

Boosting Tourism Village Appeal: Strategies for Effective English Language Content Creation

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Abstract

This research focuses on improving the promotion of tourism villages using technology to create English-language content. The research uses the Four-D model to create a website-based digital promotional media for Tumori Village in North Sumatra. The website showcases the village's uniqueness, traditional houses, history, etc. The results show that the website can boost tourism promotion globally, contribute to the local economy, and increase village visibility on search engines and social media. The research aims to provide guidance for other villages in developing effective English-language content, enhancing their appeal to international travelers and bringing sustainable benefits to local communities.

Keywords

Four-D Model, Tourism, Writing in Web

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INTRODUCTION

As an archipelago rich in natural and cultural diversity, Indonesia has great tourism potential. For a long time, Indonesia has been an attractive destination for tourists seeking unique experiences. As per Article 7 Paragraph 9 of the Republic of Indonesia's 1990 Constitution (Fina et al., 2023), tourism encompasses all activities associated with tourism, such as enterprises operating tourist attractions and items, establishments providing tourism facilities, and other connected industries. Indonesia tourism not only has stunning natural beauty, but also has a rich cultural heritage and friendly people. Indonesia's tourism continues to grow (Fitriani et al., 2024). The government's efforts to boost tourism, one of the most important areas of the economy, have attracted travelers from all over the world. From exotic beaches to majestic mountains, with incredible natural attractions and fascinating cultural diversity, Indonesia offers an unforgettable travel experience. Article 10 of the 2009 Constitution on Tourism states that a tourist village is an integration of potential natural attractions, cultural tourism, and man-made tourism in a certain area equipped with attractions, accommodations, and other facilities according to local wisdom. Tourism village is one example of tourism development. The growth of tourism villages is a significant factor in Indonesia's tourism industry.

A tourist village is a small, directly managed local community that values working together to address individual gaps in skill levels and wants to play a part in the community. They also have attraction potential, which is one aspect that has received attention in global tourism development. Tourism villages are tourist destinations that offer tourists an experience of local culture, tradition and uniqueness. Its existence provides opportunities for village communities to increase their income and standard of living (Humaera Isna, et al., 2023). The purpose of the tourist village itself is to enable the village to become both the object and subject of tourism. Tourism villages offer unique possibilities to attract tourists through cultural diversity, natural heritage, and local lifestyles. Promotion is essential to increase the visibility and appeal of a tourist village to tourists in order to capitalize on its potential. Promotion is another type of marketing other than advertising, direct selling, and direct marketing used by companies or individuals to introduce and communicate their goods and services to the market (Herawati et al., 2021). Promotion of a tourist village includes marketing objectives as well as raising public awareness, building a positive image, and informing potential tourists about the uniqueness and richness of the place. Typically, tourist villages often struggle to market themselves to local and foreign tourists due to limited resources, ease of access, and lack of understanding of local characteristics as well as lack of English language skills in developing tourist content.

Tourist communities can convey to potential tourists the distinctiveness of their local way of life, environment, and culture through marketing. Good tourism promotion content can help explain unique experiences and present an authentic portrait of village life (Rahmaniar et al., 2024). Not only that, attractive and informative tourism promotion content in English is essential to attract foreign tourists. This content can be in the form of websites, brochures, articles, and social media. With good content, foreign tourists will find it easier to learn about the village's tourism attractions, such as culture, nature, and activities offered. Through the right promotional tools, tourism villages can attract more tourists, increase local income, and support cultural and environmental protection (Dewi et al., 2013). By identifying unique tourism potential and developing effective promotional strategies, a tourist

village can become an attractive and sustainable destination that brings positive benefits to the local community.

In addition, the use of English as a means of communication is becoming increasingly important in an era of globalization and where more people are connected to each other. English is often considered the "lingua franca" of the tourism industry, meaning that English is the primary language of communication between different groups with different native languages. English is essential in all communication in tourism, be it between travelers and tourists or in business and economic relationships (Sardi et al., 2017). English can bring people from different backgrounds together. In a tourist village, writing content in English is an effective way to attract international tourists. English-written content allows tourist villages to reach international audiences more effectively, while writing English content can help deliver promotional messages effectively to tourists. The right language can increase understanding and interest in a tourist village's appeal. English writing gives tourist villages the opportunity to present interesting stories and information in a style that is acceptable to an international audience.

This helps create a strong appeal to attract tourists' attention. However, tourist villages often fail to utilize their potential to the fullest due to limitations in creating effective promotions, especially engaging English-language written content. Such is the case with Tumori Village, a tourist village in the western part of Gunungsitoli, North Sumatra, which is a tourist destination. While there is a lot of untapped potential in this community, there are not enough resources to market it or produce enough content to attract more guests. Gladys Solagratia Zebua (2022) with the title Collaborative Governance Model in Cultural Tourism Development in Gunungsitoli City (Tumori Tourist Village Case Study) said that there is no tourism promotion media owned by Tumori Tourist Village. Previously this village already had a social media platform that told the beauty of Tumori village tourist destinations, however, it only focused on social media accounts such as Facebook and Instagram which were managed by the Gunungsitoli City Tourism and Culture Office together with Go Nias-Tour. The reality is that the Tumori Tourist Village does not have a special platform managed by the village itself, to promote Tumori tourist village.

This research was conducted in Tumori Village, West Gunungsitoli Sub-district, and aims to enhance tourism village promotions through the development of attractive English-language content by utilizing technology. By conducting this research, is expected to provide guidance and recommendations for tourist villages in developing effective writing content in English. This is expected to increase the attractiveness of tourist villages for international tourists and increase tourist visits to these tourist villages. It is also expected to increase people's insights and opinions through the content provided and can help tourist villages be able to compete at the global level so that they can make a positive contribution to the local economy. Thus, it is hoped that the results of this study can make a real contribution to the sustainable development of village tourism and increase understanding of the role of writing in English in the context of tourism promotion

LITERATURE REVIEW

Tourism promotion plays a pivotal role in the growth and sustainability of tourist destinations. It involves the strategic use of marketing and communication techniques to attract visitors and generate economic benefits (Aswad et al., 2023).

Effective promotion not only highlights the unique attractions of a destination but also creates a compelling narrative that resonates with potential tourists (Harefa et al., 2024). Language is a crucial element in tourism promotion as it serves as the medium through which information is conveyed to potential tourists. Research by Dann (1996) emphasizes that language in tourism is not just a tool for communication but also persuasion, where the choice of words, tone, and style can significantly influence tourists' perceptions and decisions. English, in particular, has been recognized as the global language of tourism due to its widespread use and acceptance.

Promoting a destination to a global audience requires the use of multiple languages, each catering to different target markets. Studies have highlighted the challenges of maintaining consistency in messaging while adapting content to different cultural contexts (Piller, 2007). The translation and localization of promotional content are often necessary to ensure that the message resonates with local audiences without losing its original intent. Tourism, particularly in rural and underdeveloped areas, can act as a catalyst for community development. According to research by Richards and Hall (2000), community-based tourism allows local communities to take ownership of tourism activities, leading to economic benefits and the preservation of cultural heritage. However, the success of such initiatives largely depends on the community's ability to effectively promote their offerings to a broader audience.

The Four-D model by Thiagarajan et al. (1974), comprising Define, Design, Develop, and Disseminate, provides a structured approach to developing educational materials and can be effectively applied to tourism promotion. This model helps in systematically identifying the needs of the target audience, designing appropriate content, developing it in line with best practices, and disseminating it through appropriate channels.

1.1 Promotional Language in Tourism

Writing is a way to produce language and communicate thoughts, emotions, and opinions. Writing is one technique to generate language; however, writing in a foreign or second language will require more time for revision. The writing process is the action a writer must take to produce

work that is prepared for publication, according to Harmer in Ferira (2020). Four steps make up the writing process, according to Harmer (2004:4-6). They are the following: planning, drafting, editing (including rewriting and editing), and the finished manuscript. Promotional language in tourism is a specialized form of communication designed to attract, engage, and persuade potential tourists to visit a destination. It involves the use of specific linguistic techniques and strategies that appeal to the desires, emotions, and expectations of travelers. English is widely regarded as the global language of tourism (Ermawati et al., 2021). Its use in promotional materials ensures that a broader, international audience can access and understand the information about a destination. This is particularly important for regions looking to attract international tourists who might not speak the local language. Promotional language in tourism is a dynamic and crucial component of

destination marketing. It not only helps in attracting visitors but also in shaping their expectations and experiences. By carefully crafting this language, tourism destinations can effectively communicate their value propositions and foster a positive image that resonates with a global audience.

2.2 Writing Promotional Language in Tourism Website

Writing promotional language for a tourism website would focus on the strategic use of English language content to promote Tumori Village. The primary goal of writing promotional language for a tourism website is to create content that effectively attracts and engages potential visitors. For Tumori Village, the development of English language promotional content is particularly crucial, as it aims to reach an international audience and increase the village's visibility on the global tourism stage. Writing promotional language for Tumori Village's tourism website involves a strategic approach that combines persuasive language, cultural sensitivity, and digital marketing techniques. By focusing on the unique aspects of the village and effectively communicating them in English, the promotional content can successfully attract international visitors and support the sustainable development of the village's tourism industry. This description aligns with the objectives and findings of your research, focusing on the development of effective English language content to enhance tourism promotion.

In the digital age, tourism websites are becoming one of the main promotional tools used by tourist destinations to reach a global audience (Nanning et al., 2024). The language used should clearly and compellingly describe what can be enjoyed at the destination. Words that provoke the imagination such as "beautiful traditional houses" "rich culture," or "stunning natural scenery". In addition to being descriptive, promotional language should also be convincing. Using inviting sentences such as "discover the hidden beauty" or "experience the unforgettable" can increase appeal. Language should be tailored to the target audience. For example, a destination that focuses on adventure travel would use language that is energetic and dynamic, while a destination that offers relaxation would probably use language that is calmer and more soothing.

Effective promotional language on tourism websites is often supported by strong visuals such as images and videos. This not only enhances the appeal but also helps in telling the destination's story more fully. Promotional language on tourism websites is a combination of the art of persuasive writing and digital marketing techniques. With the right language, destinations can introduce their appeal to a global audience, generate interest, and ultimately, increase tourism visits.

RESEARCH METHOD

The method used is a research and development (R&D) approach with the Four-D (4D) model by Thiagarajan, which consists of the stages of Define, Design, Develop, and Disseminate (Cresswell, 2014). The population in this study were Tumori villagers and several traditional leaders and community leaders along with 2 village government

officials. The instruments of this research are to use observation, interviews, and also questionnaires. The first instrument is used as a basis for analyzing and seeing the condition of the intended village, the second instrument is used as a tool to obtain data from informants which are then used as the basis for making products, namely websites. Finally, the third instrument is used to see how feasible the product is (conduct validation) which is validated by several experts, such as media experts, material experts, practitioners, and also the local community of Tumori village. This study applied the Likert scale technique, where respondents selected options from Strongly Agree, Agree, Disagree, to Strongly Disagree, to express their opinions on the given topics. The results for each type were then represented in a table to show the percentage distribution.

FINDINGS AND DISCUSSION

This study aimed to enhance the promotion of Tumori Village, located in the West Gunungsitoli Sub-district, through the development of English language content. By leveraging the Four-D (4D) model by Thiagarajan (1974), which includes the stages Define, Design, Develop, and Disseminate, the research sought to address the critical need for effective and accessible tourism content that can attract international visitors. The findings reveal that the creation of well-structured and culturally resonant English language content significantly improves the visibility and appeal of Tumori Village. The developed content not only highlights the unique cultural and natural attractions of the village but also aligns with the expectations of international tourists, who increasingly rely on digital and well-translated information when planning their travels. Furthermore, the study underscores the importance of involving local communities in the content development process. Their input ensures that the material is both authentic and reflective of the village's true spirit. This collaboration also fosters a sense of ownership among villagers, further motivating them to maintain and promote their cultural heritage. In conclusion, the implementation of the 4D model in this context has proven effective in enhancing tourism promotion through English language content. The results of the data analysis process, based on the analysis of several experts, can be seen in the table below.

Respondents	Average	Criteria
Material Expert	5,00	Very valid
Media Expert	3,00	Valid
Practitioners	3,00	Quite valid
Tourist/Local residents	3,25	Not valid
Total	3,56	Very valid

Table 1. The Results of the Overall Assessment Data

Based on the data analysis in Table 4.1, it is known that the development of this promotional media has an average of $3.5 \leq V \leq 4$. Based on this, it can be concluded that learning media products can be declared very valid. We can also see in the picture below that if we use the data analysis application (IBM SPSS Statistics), we will also

get validity results with a score of 100%, where we can say that the results of this product are in the very valid category.

Case Processing Summary

		N	%
Cases	Valid	5	100.0
	Excluded ^a	0	.0
	Total	5	100.0

a. Listwise deletion based on all variables in the procedure.

Table 2. Data Analysis Used IBM SPSS Statistic

The main challenges faced by the Tumori tourist village in developing English-language written content include several critical aspects. Firstly, limited English proficiency among local communities is a significant barrier. Many villagers are not fluent in English, making it difficult to create content that is appropriate and appealing to international travelers. Not only this village, but many tourist villages in Indonesia also have a low command of English, making it difficult to express the uniqueness of the village in an international language. Secondly, the lack of resources and access to professional training in writing and translating English content is also an obstacle. This includes limited access to adequate technology and the internet for content research and development. In addition, budget constraints are also an obstacle to hiring professional experts to produce quality English-language content.

Furthermore, sustainability and consistency in English content management are also challenges. Producing engaging and continuous content requires time, effort, and a deep understanding of international travelers' preferences (Nanning et al., 2024). Tourism villages often face difficulties in maintaining the consistency and relevance of published content. Lack of understanding of international travelers' preferences and needs is also a challenge. Tourism villages often do not have enough insight into what appeals to foreign tourists, so the content produced is not fully engaging and informative. In addition, the content created tends to focus too much on general descriptions without touching on aspects of culture, history, or unique experiences that could attract tourists.

Finally, challenges in collaboration between stakeholders also arise, especially in coordination between local governments, tourism village managers, and local communities. Difficulties in unifying visions and goals, as well as a clear division of roles in the development and promotion of English-language content, often hamper collective efforts in effectively promoting tourism villages in the global market. In addition, limited digital infrastructure and internet access in the villages are also barriers to effectively distributing English-language content through online platforms. This makes it difficult for tourism villages to reach a global audience and promote their destinations on an international scale. Efforts to develop human resource capacity, market understanding, and adequate digital infrastructure are key to overcoming these challenges.

English-language content serves as a communication bridge that allows tourist villages to reach a wider international audience. English content makes information

about the tourism village more accessible and understandable to foreign tourists. By providing information in English, Tumori tourism village can attract tourists from various countries, not just local tourists. This can increase the number of foreign tourist visits, which has a positive impact on the village's economy. English content increase the visibility of the village on search engines and social media platforms used by global users. It can also help tourist villages appear in search results when foreign tourists search for tourist destinations.

In addition, involving local communities in the writing of English content can increase their sense of ownership and involvement in promoting their village. The significant impact on the effectiveness of promoting the tourism village through written content in English through this website or blog is that it makes information about the tourism village efficient and more accessible to a global audience. It can increase the visibility of the Tumori tourism village on international search engines and social media platforms by attracting more foreign tourists. Good English-language content supporting digital marketing strategies can help tourism villages more effectively reach and attract tourists through various digital channels (Megawati et al., 2023). A further impact is that involving local communities in writing and managing English content can increase engagement and ownership of promotional initiatives. It also opens up opportunities for residents to improve their English language skills, which benefits them personally and professionally. Overall, the development of effective English-language content can be an impactful strategy for increasing the effectiveness of tourism village promotion, attracting more foreign tourists, and providing a better experience for visitor.

CONCLUSION

Digital platforms for the promotion of tourism destinations are flexible and up-to-date activities. The development of website-based tourism village promotion media has been developed using the 4-D development model which consists of 4 stages, namely define, design, develop, and disseminate. Tumori tourist village faces several challenges in developing English-language written content. These include limited English proficiency among local communities, a lack of resources and access to professional training, and budget constraints. Sustainability and consistency in English content management are also challenges, as they require time, effort, and understanding of international travelers' preferences. Collaboration between stakeholders, including local governments, tourism village managers, and communities, is also a challenge. Limited digital infrastructure and internet access also hinder the effective distribution of English-language content. The development of effective English-language content can significantly enhance the effectiveness of promoting a tourism village, making information more accessible to a global audience, increasing its visibility on international search engines and social media platforms, and attracting more foreign tourists. Involving local communities in writing and managing English content can also increase engagement and improve residents' English language skills.

Some implications in this research can increase the visibility of tourist villages in the global market and attract the interest of foreign tourists, involving local communities in developing English-language content can improve their sense of ownership and involvement in the promotion of tourism villages, developing English content for the promotion of tourist villages requires collaboration between local governments, tourist village managers, and related parties. Then, some recommendations about this research are for the Tumori village government to use this media as a means of supporting the growth and development of the community's economy through tourist visits and become one of the means of triggering the curiosity of village youth in developing all the potential that exists in this village using technology so that it is valuable and can be known by the wider community, for researchers to study more deeply about designing a more attractive website, and seek in-depth information about the anthropological history of Tumori Tourist Village, last for the future researchers, should be able to create a variety of websites that are more diverse and attract readers by applying the 4D concept or using virtual reality (VR) or augmented reality (AR) technology

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