

Pemulihan Citra Destinasi Wisata Terdampak Bencana Melalui Penggunaan Destination Story dan Penciptaan Narrative Engagement = Image Restoration of Disaster Affected Tourist Destination through Destination stories and Creation of Narrative Engagement

Fatimah Abdillah, author

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Abstrak

Storytelling merupakan bagian dari teknik branding yang dapat diterapkan untuk mengembangkan destinasi. Namun, penelitian tentang pengaruh destination story terhadap perubahan dinamis dari citra destinasi (kognitif dan afektif) selama krisis Covid-19 masih kurang. Penelitian ini bertujuan untuk mengetahui peran narrative engagement dalam membangun citra positif destinasi dan behavioral intentions selama krisis Covid-19. Penelitian ini menggunakan data primer yang dikumpulkan dari 769 responden dengan kriteria tertentu melalui scenario-based survey. Ada beberapa tahapan analisis pada awal penelitian untuk mengembangkan cerita destinasi. Penelitian menggunakan structural equation modelling untuk menganalisis hipotesis. Hasil penelitian menunjukkan bahwa authenticity, conciseness, dan reversal cerita destinasi mempengaruhi pembentukan narrative engagement. Citra destinasi memediasi hubungan antara narrative engagement dan behavioral intention. Studi ini memberikan kontribusi teoritis dan praktis untuk pemasaran pariwisata

.....Storytelling is part of a branding technique that can be applied to develop destinations. However, there is a lack of investigation of the destination story's effect on the dynamic change of destination image (cognitive and affective) during the Covid-19 crisis. This study aims to determine the role of narrative engagement in building a positive image of destinations and behavioral intentions during the Covid-19 crisis. This study used primary data collected from 769 respondents with specific criteria via a scenario-based survey. There are several stages of analysis at the beginning of the study to develop the destination stories. This research conducted structural equation modeling to analyze the hypotheses. The results indicate that authenticity, conciseness, and reversal of the story influence the narrative engagement formation. The destination image mediates the relationship between narrative engagement and behavioral intention. This study provides theoretical and practical contributions to tourism marketing