

Leveraging new media for the branding of pinge tourism village

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ABSTRACT

New media is common in the digital era. New media is media that is connected to the internet, allowing it to be accessed by the wider community anywhere and anytime. Some of the new media familiar to mass media are social media and websites. The use of new media can be utilized if people want to know about certain brands, products or services. Through new media, users can actively participate openly and interactively to convey, receive, and discuss new ideas as a basis for making better business decisions. The use of new media can be applied in forming a Tourism Village brand. This research focuses on how to use new media to establish the brand of Pinge Tourism Village, Tabanan Regency, Bali. Data were collected from interviews with the management of the Pinge Tourism Village, analysis of social media and the Pinge Tourism Village website, and direct observation at the research location. The method used is a qualitative research approach that explores how the Pinge Tourism Village brand was formed through new media. The results show that Pinge Tourism Village utilizes social media using the main features of Facebook and is in accordance with the branding concept. They also use websites for branding.

Keywords: new media, tourism village, branding, social media, Bali

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RESEARCH & PUBLISHING



1. INTRODUCTION

The development of new media in Indonesia has experienced rapid growth and is now widely used for marketing communications. One form of new media is social media, an online platform where users can easily participate, share, and create content, including blogs, social networking sites, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are among the most commonly used forms of social media. Individuals engage with social media for various reasons, ranging from simple interpersonal communication, seeking information, and sharing updates to following current trends, including using social media as a means of self-expression and identity construction. Those who primarily seek to maintain close personal relationships often prefer private platforms such as LINE, WhatsApp, Path, or Telegram. Even when they join open platforms such as Facebook or Twitter, they may act as observers, passively consuming updates without active participation.

Conversely, individuals aiming to gain public recognition through social media typically choose open platforms such as Instagram, Facebook, Line, and Twitter, as these allow for free and open interaction. Frequent status updates and content postings are indicators of a desire for broader visibility. How individuals are perceived, what they are known for, and how they position themselves in the public eye is determined by the nature of the content they share. Social media serves an important function for those seeking information about brands, products, or services. Through social media, users can actively and openly participate in sharing, receiving, and discussing ideas, thereby forming the basis for better-informed business decisions (Sally Falkow in Liliweri, 2015). Companies, brands, communities, and organizations increasingly leverage social media for promotional purposes or to provide activity updates as part of their branding strategy. Branding extends beyond consumer products; it can also be applied to tourism destinations, such as the Pinge Tourism Village in Tabanan Regency, Bali.

Pinge Village is a tourism destination that offers visitors the opportunity to stay in the homes of local residents. It is characterized by traditional Balinese architectural designs and warm hospitality, with clean and well-maintained accommodation that ensures guest comfort. Most residents earn their livelihood through agriculture and plantation work. The village boasts significant natural tourism potential, including expansive rice fields stretching along the road leading into the village and scenic landscapes that are ideal for relaxation. It also offers rich cultural attractions, such as traditional Legong, Leko, and Bumbung Gebyok dances, along with unique culinary offerings, including red rice tea. Notably, the village maintains a distinctive method of population counting through the submission of kepeng coins to local customary leaders, in contrast to the more common use of national identification cards or census data for population counting. Other attractions include man-made tourism assets, such as a jogging track where visitors can enjoy flower gardens while they exercise. These various potentials collectively create a memorable and engaging experience for the visitors.

Diamond (2015) outlines three essential characteristics of effective social media content. First, it should be educational, providing beneficial and positive information related to the promoted products or services. Second, it should be entertaining, presenting engaging content through the careful selection of colors, design, and overall aesthetic appeal. Third, it should be persuasive, encouraging the audience to notice, inquire further about, and ultimately adopt or purchase the promoted product or service.

In the Indonesian context, recent research highlights the revolutionary influence of digital media on tourism marketing. Susanti et al (2024) looked at tourism promotion in Bali's Badung Regency and observed how social media and digital platforms significantly boost visitor engagement and destination appeal. They emphasized that integrating digital marketing tools with local stakeholder training leads to more effective and sustainable tourism promotion.

Similarly, a different study that concentrated on Bali tourism's use of video for digital marketing discovered that some videos posted to Facebook had high customer response indices (CRI), which boosted viral sharing and the popularity of the destination. This basically shows that well-produced digital content can have a direct impact on consumers' desire to travel (Arianto et al, 2022). In another notable example, Subawa et al. (2021) investigated virtual reality (VR) marketing in Bali's tourism sector, identifying

how immersive digital tools play a role in tourism capitalism, but also pointing out the risks of destabilization in tourism networks.

The concepts of media richness, which contend that more interactive multimedia formats can engage audiences more effectively than leaner media forms, and self-expression theory among digital natives and Gen-Z users are in line with these new media practices from a theoretical perspective on media usage. According to [Nurrachmah \(2025\)](#), visual storytelling and authenticity greatly boost audience engagement on sites like X (formerly Twitter). Collectively, these findings contribute to the understanding that diversified, interactive digital content, such as Pinge's mixture of cultural video, imagery, and local storytelling, forms a robust branding strategy.

Overall, the Pinge Tourism Village's use of new media for destination branding can be viewed as a microcosm of broader digital trends in Indonesian travel, as it exemplifies affordable digital communication by utilizing social media, link services, and digital platforms that allow for the dissemination of stories without requiring significant financial outlays. By fusing persuasive, amusing, and informative multimedia, it simultaneously emphasizes content diversity and promotes greater visitor attention and brand memory. This practice also shows theoretical consistency, aligning with concepts such as Tourism 4.0, media richness, and self-identity theories, which emphasize interactivity, technology-enabled engagement, and visual storytelling. Moreover, empirical studies on Bali tourism further support these strategies by validating the effectiveness of video-based digital marketing, particularly through customer response indices (CRI), and demonstrate the significant role of social media in enhancing destination visibility.

Based on this background, the present study aims to examine the utilization of new media in branding the Pinge Tourism Village.

2. METHODS

This study employed a qualitative approach, emphasizing the inductive analysis of phenomena observed in the field. Primary data were collected from social media content and link-based information platform. The research was conducted between February and April 2023 in Pinge Village, Tabanan, Bali. Content analysis was used to identify the branding strategies used in digital media. The primary data for this study were obtained through interviews with the management team of the Pinge Tourism Village. In addition, the researcher examined content from the village's social media platforms and its official link aggregation site at <https://www.s.id/pingebali>. The social media platform of primary focus was Facebook, alongside the aforementioned link sites. All collected materials were subsequently compiled and analyzed to address the research problem.

The collected data were analyzed in several sequential stages. First, a data reduction process was performed to eliminate information irrelevant to the research objectives. This reduction facilitated a clearer understanding of the data and streamlined subsequent data collection efforts, while also enabling efficient retrieval when necessary ([Sugiyono, 2014](#)). The reduced data were then categorized into specific themes, which served as the basis for formulating the hypothetical propositions. From these thematic propositions, conclusions were drawn using an inductive reasoning approach, developing general knowledge from particular facts and observations. The inductive method does not begin with assumptions or hypotheses but emerges from empirical evidence and realities. The ultimate goal of this inductive process is to identify patterns or themes derived from the results of the data analysis ([Raco, 2010](#)).

3. RESULT AND DISCUSSION

3.1 RESULT

Pinge Village is located in the Marga District, Tabanan Regency, Bali Province, and spans an area of approximately 140 hectares. The village is home to 164 households, comprising approximately 800 residents (balibercerita.com). Pursuant to Tabanan Regent Decree No. 337 of 2004, Pinge Village was designated as a Tourism Village and has continued to develop to the present day. The Pinge Tourism

Village offers visitors picturesque natural scenery and a cool, refreshing climate. Visitors to Pinge Village have the opportunity to stay in local residents' homes, where they are warmly welcomed and treated as part of the family. Accommodations are characterized by traditional Balinese architecture, and guest rooms are maintained in a clean and orderly manner, ensuring a comfortable stay. The surrounding environment is well-organized, clean, and free from urban noise. The local economy is primarily sustained by agriculture, which explains why Tabanan Regency is often referred to as Bali's "rice barn." In addition to rice farming, the residents engage in gardening. The village features a man-made jogging track that allows visitors to enjoy the beauty of marigold (*Tagetes erecta*) and *Impatiens balsamina* gardens while exercising. These attractions collectively create a distinctive and enjoyable tourism experience for visitors to the village.

3.1.1 Utilization of New Media in Pinge Tourism Village

This study did not focus solely on social media. Field findings reveal that Pinge Village employs not only social media but also other forms of new media and digital technology to promote its tourism. The management of the Pinge Tourism Village leverages the capabilities of new media and technological tools to introduce the village to a broader audience. New media is chosen primarily because it is cost effective. Within the realm of new media, in addition to websites, there are link aggregation tools or "link services" that can connect visitors directly to the operator's curated content. One example is the *s.id* platform, which enables the management and organization of multiple links within a single hub. This approach facilitates user access to various resources that administrators wish to share, particularly on social media or other platforms where the number of shareable links is limited.

Beyond *s.id*, there are similar services such as Linktree, Bitly, TinyURL, and Sniply. For village administrators, such linked services can serve as an alternative to a dedicated website, considering that creating and maintaining an official website incurs costs and requires a level of technical expertise that not all individuals possess. In contrast, link services can be used free of charge and are managed with relative ease, similar to operating a social media account. The following Figure 1 presents the contents of Pinge Tourism Village's *s.id* page, accessible at <https://www.s.id/pingebali>.

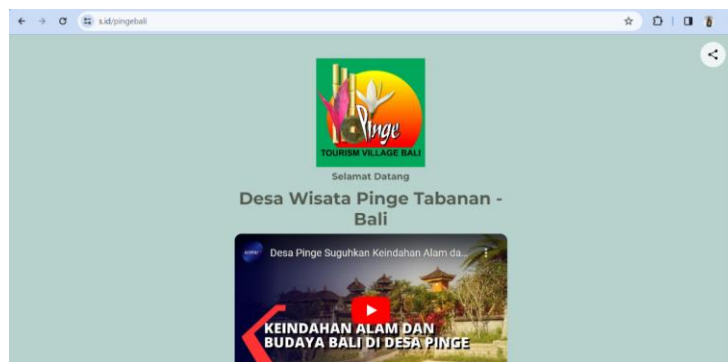


Figure 1. Overview of the s.id Link Page for Pinge Tourism Village

The *s.id* link contains a series of video features from various media outlets showcasing the Pinge Tourism Village. These include a report by Kompas TV entitled *Desa Pinge Suguhkan Keindahan Alam dan Budaya Bali* (Pinge Village Presents the Natural Beauty and Culture of Bali), which covers how the village welcomed tourists in the post-pandemic period. Another feature, produced by NusaBali TV, is titled *Pinge Tourism Village: Destinasi Wisata Asyik ke Desa Wisata Pinge* (Pinge Tourism Village: An Enjoyable Destination Visit). Additional videos include coverage by NetBali and promotional material from the Bali Tourism Office (Figure 2).

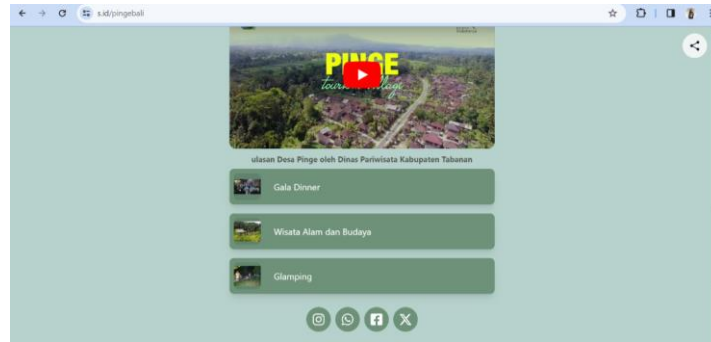


Figure 2. Overview of the s.id Link Page for Pinge Tourism Village

Most of these videos focus on promoting the village by describing its scenic beauty and the quality of services provided. In addition to these videos, the *s.id* link provides information on the range of services available to visitors. These include gala dinners, nature and cultural tours, and glamping (glamorous camping) experiences. The following examples in Figure 3-5 illustrate how the Pinge Tourism Village presents and promotes these services through its social media channels.

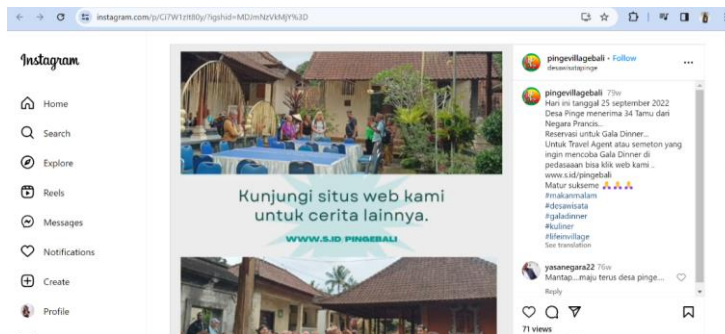


Figure 3. Gala Dinner Service at Pinge Tourism Village



Figure 4. Nature and Cultural Tourism at Pinge Tourism Village



Figure 5. Glamping Services at Pinge Tourism Village

The *s.id* link maintained by Pinge Tourism Village is connected to various social media platforms. As illustrated in the examples, tourism services are showcased on the village Instagram account. In addition, the *s.id* link directs users to other platforms such as Facebook. The Facebook page of the Pinge Tourism Village appears to be more active than its other social media channels. Figure 6 presents selected posts from the village's Facebook account.



Figure 6. Facebook Content of Pinge Tourism Village Featuring the 12th Anniversary Celebration of Jaya Maya Cooperative

One such post highlights the village's collaboration with the Jaya Merta Cooperative in providing services during the cooperative's 12th anniversary celebration. Beyond service-related content, the Facebook page also features updates on recent developments in the village's management, such as receiving support from PT Jasa Raharja (Figure 7).



Figure 7. Facebook Content of Pinge Tourism Village Highlighting Support from PT Jasa Raharja

3.2 DISCUSSION

The management of the Pinge Tourism Village utilizes new media and digital technology to promote their destination. They employ URLs or link aggregation services, such as *s.id*, as an alternative to maintaining an official website. This method enables cost savings while allowing effective content

management. Within new media theory, the use of the latest information and communication technologies in human–media interactions is highly emphasized. Modern new media platforms are increasingly interactive, enabling consumers to choose the type of information and entertainment they want, when they want it, and in the form that they prefer (Dizard, 1997). The managers of the Pinge Tourism Village adhere to these principles by using link services to reach their target audience.

The use of link services such as s.id allows administrators to provide visitors with easy access to information about the Pinge Tourism Village. Through social media, users can actively and openly participate in sharing, receiving, and discussing new ideas as a basis for making better-informed business decisions (Sally Falkow in Liliweri, 2015). This approach aligns with the principles of openness and accessibility in new media theory, which emphasizes the importance of ensuring that information is readily available to users.

The Pinge Tourism Village incorporates video features from various media outlets into its s.id page. This demonstrates how multiple media formats are employed to promote a destination, consistent with the new media theory's emphasis on the value of diverse media channels in communication. Although not explicitly stated in the cited works, the village's strategy of integrating social media platforms such as Instagram and Facebook has enhanced user interaction and engagement. Within the framework of new media theory, this aligns with the concept of interactivity, whereby users actively participate in not only consuming but also creating content.

The use of link services such as s.id also provides a practical and user-friendly approach to managing and applying digital technologies. This is in line with the new media theory's focus on ease of use and effective management of new media and technology. As demonstrated by the Pinge Tourism Village, integrating such tools with social media reflects a key element of new media theory, which positions social media not only as a communication platform but also as a vital component of the broader new media ecosystem that facilitates interaction, content sharing, and the formation of online communities.

These technology tactics are supported by scholarly research in Indonesia's tourism industry. For instance, Yogyakarta's e-tourist activities, which include websites and mobile applications, make it easier to plan and obtain information, bolstering the idea that digital tools democratize tourism visibility (Suranto Aw et al., 2024). These findings validate Pinge's approach as effective, and even essential, for tourism communication in similar local contexts.

Additional empirical support comes from research on sustainable tourism and Gen Z media habits, which indicates that young audiences favor short, culturally rich video content that is visually attractive and shareable for sustainability messaging (Fero & Silalahi, 2024). Therefore, Pinge's incorporation of immersive visuals and cultural performances into its content portfolio aligns with these consumption trends, making it more likely to go viral and evoke strong feelings in younger tourists.

According to Diamond (2015), the creation of digital marketing content, much of which is already practiced by the management of Pinge Tourism Village, can be categorized into the following strategies: (a) Selling information. Ensuring that followers recognize the benefits and value of a product. Since the content is shared on social media, it should be presented in the form of images, graphics, or videos to attract consumers and facilitate comprehension; (b) Deliverable products. Ensuring that the product offered is tangible and accessible to consumers, and that its actual form is clearly communicated; (c) Selling applications. Encouraging consumers to evaluate the product and integrate it into their work or daily lives; and (d) Selling services. Providing abundant photo and video content ensures customer satisfaction with the service, thereby increasing the likelihood of recommendations to others.

Additionally, Pinge tourist Village's digital communication tactics are consistent with current empirical findings in Bali's tourist research. High Customer Response Index (CRI) scores, as determined by the AISAS model (Attention, Interest, Search, Action, and Share), drive virality, enhance destination popularity, and stimulate visitation intent, demonstrating the efficacy of video-based promotions in destination marketing (Arianto et al., 2022). This study highlights the emotional and persuasive attraction of video material, which is consistent with Diamond's (2015) idea of persuasive, entertaining, and informative social media content.

Ariyadi and [Lestari \(2023\)](#), in their study on the use of digital marketing for spiritual tourism development in Bali, discovered that comprehensive visual content and informative posts on Instagram, TikTok, and Facebook significantly enhanced exposure and interest. Pinge's integration of visual content (videos, photos, and cultural narratives) into both social media and link aggregation platforms mirrors these strategies, enhancing interactivity and appeal to prospective visitors.

Taken together, Pinge's approach exemplifies the best practices at the intersection of interactive new media, cultural sustainability, and digital tourism strategy. Their use of s.id as a link aggregator is both cost-effective and tailored to mobile-first user behavior, circumventing the obstacles of resource scarcity while enhancing visitor reach. The incorporation of many media formats is consistent with the success of digitally mediated tourism, as demonstrated by empirical data and theoretical conceptions (media richness, channel familiarity, and convergence). This maintains the sociocultural character of the village while fostering a unified communication ecosystem that strengthens Pinge's reputation as a genuine, approachable, and culturally rich travel destination.

4. CONCLUSION

The findings indicate that the Pinge Tourism Village has effectively utilized new media, particularly link aggregation services, to promote its destination. This approach demonstrates that new media can serve as an effective alternative for building a tourism destination brand. The Pinge Tourism Village has successfully conveyed the beauty and range of services it offers by integrating diverse content formats, such as video features from various media outlets. Content diversification is an effective strategy for capturing the attention of potential visitors.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

MAW contributed to the conceptualization, research design, data collection, and overall project supervision. She also served as the corresponding author during the submission and the review process. RS contributed to the literature review, data analysis, and preparation of the manuscript.

Disclosure Statement

The Authors declare that they have no conflict of interest

Data Availability Statement

The data presented in this study are available upon request from the corresponding author.

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Notes On Contributors

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