali destination. Peripheral routes as a tourist experience also affect the image of a Bali destination. For the experimental group who had experience, the promotional videos for The Vibration of Bali and We Love Bali made the respondents want to go back to Bali again. Meanwhile, the

video showing The First Time He Said It (Bali) did not make respondents want to return to Bali. The highest influence was found in the video The Vibration of Bali, while the lowest score was in the video The First Time He Said It (Bali). The videos Vibration of Bali and We Love Bali show various destinations in Bali compared to The First Time He Said It (Bali).

Whereas for the control group with no experience, only two promotional videos affected the image of the Bali destination. The Vibration of Bali video has the highest influence on control respondents who have no experience in terms of tourist experience and storytelling. The control group did not have experience in Bali, but the We Love Bali video had the highest influence on the tourist experience. Based on the results of the researchers' observations, the We Love Bali video emphasizes going green activities in Bali. In addition, control

TABLE 2. The influence between group variables has no experience

Influence Between Variables	Summary		Coefficients				
	R ²	Information	B(a)	B (b)	Information	Sig.	Information
The Effect of Storytelling on Destination Image							
The Vibration of Bali	719	71.9%	8.450	.567	Y=8.450+0.567x	.000	Ha is accepted, Ho is rejected
We Love Bali	484	48.4%	15.947	.237	Y=15.497+0.237X	.000	Ha is accepted, Ho is rejected
The First Time He Said It (Bali)	468	46.8%	-738	.264	Y=-738+0.264X	.011	Ha is accepted, Ho is rejected
The Effect of Tourist Experience on Destination Image							
The Vibration of Bali	357	35.7%	8.450	.248	Y=8450+0.248X	.000	Ha is accepted, Ho is rejected
We Love Bali	552	55.2%	15.947	.569	Y=15.497+0.569X	.000	Ha is accepted, Ho is rejected
The First Time He Said It (Bali)	522	52.2%	-738	.777	Y=-738+0.777X	.055	Ha is accepted, Ho is rejected

Source: Research processed data (2022)

respondents often get information about Bali based on information from social media. This makes the control group's tourist experience higher due to receiving information and news circulating on social media. The tourist experience felt by the control group is not having experience in Bali but getting information from social media as a central route.

The results of this study align with the results of research conducted by Wahyu et al. (2022) that the use of storytelling techniques influences the image of the destination. However, there are differences in research findings in this study with research conducted by Wahyu et al. (2022). This study found that not all promotional videos using storytelling techniques affected the destination's image. The research findings on the three Wonderful Indonesia promotional videos in this study indicate that storytelling and tourist experience affect the image of a Bali destination. Meanwhile, for those

without experience, only the videos of The Vibration of Bali and We Love Bali state that storytelling influences the image of a Bali destination. However, the video The First Time He Said It Bali on the tourist experience variable for those with no experience in Bali has a sig value of more than 0.05, namely 0.055. This shows that the tourist experience does not affect the image of the Bali destination for those without experience in the promotional video The First Time He Said It Bali. If storytelling and tourist experience are zero in the promotional video The First Time He Said It Bali, then the image of the destination is negative.

Based on the theory of ELM (elaboration likelihood model) refers to two routes of persuasion the central route and the peripheral route (O'Keefe, 2016). In this study, storytelling is described as a peripheral route, and tourist experience is described as a central route. On the peripheral route, individuals quickly

check messages or focus on simple cues to help decide whether to accept the message (Perloff, 2017). So when respondents watch the Wonderful Indonesia storytelling promotional video, respondents can decide whether to accept the message conveyed or reject the message based on experience. At the same time, respondents with no experience put their trust in the figure of the storyteller. The message conveyed in the promotional video relates to the image of the Bali destination.

According to Perloff (2017), some factors influence the peripheral route, namely the physical attractiveness of the communicator, the style of the communicator speaking, or the messages and music displayed. Meanwhile, the central route is characterized by cognitive elaboration, where information is processed centrally (Perloff, 2017). Perloff (2017) states that the central route is characterized by individuals who process information centrally, connecting information with knowledge. So when a respondent with experience goes to Bali, the respondent connects the information he receives with his knowledge based on experience. Whereas individuals who do not have experience going to Bali, these individuals are on the peripheral route.

If individuals are motivated to process messages centrally, long-term attitude changes occur. Meanwhile, if the individual is not motivated to process the message, they can process it peripherally. However, individuals who process messages peripherally have a relatively temporary effect (Perloff, 2017). The results showed that respondents with experience in Bali processed the message peripherally from the three promotional videos and had different results. However, the message had a temporary effect compared to the message process centrally. Processing messages peripherally can be affected by the physical attractiveness

of the communicator, the style of the communicator speaking, or the messages and music displayed.

According to O'Keefe (2016), the central route to persuasion has a relatively high elaboration. This usually occurs through extensive thinking relevant to the problem, so individuals are careful about the information in the messages. The message was not fully digested but was considered based on relevant issues (O'Keefe, 2016). Through the tourist experience, respondents also do not fully accept the message conveyed by the storyteller. Because the respondents had experience in Bali, they did not fully agree with the messages conveyed through the Wonderful Indonesia promotional video. Whereas respondents with no experience only receive, the message conveyed depending on how the storyteller influences the image of the Bali destination.

While the persuasion process, based on the peripheral route, has a relatively low level of elaboration because the individual, as the recipient of the message, is guided by the communicator (O'Keefe, 2016). According to O'Keefe (2016), The storyteller as a communicator must have high credibility to trust the individual receiving the message. The narrator in all three promotional videos is a female foreign tourist. This can be the audience's assessment of whether a tourist is appropriate or inappropriate in presenting storytelling about Bali. However, if, under certain conditions, variations in peripheral cues are more influential than persuasive ones, the elaboration that occurs is less (O'Keefe, 2016). In this case, the Wonderful Indonesia storytelling promotional video is considered a signal conveying a message about Bali to respondents. Based on the research results, the peripheral route is more suitable for respondents with no experience in Bali so that respondents do

not analyze the messages conveyed.

Perloff (2017) also states that respondents with low involvement have little focus on the message conveyed. Therefore, the respondent accepts or rejects the message the communicator conveys (Perloff, 2017). So the peripheral route is unsuitable for groups of respondents who have already been to Bali because those with experience analyze storytelling messages through their experiences. In line with research conducted by Octafiola and Yuliati (2023), the perceived destination image positively influences the intention to take a vacation. Compared to the peripheral route, which does not significantly affect the image of the destination country of destination because the respondent has no involvement (experience) in visiting the destination country.

CONCLUSION

Using storytelling techniques in promotional videos can affect the destination's image. However, the use of storytelling techniques is also influenced by the tourist experience. The results of this study also show that storytelling does not entirely affect the image of the destination but is also influenced by elements of the tourist experience.

This study uses the Wonderful Indonesia promotional video as a peripheral route, which consists of The Vibration of Bali, We Love Bali, and The First Time He Said It (Bali). However, in this study, only two promotional videos influenced the image of Bali destinations, namely The Vibration of Bali and We Love Bali. Through these two promotional videos, the two groups of respondents who had experience and did not have experience wanted to visit Bali after watching the videos. The storytelling content influences this as a peripheral message mediated by the tourist experience as the central route

to the Wonderful Indonesia promotional video.

However, the storytelling promotion video The First Time He Said It (Bali), which shows the trip of a pair of lovers, do not affect the image of the Bali destination for respondents with no experience. It depends on how the credibility of the communicator in conveying the message. Storytellers, as communicators, must have high credibility so that individuals who receive messages can be trusted. After watching the promotional video, Respondents with experience are interested in visiting Bali.

The use of storytelling techniques in the promotional videos for The Vibration of Bali, We Love Bali, and The First Time He Said It (Bali) consists of seven elements, namely, point of view, dramatic question, emotional content, voiceover, soundtrack, economy, and pacing. These elements influence how storytelling affects perceptions of the image of a Bali destination, in line with research conducted by Moin et al. (2020). Meanwhile, the elements of the tourist experience, which are one of the factors forming the image of the destination, consist of hedonism, novelty, meaningfulness, knowledge, refreshment, local culture, and involvement.

The depiction of a storytelling promotional video about Bali is better at showing the natural beauty of Bali than telling the storyteller's journey. This is because respondents are more interested in Bali promotional videos that feature natural beauty, tourist attractions, and a variety of culinary delights in Bali. The results of this study can be used for further research using qualitative research methods, using in-depth interview techniques. The aim is to discover why respondents are still not interested in going to Bali effectively, cognitively, or conatively after watching a promotional video.

ACKNOWLEDGMENT

Researchers would like to thank Universitas Multimedia Nusantara for the research support that has been given.

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