

## Leveraging Indigenous Resources: A Digital Communication Framework for the Omah Wayang Tourism Village in Sidowarno

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### ABSTRACT

This research investigates the strategic implementation of local potential through digital communication channels at the Omah Wayang tourism village in Sidowarno Village, Juwiring District, Klaten Regency. The study addresses the critical challenge of underutilized cultural resources and tourism potential within the region, with particular emphasis on Omah Wayang, a community organization dedicated to promoting traditional shadow puppet craftsmanship. Through a qualitative descriptive methodology, incorporating systematic field observations and in-depth stakeholder interviews, the research examines diverse indigenous assets, including traditional handicrafts, culinary heritage, and cultural performances. The investigation extends beyond shadow puppetry to encompass broader cultural elements that can be effectively integrated into digital communication strategies. The research methodology facilitates comprehensive data collection and analysis, enabling the identification of optimal approaches for digital tourism promotion. The findings yield strategic recommendations for implementing effective digital communication frameworks that enhance tourism visibility and visitor engagement while preserving cultural authenticity. This study makes a significant contribution to both local economic development and cultural heritage preservation, offering practical insights into the integration of traditional cultural elements with contemporary digital marketing approaches in rural tourism contexts. The research outcomes provide valuable guidance for similar tourism initiatives seeking to leverage local cultural assets through digital platforms while maintaining cultural integrity and promoting sustainable tourism development.

**Keywords:** Cultural Tourism, Digital Communication Strategy, Local Potential Development, Shadow Puppetry Heritage, Rural Tourism Marketing

## INTRODUCTION

Sidowarno Village in Klaten Regency, Central Java, represents a significant cultural and tourism hub, distinguished by its UNESCO-recognized intangible cultural heritage of traditional shadow puppetry (*wayang kulit*). The preservation and promotion of this cultural asset are primarily facilitated through the Omah Wayang community, which functions as a vital support system for local puppet artisans while maintaining the village's cultural identity (Gutiérrez et al., 2016; Pratiwi et al., 2022). Despite its considerable historical and artistic significance, this cultural asset has not been fully optimized as a primary tourist attraction, necessitating a comprehensive analysis of its potential for



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tourism development through digital communication strategies.

The intersection of cultural preservation and digital transformation presents a complex paradigm that demands careful consideration of both traditional values and modern marketing approaches. This complexity is particularly evident in Sidowarno Village, where the delicate balance between maintaining authentic cultural practices and embracing contemporary digital solutions has become increasingly crucial for sustainable cultural tourism development. The village's unique position as a custodian of wayang kulit traditions, combined with its emerging .....

## METHODS

This study employs a qualitative descriptive approach to comprehend and explore local potential in formulating effective marketing promotion strategies for the Omah Wayang tourism village in Sidowarno. The methodological framework in figure 1 encompasses three primary components: literature review, observation and interviews, and data analysis leading to digital communication strategy development (Snyder, 2019).

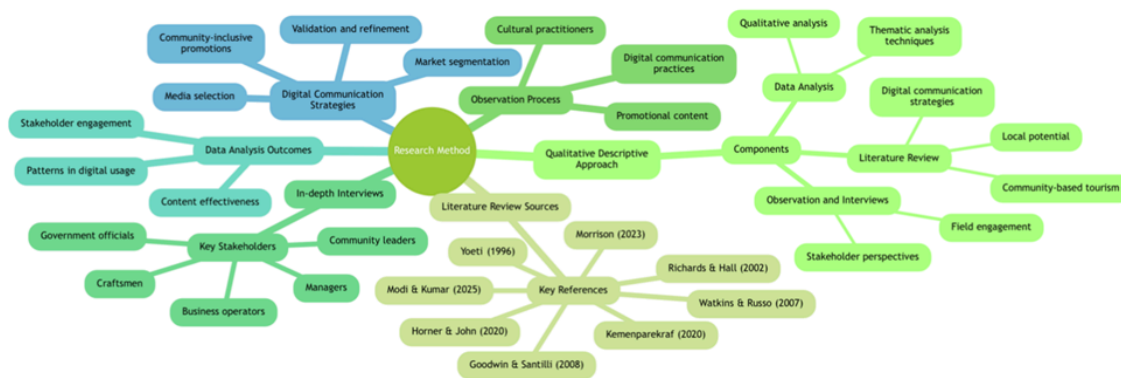


Figure 1. Research Method

The research begins with a comprehensive literature review examining fundamental concepts related to community-based tourism, local potential, and digital communication strategies in tourism promotion and marketing. The literature sources include academic books, scientific journals, research reports, and relevant official....

## RESULT AND DISCUSSION

### Result

The observational research methodology provides deep insights into digital communication practices in Sidowarno Tourism Village. The analysis of digital communication strategies, leveraging *wayang kulit* and handicrafts as local potential for tourism attraction by the Omah Wayang community, reveals comprehensive findings regarding audience segmentation and strategic communication approaches.

**Table 1.** Market Segmentation Analysis and Digital Communication Strategy for Omah Wayang Tourism Village

Market Segment	Characteristics	Needs/Interests	Engagement Level	Digital Channels	Content Strategy
<b>Domestic and International Tourists</b>	<ul style="list-style-type: none"> <li>• Culture enthusiasts</li> <li>• History buffs</li> <li>• Art appreciators</li> <li>• Experience seekers</li> </ul>	<ul style="list-style-type: none"> <li>• Authentic cultural experiences</li> <li>• Educational tours</li> <li>• Cultural artifacts</li> <li>• Interactive workshops</li> </ul>	High	<ul style="list-style-type: none"> <li>• Instagram</li> <li>• YouTube</li> <li>• TripAdvisor</li> <li>• Tourism websites</li> </ul>	<ul style="list-style-type: none"> <li>• High-quality visuals</li> <li>• Virtual tours</li> <li>• Behind-the-scenes</li> <li>• Cultural storytelling</li> </ul>
<b>Students and Educators</b>	<ul style="list-style-type: none"> <li>• Art/Culture students</li> <li>• Researchers</li> <li>• Teachers</li> <li>• Cultural institutions</li> </ul>	<ul style="list-style-type: none"> <li>• Research materials</li> <li>• Educational content</li> <li>• Hands-on learning</li> <li>• Documentation</li> </ul>	Very High	<ul style="list-style-type: none"> <li>• Educational websites</li> <li>• YouTube</li> <li>• Educational Google Scholar</li> <li>• Research blogs</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed documentation</li> <li>• Tutorial videos</li> <li>• Research materials</li> <li>• Workshop recordings</li> </ul>
<b>Young Creatives</b>	<ul style="list-style-type: none"> <li>• Artists</li> <li>• Designers</li> <li>• Illustrators</li> <li>• Digital creators</li> </ul>	<ul style="list-style-type: none"> <li>• Creative inspiration</li> <li>• Modern adaptations</li> <li>• Cultural fusion</li> <li>• Artistic techniques</li> </ul>	High	<ul style="list-style-type: none"> <li>• Instagram</li> <li>• TikTok</li> <li>• Pinterest</li> <li>• Behance</li> </ul>	<ul style="list-style-type: none"> <li>• Process videos</li> <li>• Design inspiration</li> <li>• Creative workshops</li> <li>• Collaboration opportunities</li> </ul>
<b>Art Collectors</b>	<ul style="list-style-type: none"> <li>• Private collectors</li> <li>• Art dealers</li> <li>• Gallery owners</li> <li>• Art investors</li> </ul>	<ul style="list-style-type: none"> <li>• Authentic pieces</li> <li>• Premium crafts</li> <li>• Limited editions</li> <li>• Expert validation</li> </ul>	Very High	<ul style="list-style-type: none"> <li>• Specialized art platforms</li> <li>• E-commerce</li> <li>• Online galleries</li> <li>• LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>• Product catalogs</li> <li>• Authentication details</li> <li>• Pricing information</li> <li>• Collection showcases</li> </ul>
<b>Local Communities</b>	<ul style="list-style-type: none"> <li>• Families</li> <li>• Local residents</li> <li>• Community groups</li> <li>• Cultural enthusiasts</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural education</li> <li>• Family activities</li> <li>• Community events</li> <li>• Local heritage</li> </ul>	Moderate	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• WhatsApp</li> <li>• Local community apps</li> <li>• Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• Event announcements</li> <li>• Community activities</li> <li>• Family programs</li> <li>• Local news updates</li> </ul>
<b>Tourism Entrepreneurs</b>	<ul style="list-style-type: none"> <li>• Tour operators</li> <li>• Hotel managers</li> <li>• Event organizers</li> <li>• Creative businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Business partnerships</li> <li>• Cultural products</li> <li>• Tourism packages</li> <li>• Event planning</li> </ul>	High	<ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Business websites</li> <li>• Professional networks</li> <li>• Industry platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Business proposals</li> <li>• Partnership opportunities</li> <li>• Product catalogs</li> <li>• Industry updates</li> </ul>

The research identifies six distinct market segments, each requiring tailored digital

communication approaches. The first segment comprises domestic and international tourists who demonstrate high interest in traditional culture, history, and arts, seeking authentic and educational experiences. These visitors are effectively reached through social media platforms such as Instagram, YouTube.....

## CONCLUSIONS

The cultural assets of Sidowarno Tourism Village present substantial opportunities for engaging diverse audience segments, ranging from general tourists to students, creative communities, and art collectors. The adaptation of digital communication approaches and platforms for each segment facilitates the dissemination of awareness and interest in *wayang kulit* artistry and traditional craftsmanship as expressions of local.....

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