

The Influence of *Storynomics* and Tourism Products on Interest in Visiting Prambanan Temple Tourism Park Yogyakarta

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Abstract

This study aims to analyze the influence of storynomics and tourism products on interest in visiting Prambanan Temple Tourism Park, Yogyakarta. In an increasingly competitive era of globalization, the tourism sector must innovate in marketing strategies, especially after the impact of the COVID-19 pandemic. Storynomics that utilize local narratives and culture are expected to increase tourist interest. The research method used is quantitative with data collection through questionnaires from 100 respondents who have an interest in visiting. The results of the regression analysis show that storynomics and tourism products have a positive and significant influence on interest in visiting. The F test shows that both variables simultaneously have a significant influence. From the regression results, storynomics is proven to be the most dominant variable influencing interest in visiting. The emphasis on the story of Roro Jonggrang and tourism products such as local crafts and adequate facilities are the main attractions. This study underlines the importance of implementing a storynomics strategy in tourism promotion, as well as developing tourism products that can increase the attractiveness of Prambanan Temple Tourism Park. Thus, the combination of strong narratives and attractive products can create a unique experience for tourists. The results of this study are expected to contribute to destination managers in designing effective marketing strategies to increase tourist visits.

Keywords: Candi Prambanan; Interest in Visiting; Storynomic; Tourism Product; Tourism

Article Info

Received : 2025-07-30
Revised : 2025-09-22
Accepted : 2025-09-25
Published : 2025-09-26

DOI

[10.26905/jp.v22i1.15966](https://doi.org/10.26905/jp.v22i1.15966)

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How to cite

Reiya Callista Sasi Kirana, Dewi Rahma Gian Salsabila, Estikowati, Anisa Zuhria Sugeha, & Bambang Supriadi. (2025). The Influence of Storynomics and Tourism Products on Interest in Visiting Prambanan Temple Tourism Park Yogyakarta. *Jurnal Penelitian*, 22(1). <https://doi.org/10.26905/jp.v22i1.15966>

INTRODUCTION

The era of globalization has created a highly competitive environment, encouraging destination managers to continuously innovate in their marketing and promotional strategies. Mentioned by (Kartini, 2021) quoted ([Sulistia et al., n.d.](#)) This situation is even more urgent after COVID-19 which has led to the almost total paralysis of various industries, with the tourism sector being one of the most affected. The tourism sector is one of the strategic pillars that can become a driver of the national economy. As evidenced by the development of tourist travel by the Central Statistics Agency, the number of Indonesian tourist trips as of October 2024 amounted to 81.43 visits, an increase of 29.88% from October 2023.

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Figure 1: Number of Indonesian Tourist Trips

This is one of the government's efforts to promote tourism by using narratives or commonly called storynomic with the aim of increasing visits after experiencing a decline during the pandemic outbreak. Utilizing legendary folklore through WOM and social media at Prambanan Temple Tourism Park is expected to be able to increase the number of visits every year. It is mentioned in (Hidayatullah et al., 2024) that Tourism storynomics popularized by Robert MCKee (2018) in the book *Story Driven Marketing in the Post-Advertising World*, the technique carried out by MCKee is an approach using storytelling in a creative content. The storynomics tourism approach provides an immersive experience for tourists by exploring the values of history, culture, and local wisdom. Rather than just describing a location or attraction, this approach creates more interaction, allowing visitors to feel and understand the deeper context of the destination. It is mentioned by (Machmury, 2023b) that the storynomic tourism approach is not just describing locations or attractions; rather, it focuses on the immersive experiences that tourists can feel through the exploration of historical values, culture, and local wisdom.

Narratives from local history, myths, legends, and culture can be the main attraction for tourism destinations. These stories enrich the traveler's experience and create a unique identity, thereby increasing attraction, attracting more visitors, and driving increased visits. Compelling narratives derived from local history, myths, legends, and culture can provide distinctive economic value in the context of a tourism destination, have the potential to attract visitors and encourage visits (Christiani et al., 2022). In addition to storynomic, tourism products also affect the interest of tourists to visit, such as research made previously by (Ermawati, 2021) at The Heritage Palace Sukoharjo, that tourism products owned by The Heritage Palace can be a differentiator from other tourism products. When tourists visit, they often use several services at once, such as accommodation, transportation, and attractions. This approach shows that the tourism experience is made up of various elements that are interrelated and contribute to the overall experience. It is also mentioned by (Yoeti, 2009) quoted (Safitri et al., 2020) Products in the tourism industry are products called line products in the sense that their use is carried out at the same time.

Quoted by (Wahida et al., 2023) Yogyakarta is one of the tourist destinations in Indonesia and is visited by many tourists both domestic and foreign (Adinegara et al., 2020) Many temples, such as Prambanan and Borobudur Temples, have stood for hundreds of years. Prambanan Temple as a national cultural icon recognized by UNESCO World Cultural Heritage in 1991. This temple is one of the most important temples in Indonesia because it is a Hindu temple terbesar dan candi tertinggi yang built during the heyday of the Sanjaya dynasty. This family is known as the ruler of the ancient Mataram kingdom in Central Java in the 9th century. Prambanan Temple Tourism Park is located on Jl. Raya Solo - Yogyakarta, Kranggan, Bokoharjo, Prambanan District, Sleman Regency, Special Region of Yogyakarta. Prambanan Temple has a legendary story about the love story of Roro Jonggrang and Bandung Bondowoso. This love story is also a historical story of how Prambanan Temple was built. Starting from Roro Jonggrang's request to ask Bandung Bondowoso for 1000 temples in 1 night as a condition for accepting his love. This legendary story is a factor in the interest of tourists who have traveled in Yogyakarta.

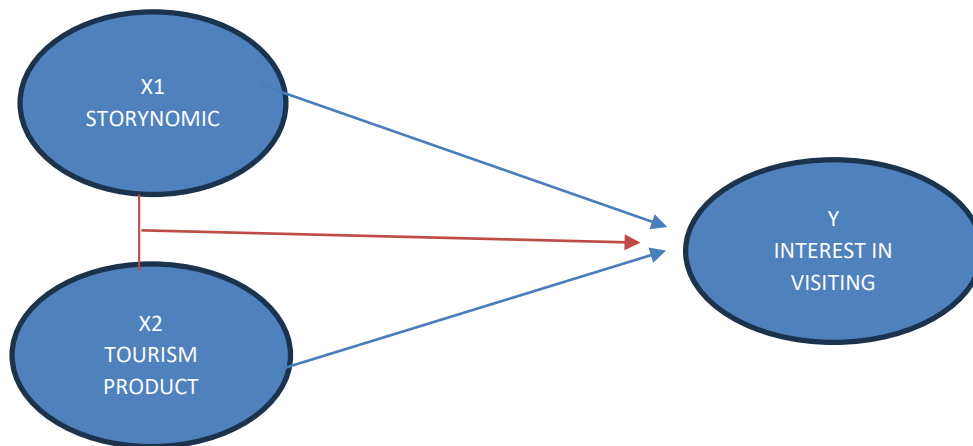
The formulation of the problem of this study is 1) whether storynomic has a positive effect on visitor interest, 2) whether tourism products have a positive effect on visitor interest, 3) whether

storynomic and tourism products have an effect on visitor interest, 4) which is the most dominant among storynomic and tourism products on visitor interest.

HYPOTHESES DEVELOPMENT

The hypotheses of this study include;

1. It is suspected that storynomic has a positive effect on interest in visiting
2. It is suspected that tourism products have an effect on interest in visiting
3. It is suspected that storynomic and tourism products have a positive effect on interest in visiting
4. It is suspected that storynomic has a dominant influence on the interest in visiting



METHOD, DATA, AND ANALYSIS

This study uses a quantitative approach. In the quantitative research method, researchers collect data in the form of quantitative data that can be objectively measured (Hidayatullah et al., 2023). This is done to answer research questions or test the hypothesis that the Storynomic component (X1) and tourism products (Attractions, Accessibility, Amenities, and Ancillary) (X2) influence visitor interest (Y). In this study, tourists who have never been to Prambanan Temple Tourism Park were used. The actual population number is unknown. Quoted by (Subhaktiyasa, 2024) according to (sugiyono, 2014) that population encompasses the entire object or subject that is the target of the study, while a sample is a part of the population that is chosen to represent the characteristics of the population as a whole. In this study, the population is prospective tourists who have an interest in visiting Prambanan Temple. Sample measurements were carried out through research statistics taken at the time the subjects were studied. This research was conducted using the criteria of tourists or prospective tourists who visit Prambanan Temple. Quoted from (Yulita & Hidajat, 2021) the sample in the study uses a sample formula (Hair, 2021) based on the calculation where the number of indicators is multiplied by 5 to 10. Researchers conducted sampling based on the indicator $10 \times 10 = 100$ respondents. So through calculations based on these formulas, the number of samples from this study was 100 people who were interested in visiting Prambanan Temple Tourism Park. So the researcher used a similar sample or could represent a certain population with a questionnaire approach. With a questionnaire approach to prospective tourists in analyzing data, it aims to test and reveal the relationships between variables used in the study using descriptive analysis tools and multiple regression in hypothesis testing using SPSS.

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The research instruments are presented in the following table 1:

Table 1: The research instruments

| No | Research Variable | Operational Definition | Indicator |
|----|------------------------|--|---|
| 1 | <i>Storynomic</i> | Storynomic is quoted by (Hidayatullah et al., 2024) according to (van Boeschoten, 2011) storynomic is a tourism activity that uses a storytelling approach in creative content. | <ol style="list-style-type: none"> 1. Narration 2. Creative Content 3. Living Culture |
| 2 | Travel Products | A tourist product is any product that can be offered to tourists, besides that the product is something interesting, can be owned by tourists, can be used by tourists, or can be consumed to satisfy the wants and needs of tourists (Zuhriah et al., 2022) . | <ol style="list-style-type: none"> 1. Attractions 2. Facilities 3. Accesibility |
| 3 | Interested in Visiting | Quoted by (Putri, 2023) Interest in Visiting according to (Aso, Maria Trisana; Hidayatullah, Syarif; Alvianna, 2021) said that interest in visiting is a person's desire to visit a tourist attraction | <ol style="list-style-type: none"> 1. Transactional Interest 2. Reference Interest 3. Preferential Interest 4. Exploratory Interest |

RESULTS

Uji Hypothesis

Based on the results of multiple regression tests, it is known that the variables of Storynomics and Tourism Products together or simultaneously affect the Interest in Visiting Prambanan Temple Tourism Park in Yogyakarta. To see the simultaneous effect, it can be seen from the results of the F test. The F value is calculated as 102,860. Therefore, it can be concluded that $F_{\text{calculates}} > F_{\text{table}}$ ($102,860 > 3.09$) which means that Storynomics and Tourism Products together or simultaneously affect the Interest in Visiting Prambanan Temple Tourism Park Yogyakarta.

Respondent Characteristics

The following is an analysis of respondent characteristics which include age, and occupation :

Table 2: Analysis of respondent characteristics which include age, and occupation

| Description | Total (people) | Percentage (%) |
|----------------|----------------|----------------|
| Age | | |
| 17-27 years | 91 | 82,7% |
| 28-38 years | 9 | 8,2% |
| 38-50 years | 10 | 9,1% |
| Work | | |
| PNS | 5 | 4,5% |
| TNI/POLRI | 5 | 4,5% |
| Privat Company | 26 | 23,6% |
| Self-Employed | 8 | 7,3% |
| Other | 66 | 60% |

Descriptive statistics are analyses used to describe data in variables seen from mean values, standard deviation, variance, maximum, and minimum (Akhyar, Sitti, 2025). These characteristics can include age and occupation. In this study, there were 110 respondents. From the data obtained, the majority of respondents were aged 17-27 years, namely 82.7%. This shows that this research is more followed by the younger generation who have views and experiences that are relevant to the topic being researched. Based on work, most respondents chose the other, which was 60%. Which means that it does not include the work that has been mentioned in the questionnaire that has been made.

Regression Coefficient

Table 3: Regression Coefficient

| Variabel | Information | Regression coefficient | T count | Sig | information |
|--------------------|------------------|------------------------|---------|-------|-------------|
| X1 | Storynomic | 0.834 | 8.195 | 0.000 | Signifikan |
| X2 | Tourism Products | 0.220 | 2.096 | 0.038 | Signifikan |
| Constant | | | 3.394 | | |
| R | | | 0.811 | | |
| Adjusted square | R | | 0.651 | | |
| F hitung | | | 102.860 | | |
| Sig F | | | 0.000 | | |
| N | | | 110 | | |
| Dependent Variabel | | Interest in Visiting | | | |
| F tabel | | 3,09 | | | |
| T tabel | | 1,984 | | | |

It is known that the constant is 3.394, while the Storynomic value (b/regression coefficient) is 0.834 and the value of Tourism Products (b/regression coefficient is 0.220 so that the regression equation becomes:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 3.394 + 0.834X_1 + 0.220X_2 + e$$

DISCUSSION

The Influence of Storynomics on Interest in Visiting Prambanan Temple Tourism Park in Yogyakarta

The results of this study show that there is a partial positive and significant influence of storynomics on the interest in visiting Prambanan Temple Tourism Park, this shows that storynomics is part of narrative, living culture and creative content. Visitors feel that living culture attracts tourists to visit and is interested in visiting because of the unique cultural life with various cultural attractions that are still preserved. Based on the results of hypothesis 1 testing about the influence of storynomics on visitor interest, the results were obtained that the storynomics variable had a significant influence on visitor interest, which was 0.000 less than 0.05. Where from the results of the t-test, it is known that the t-value is calculated at 8.195 which means that the better the storynomics presented at Prambanan Temple Tourism Park, the more interest of the community will be in visiting. The results of this study support previous research presented by (Kartika & Riana, 2020) at the Tangkuban Parahu Lembang Tourist Destination, Bandung which used storynomics as a marketing strategy, visitors dapat Feel an immersive experience through geographical, volcanological and cultural information, enriching their insights and memories. It is also mentioned in my research (Christiani et al., 2022) that the storynomics model can increase tourism in Borobudur through the application of two-step communication to

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empower the community. This empowerment will encourage the development of creative tourism in the Borobudur area.

The Influence of Tourism Products on Interest in Visiting Prambanan Temple Tourism Park in Yogyakarta

The results of this study show that there is a positive and significant partial influence between tourism products on interest in visiting Prambanan Temple Tourism Park. Tourism products presented by the management of Prambanan Temple Tourism Park provide an attractive image for prospective tourists who will visit. Tourist destinations that have the main potential in the form of culture from Prambanan Temple Tourism Park can have a positive impact on visiting interest. Based on the results of hypothesis 2 testing in this study, there was a significant influence of 0.038 smaller than 0.05 between tourism products and interest in visiting and the results of the t-test showed a calculated t-value of 2.096. This shows that tourism products are an important factor in increasing interest in visiting, this is because prospective tourists are interested in visiting Prambanan Temple Tourism Park because they see the tourism products offered by the management. The results of this study support previous research presented by ([Ningtiyas & Alvianna, 2021](#)) who conducted research on attractions, accessibility, amenities, ancillaries in the San Terra De Laponte destination which have an influence on the interest in visiting through tourist loyalty, where this study shows that tourism products can affect tourist loyalty. It is also mentioned in research owned by Wibiksana ([Wibiksana et al., 2022](#)) that tourism products have an effect on visitor satisfaction in Sanan Village, Malang City. Tourism products are used as variables with indicators of attractiveness, facilities, and accessibility to measure visitor satisfaction.

The Influence of *Storynomics* and Tourism Products on Interest in Visiting Prambanan Temple Tourism Park

Simultaneous tests (F Test) are carried out to test whether there is an influence of simultaneous free variables on bound variables. The results of the analysis of the F test using the SPSS program obtained an F calculation of 102.860 with a significance of 0.000 because the significance value < 0.05 then H_0 was rejected. This shows that H_3 stated that it is suspected that *storynomics* and tourism products have an influence on the interest in visiting Prambanan Temple Tourism Park. To find out the amount of simultaneous contribution of *storynomics* and tourism products to the interest in visiting Prambanan Temple Tourism Park, it can be known based on the value of Adjusted R Square. From the SPSS output, the Adjusted R Square value was obtained of 0.651. This value shows that the two independent variables, namely *storynomics* and tourism products, are able to explain the bound variable, namely interest in visiting by 65.1%. This means that 34.9% of the variation in the variable of visiting interest can be explained by other factors, outside of the regression model in this study. The results of this study support previous research presented by ([Kabohang, Estikowati, 2024](#)) which conducted research on *storynomic* and tourism products in the destination of Kampung Pitu Nglanggeran, both of which have a positive effect on interest in visiting. Another study ([Safitri et al., 2020](#)) that states that tourism products have a positive effect, meaning that if the variables of tourism products increase, it will also cause an increase in the decision to visit. It was also mentioned by ([Hidayatullah et al., 2024](#)) that *storynomics* and tourism products have a significant effect on interest in visiting the Raja Prailiu Traditional Village. Folklore about the traditional village of raja pariliu and tourist products such as belis, marapu, and Sumba dance traditions, as well as the traditional houses of Uma Mbatang and Uma Hori, the main promotional media and attractions. Proprietary research ([Machmury, 2023a](#)) also states that narratives in Luwu destinations can be used as an effective marketing strategy for destinations in Luwu. This concept conveys folklore and enriches the visitor experience through local literature, history, and culture. It builds strong memories, encourages return visits, and word-of-mouth promotion. *Storynomics* also helps explore folklore, provide materials for tour guides, and preserve oral traditions.

The Most Dominant Variable That Affects Interest in Visiting Prambanan Temple Tourism Park

In hypothesis 4, it is suspected that storynomic (X1) is the most dominant variable that affects interest in visiting (Y), but based on the results of the regression test by looking at the regression coefficient value, the regression coefficient value for the storynomic variable (X1) is 0.834 and the regression coefficient value for the tourism product variable (X2) is 0.220, so it can be concluded that in this study, the storynomic variable (X1) and tourism product (X2) are the most dominant influence on the Interest in visiting is a storynomic variable, meaning that the benchmark of interest in visiting Prambanan Temple Yogyakarta is storynomic in Prambanan Temple Tourism Park according to the needs and desires of prospective tourists. The results of this study support the results of previous research conducted by [\(Ningtiyas & Alvianna, 2021\)](#) which stated that tourist destinations that include tourist attractions, amenities, accessibility and also ancillities in tourist destinations can attract the interest of visiting people and the satisfaction of tourists who visit tourist destinations. The results of this study support previous research belonging to [\(Kartika & Riana, 2020\)](#) Tangkuban Parahu, an attraction in the north of Bandung, formed from a volcanic eruption. Sangkuriang folklore attracts domestic tourists and can be used as a marketing strategy. The concept offers an experience through geographical, volcanological and local cultural information, building strong memories and encouraging return visits. It is also mentioned in the research owned by [\(Anjarsari, Hilda; Badollahi, 2022\)](#) Folklore that is packaged attractively can provide economic benefits through tourism branding. Tourists enjoy the attractions and the stories behind them. Storynomics manuscripts also need to include food specialties and art history to support the economy and preserve folklore. Its research [\(Christiani et al., 2022\)](#) also emphasizes the importance of developing creative tourism themes that can be emphasized through the collaboration of various tourism elements. The storynomics model not only serves as a destination promotion strategy, but also as an approach to build and develop sustainable tourism in the Borobudur Temple Area.

CONCLUSION

The results of the study show that storynomics has a positive and significant effect on the interest in visiting Prambanan Temple Tourism Park, which means that the better the presentation of storynomics, the greater the interest in visiting the community. In addition, tourism products also have a positive and significant influence, which shows the importance of tourism products in attracting the interest of potential tourists. From the simultaneous confirmation test that storynomics and tourism products simultaneously have a significant effect on interest in visiting. From the regression results, it can be concluded that storynomics is the most dominant variable that affects the interest in visiting. From this study, it can be seen that storynomic is one of the marketing methods carried out by Prambanan Temple Tourism Park, by highlighting the story of Roro Jonggrang which is a legendary folklore from a long time ago through WOM, E-WOM, and Social Media. By highlighting the folklore in the Prambanan Temple Tourism Park as an interesting story to attract tourists to visit. Not only the storynomic of living culture that attracts tourists to visit, the tourism products in Prambanan Temple Tourism Park also make tourists want to visit Prambanan Temple Tourism Park such as batik souvenir shops, leather crafts, spacious parking facilities, shuttle cars, and typical Yogyakarta food places. Several other factors that can attract tourists to visit include the promotion of tourism villages based on storytelling [\(Ni Nyoman Arini et al., 2022\)](#), the Development of Tourist Destinations in Indonesia as World Cultural Heritage [\(Parlindungan et al., 2021\)](#). The development of creative tourism through the storynomics tourism model [\(Christiani et al., 2022\)](#).

Based on the results of the research, it is suggested that Prambanan Temple Tourism Park strengthen the presentation of storynomics, especially the story of Roro Jonggrang, through WOM, E-WOM, and social media. Diversification of tourism products, such as batik souvenirs and leather crafts, as well as convenient facilities, is also important to increase attractiveness. The use of narrative-based promotional strategies for surrounding tourism villages and developing creative tourism through storynomics models can strengthen attraction and increase visits. Collaboration with previous research

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can provide additional insights for more effective marketing strategies, so that interest in visits can increase.

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