



Unveiling Indonesia's New Capital: A Digital Content Analysis of Tourism Narratives

Gasper Tabuni¹, Yerik Afrianto Singgalen^{2*}

¹Information System Department, Faculty of Computer Science, Baliem Papua University, Papua Pegunungan, Indonesia

^{2*}Tourism Department, Faculty of Business Administration and Communication, Atma Jaya Catholic University of Indonesia, Jakarta, Indonesia

Email: ¹gaspertabuni@unibapapua.ac.id, ^{2*}yerik.afrianto@atmajaya.ac.id

Abstract

This research investigates the role of digital narratives in promoting emerging destinations, with a focus on Indonesia's new capital (IKN). Utilizing the Digital Content Reviews and Analysis Framework, this study analyzed 248 digital posts, including social media posts and videos, to evaluate the effectiveness of tourism strategies that emphasize authentic cultural elements and unique regional attractions. The findings demonstrate that strategically crafted digital content significantly increases public awareness and interest in IKN. The analysis of 194 posts, through sentiment classification and toxicity scoring, reveals a predominantly positive public discourse, with an average toxicity score of 0.05541 and a maximum score of 0.90611. The sentiment classification model exhibited high accuracy ($97.46\% \pm 3.00\%$) and precision ($96.78\% \pm 4.17\%$), with a micro-average accuracy of 97.48%, and a notable AUC score of up to 0.999, indicating robust differentiation between positive and negative sentiments. These results underscore the practical implications of leveraging digital media to enhance tourism promotion strategies, suggesting that effective digital narratives, supported by comprehensive analytical frameworks and minimal toxicity, are crucial for converting interest into actual tourism activity. This approach positions IKN as a competitive entity in the global tourism market, emphasizing the importance of digital narratives in shaping international perceptions of new destinations.

Keywords: Tourism; Digital Narratives; Tourism Promotion; Toxicity Scoring; Sentiment Classification; Content Analysis

1. INTRODUCTION

The emergence of Indonesia's new capital as a trending topic on social media and sharing platforms underscores significant public engagement with national development efforts. This phenomenon warrants an in-depth examination, particularly within the tourism sector, where the proliferation of digital content related to the National Capital (*Ibu Kota Negara* - IKN) is a compelling indicator of



heightened interest in the surrounding region. The intensity and frequency of such content suggest that public perception is actively shaped by the ongoing narrative surrounding IKN, thereby influencing tourism dynamics [1]. The analysis of this digital discourse reveals that the public's attention is not merely passive but reflective of broader societal implications, highlighting the intersection of national infrastructure development with tourism potential [2]–[4]. Consequently, this digital trend mirrors public sentiment and catalyzes tourism interest, contributing to a deeper understanding of the relationship between national development and tourism promotion.

The Ministry of Tourism and Creative Economy, through the Wonderful Indonesia channel, has strategically utilized the video titled “Exploring Nusantara (IKN) - Discover the Wonders of New Capital of Indonesia” on the sharing platform YouTube, collaborating with influencer Kristian Hansen, who adeptly employs storytelling techniques. The narrative commences with an exploration of Kalimantan’s attractions, including a canopy walk in Bukit Bangkirai, a visit to the water park in Balikpapan, a morning hike to Mount Dinding’s summit, and an observation of conservation efforts at the Borneo Orangutan Survival Foundation, culminating in a showcase of Indonesian culinary delights. This approach reflects a deliberate attempt to engage viewers by intertwining the allure of nature, cultural heritage, and ongoing national development with the appeal of gastronomy. An analysis of this content reveals that integrating diverse elements into a cohesive narrative enhances viewer engagement and amplifies the destination's appeal, contributing to a more nuanced understanding of Indonesia's new capital as a tourism hub. Ultimately, such content elevates the profile of Nusantara on a global stage, aligning with broader objectives of national promotion and tourism development.

Tourism and digital media intersection has emerged as a pivotal aspect of shaping contemporary travel experiences and industry dynamics. The proliferation of digital platforms has revolutionized the dissemination of tourism-related information, facilitating instant access to destination imagery, reviews, and real-time updates, thereby significantly influencing travel decisions [5], [6]. This phenomenon underscores digital media's transformative power in promoting destinations and crafting narratives that resonate with diverse audiences. Analyzing this interplay reveals that digital media's role extends beyond mere promotion, functioning as a catalyst for immersive experiences that are personalized and contextually relevant [7]–[9]. Consequently, integrating digital media into tourism strategies is essential for enhancing destination visibility and fostering meaningful engagements between travelers and locales, ultimately contributing to the sustained growth and diversification of the tourism industry.

The primary objective of this research is to explore the potential of Indonesia's new capital through a comprehensive analysis of tourism digital content,

employing the Digital Content Reviews and Analysis Framework. This framework facilitates a systematic evaluation by incorporating toxicity score calculations, sentiment classification, and content analysis, thereby providing a multifaceted perspective on the digital discourse surrounding the new capital. Such an approach is pivotal in understanding the public's perception and engagement, as it allows for the identification of underlying sentiment trends and the assessment of content quality. The integration of these analytical dimensions enhances the accuracy of the findings. It contributes to a deeper understanding of how digital content influences the portrayal and reception of Nusantara as a burgeoning tourism destination. Ultimately, this research aims to offer valuable insights that inform future strategies for digital tourism promotion, ensuring alignment with national development goals and public expectations.

The urgency of this research lies in its critical examination of the intersection between digital content and tourism, particularly in the context of Indonesia's new capital. As digital media increasingly shapes public perception and decision-making, understanding its impact on tourism becomes imperative for effective destination management and promotion [10]–[14]. This research is essential as it addresses the growing need to analyze digital content through advanced methodologies, such as sentiment classification and toxicity score analysis, providing a nuanced understanding of public discourse. The analysis reveals that without a comprehensive assessment of digital narratives, there exists a risk of misalignment between public perception and official tourism strategies, potentially undermining the promotion of the new capital [15]–[20]. Therefore, this research is not only timely but also vital in guiding the strategic development of digital content that resonates with both domestic and international audiences, ensuring that the representation of Nusantara aligns with national development objectives and enhances its appeal as a premier tourism destination.

This research's multifaceted theoretical and practical contributions are valuable to academic discourse and industry practices. Theoretically, this study advances the understanding of the dynamic relationship between digital media and tourism by introducing an innovative framework that integrates sentiment analysis, toxicity scoring, and content evaluation [21]–[25]. This contribution enriches existing literature and provides a robust methodological foundation for future research in digital tourism. Practically, the insights derived from this analysis have the potential to inform the development of more effective digital marketing strategies for tourism destinations, particularly in the context of Indonesia's new capital [26]–[31]. By identifying key trends and public sentiments, this research enables tourism stakeholders to craft content that resonates with target audiences, enhancing destination appeal and visitor engagement [32]. Ultimately, the dual contributions of this study underscore its relevance and applicability in both academic and practical realms, offering a comprehensive approach to understanding and leveraging digital content in tourism promotion.

Similar research in digital tourism has consistently underscored the significance of content analysis in understanding the impact of digital narratives on destination image and visitor engagement. Various studies have employed sentiment analysis and social media monitoring methodologies to examine how digital platforms influence tourist behavior and perception [33]–[37]. These investigations reveal that the strategic use of digital content is pivotal in shaping public opinion and enhancing the attractiveness of tourism destinations [38]–[41]. However, while previous research has provided valuable insights into general trends, there remains a need for more focused studies that address the specific contexts of emerging destinations, such as Indonesia's new capital. This research builds upon the foundations laid by earlier studies, advancing the discourse by applying a targeted framework that integrates toxicity scoring and content quality assessment, thus contributing to a more nuanced understanding of digital content's role in tourism promotion. Ultimately, the findings of this study not only align with existing research but offer new perspectives that can inform the development of more sophisticated digital strategies in the tourism sector.

The emergence of Indonesia's new capital as a trending topic on social media and digital platforms highlights a critical gap in current digital tourism content strategies, particularly in effectively harnessing public engagement to promote tourism. Existing strategies often lack a nuanced approach to integrating diverse content types, such as social media posts, videos, and blogs, which are essential for shaping public perception and driving interest in new destinations. This research addresses this gap by employing the Digital Content Reviews and Analysis Framework to systematically analyze 248 digital posts, thereby evaluating the effectiveness of tourism strategies centered around authentic cultural elements and unique regional attractions. The findings reveal that current digital tourism strategies insufficiently capitalize on the public's active participation in the digital discourse surrounding Indonesia's new capital, thereby missing opportunities to align national development narratives with tourism promotion efforts. By demonstrating the potential of well-crafted digital narratives to enhance public awareness and interest, this study contributes to the broader field of digital tourism marketing by providing a robust framework for analyzing digital content and its impact on destination image. The research underscores the importance of integrating sentiment analysis, toxicity scoring, and content evaluation into tourism promotion strategies to create compelling narratives that resonate with both domestic and international audiences, thereby enhancing the visibility and appeal of emerging destinations.

2. METHODS

2.1 Research Gap and Novelty

The novelty of this research lies in its innovative integration of advanced digital content analysis methodologies, specifically tailored to the context of Indonesia's new capital and its emerging tourism landscape. By employing a combination of sentiment classification, toxicity scoring, and content quality assessment within a unified analytical framework, this study offers a pioneering approach to understanding the digital narratives that shape public perception and tourism potential. This novel methodology enhances the precision and depth of content analysis and addresses the specific challenges associated with promoting a newly established destination. The research breaks new ground by providing contextually relevant and methodologically rigorous insights, contributing significantly to digital tourism and destination marketing. Ultimately, this study's innovative approach sets a new precedent for future research, offering a robust framework for examining the interplay between digital media and tourism in evolving geopolitical contexts.

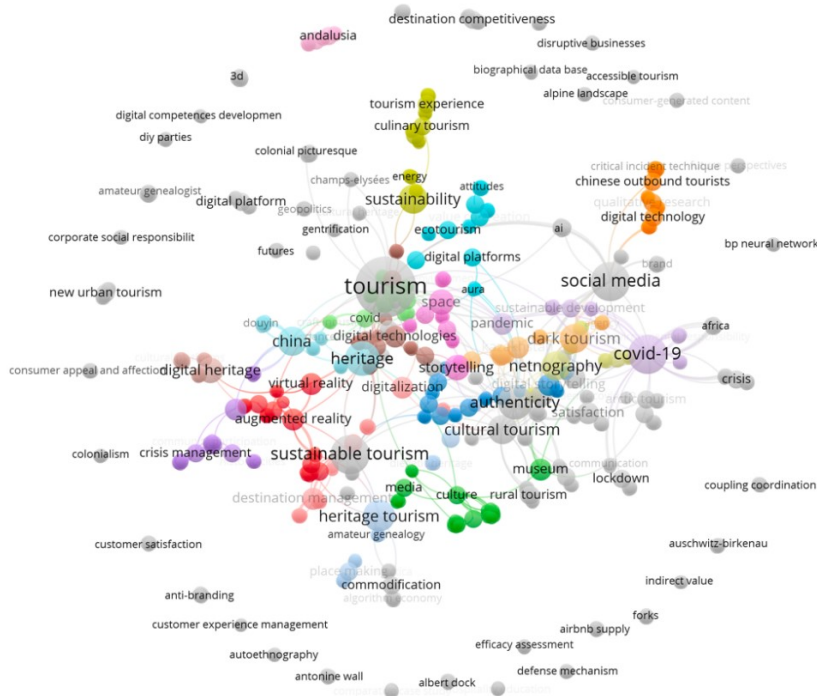


Figure 1. Network of Tourism and Digital Narratives Content, Toxicity, and Sentiment Analysis

Figure 1 shows the network of tourism and digital narratives. As visualized in the provided network diagram, the research gap identified in the current literature on tourism underscores the need to explore further the intersections between digital media, sustainability, and heritage tourism. While existing studies have extensively mapped out connections between central themes such as social media, COVID-19, and sustainable tourism, there remains a notable deficiency in integrating these aspects with emerging digital technologies and their implications for heritage tourism. This gap suggests that the discourse surrounding the impact of digital platforms on the sustainable management and promotion of cultural heritage sites is underdeveloped. The analysis indicates that future research should focus on bridging this gap by examining how digital innovations can enhance the sustainability and accessibility of heritage tourism, thus contributing to a more holistic understanding of tourism dynamics in the digital age. Ultimately, addressing this gap will provide valuable insights into the role of digital media in promoting sustainable tourism practices that align with the preservation of cultural heritage.

This research significantly contributes to the body of knowledge in tourism and digital narratives by advancing the understanding of how digital content shapes public perceptions and influences tourism dynamics. The study comprehensively examines digital narratives and their impact on emerging tourism destinations by employing a novel methodological framework that integrates sentiment analysis, toxicity scoring, and content evaluation. This approach not only enhances theoretical insights into the role of digital media in tourism promotion but also offers practical implications for developing more effective digital marketing strategies. The analysis reveals that the strategic deployment of digital narratives is crucial for shaping a destination's image and fostering sustainable tourism growth, thereby expanding the current academic discourse on the interplay between digital media and tourism. Ultimately, this research enriches the existing literature by offering new perspectives and tools for analyzing and leveraging digital narratives in the context of tourism.

2.2 Digital Content Reviews and Analysis Framework

The Digital Content Reviews and Analysis Framework employed in this study focuses on two critical elements: sentiment classification and toxicity scoring. Sentiment classification provides a quantitative measure of public opinion by categorizing digital content into positive, negative, or neutral sentiments, thereby offering insights into overall public perception. Toxicity scoring is used to assess the quality of discourse by identifying and quantifying harmful language, ensuring that digital narratives promote constructive engagement rather than deterring potential visitors. These methods were selected for their ability to provide a comprehensive understanding of public sentiment and the quality of digital

narratives, which are essential for crafting effective tourism promotion strategies that resonate with diverse audiences.

The Digital Content Reviews and Analysis Framework involves a structured process comprising several critical stages designed to evaluate digital tourism narratives comprehensively. The initial phase focuses on data collection, where digital content is systematically gathered from various platforms to ensure a diverse and representative sample. Following this, the data undergoes a sentiment analysis to categorize the emotional tone and underlying sentiment within the content, providing insight into public perceptions. Subsequently, the toxicity scoring stage assesses the content's civility, identifying and quantifying any harmful or disruptive language that may impact public discourse. The final phase involves content categorization and thematic analysis, where the data is organized into specific themes and narratives, enabling a detailed examination of the digital content's impact on tourism dynamics. This multi-step process ensures a thorough and methodologically sound evaluation, ultimately contributing to a nuanced understanding of how digital narratives influence tourism and public perception.

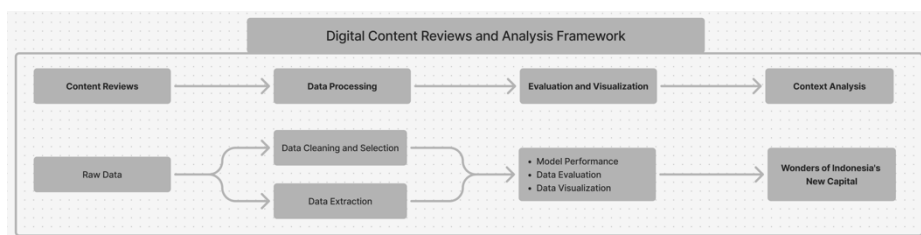


Figure 2. Digital Content Reviews and Analysis Framework

Figure 2 shows the implementation of digital content reviews and analysis framework. The Digital Content Reviews and Analysis Framework demonstrates distinct advantages in analyzing the content related to the Wonders of Indonesia's New Capital content, particularly in its ability to provide a nuanced and multifaceted evaluation. This framework systematically captures digital content's quantitative and qualitative dimensions, enabling a comprehensive assessment of how narratives about the new capital are constructed and received. Its integration of sentiment analysis, toxicity scoring, and thematic categorization offers a robust methodology for identifying the prevailing public sentiment but also the quality and impact of the discourse. This analytical depth is crucial for understanding the complex dynamics of public perception, particularly in the context of a highly significant national project like Indonesia's new capital. Consequently, the framework's application ensures that the analysis is thorough and insightful, offering valuable guidance for future digital content strategies to promote the new capital effectively.

2.2.1 Content Reviews

The video content selected for analysis is identified by the ID Z9TOAOWWLsY, published by Wonderful Indonesia, and has garnered 101,405 views since its release on August 13, 2024. This video is a critical case study for understanding how digital media platforms promote significant national initiatives, such as Indonesia's new capital, to a global audience. The substantial view count underscores the video's reach and potential influence on public perception, making it a pertinent subject for a comprehensive content analysis. By examining the narrative strategies, viewer engagement, and the overall impact of this video, the analysis aims to reveal insights into the effectiveness of digital content in shaping and disseminating the identity of Indonesia's new capital. Ultimately, this analysis will contribute to a deeper understanding of how such content aligns with broader tourism and national development goals.

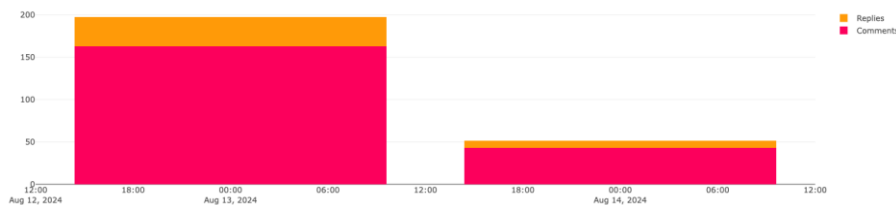


Figure 3. Post-Per-Day Statistic

Figure 3 shows the post-per-day statistic. The statistical data on post-per-day activity reveals a significant disparity between August 13, 2024, and August 14, 2024, with 163 posts and 34 comments recorded on the former date, compared to only 43 posts and eight comments on the latter. This stark contrast suggests a notable surge in digital engagement on August 13, which could be attributed to the release of content that resonated strongly with the audience, thereby driving higher interaction levels. The subsequent decline in activity the following day may indicate a tapering off of the initial interest, which is common in digital media trends. Analyzing this pattern provides insights into the temporal dynamics of audience engagement, highlighting the importance of timing and content relevance in maximizing digital impact. Ultimately, these findings emphasize the need for strategic content planning to sustain audience interest over extended periods.

Subsequent analysis of the top-ten poster data reveals key contributors to viewer perceptions regarding the published content. These contributors consistently engage with and comment on the content and play a significant role in shaping the discourse and influencing public sentiment. The frequency and nature of their interactions offer valuable insights into how the broader audience receives and interprets the content. This analysis underscores the importance of identifying and understanding the perspectives of these active participants, as they often serve as

opinion leaders within the digital community. By examining their contributions, it is possible to gain a deeper understanding of the prevailing attitudes and potential areas for content improvement, ultimately guiding more effective content strategies that resonate with the target audience.



Figure 4. Top Ten Posters

Figure 4 shows the top ten posters. The top-ten poster data reveals that the user @rezarahmat3715 is the most active contributor, with four posts, followed by several users, including @tennyboy2303, @ranngbolang5235, @novaajadi5626, @BOPENKK, and @michelle-nm2jk, each contributing three posts. Additionally, @chunchunmaru3093, @user-bs9yf4sj5z, @victoria19632010, and @NanNakas each posted twice. This distribution highlights the presence of a few highly engaged users who play a pivotal role in shaping the discourse surrounding the content. The prominence of these users suggests that their perspectives and interactions may significantly influence overall viewer perception, making them key figures in the digital narrative. Understanding their contributions is crucial for analyzing how content is received and interpreted by the broader audience, offering valuable insights for enhancing content strategies and engagement efforts.

The video content has garnered 248 comments, which is expected to continue growing, reflecting viewers' active engagement. Despite this increasing volume of feedback, the digital content, crafted through storytelling by an influencer in the form of a tourism vlog, substantially influences viewers' perceptions and engagement. The effectiveness of this approach lies in its ability to create a compelling narrative that informs and emotionally connects with the audience, thereby fostering a stronger desire to visit the featured destination. The analysis suggests that the combination of narrative techniques and visual appeal in such digital content significantly enhances viewer interest, making it a powerful tool in tourism promotion. Consequently, the ongoing interaction with the content underscores its success in capturing and maintaining viewer attention, ultimately driving increased interest in the destination.

2.2.2 Data Processing

During the data processing stage, 248 posts were meticulously cleaned using the RapidMiner application, ensuring the dataset's accuracy and reliability for subsequent analysis. This process involved the removal of irrelevant content, duplicates, and any noise that could potentially distort the analytical outcomes. RapidMiner, a robust data mining tool, facilitated a systematic approach to data refinement, thereby enhancing the quality and integrity of the dataset. This step is critical as it directly influences the validity of the research findings, ensuring that the analysis is based on a dataset that accurately represents the underlying digital narratives. Ultimately, this meticulous data-cleaning process contributes to more precise and meaningful insights, laying a solid foundation for the subsequent stages of the research.



Figure 5. Data Cleaning Process

Figure 5 shows the data cleaning process using tokenize, transform cases, filter tokens, filter stopwords, and stem. The data cleaning process employed a series of operators to ensure the dataset's precision and relevance, including tokenizing and transforming cases, filtering tokens by length, and filtering stopwords and stems. Tokenization breaks down the text into manageable units, allowing for more granular analysis. The transform cases operator standardized text by converting all characters to uniform cases, eliminating inconsistencies. Filtering tokens by length and stopwords further refined the dataset by removing irrelevant or non-informative elements and ensuring meaningful data was retained. Finally, stemming was applied to reduce words to their root forms, enhancing the consistency of the analysis by grouping similar terms. Collectively, these operators contributed to a rigorous and systematic data-cleaning process, ensuring the dataset's integrity and optimizing its suitability for subsequent analysis.

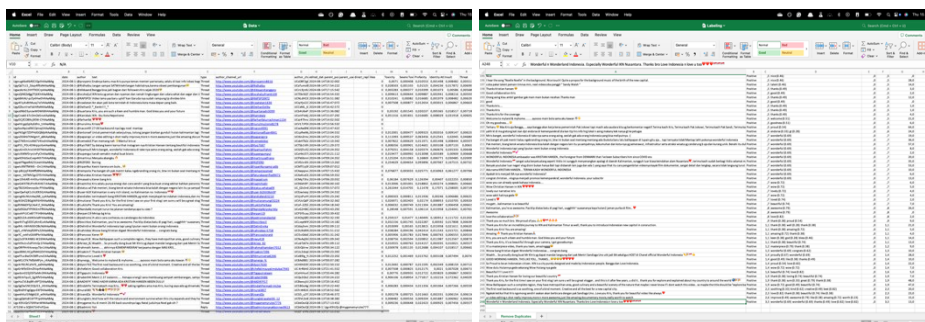


Figure 6. Data Selection Process

Figure 6 shows the data collection process. The cleaned text data underwent a selection process before extraction using the VADER model, ensuring that only the most relevant and informative content was analyzed. This pre-extraction selection is crucial, as it refines the dataset by filtering out any residual noise or irrelevant information that may have persisted through the initial cleaning phase. The VADER model, known for its effectiveness in sentiment analysis, was then employed to extract sentiment values from the curated data, providing a detailed assessment of the emotional tone conveyed within the text. This approach ensures that the sentiment analysis is precise and contextually relevant, allowing for a more accurate interpretation of the digital narratives. Ultimately, carefully selecting text data before extraction enhances the reliability of the analysis and contributes to more meaningful research outcomes.

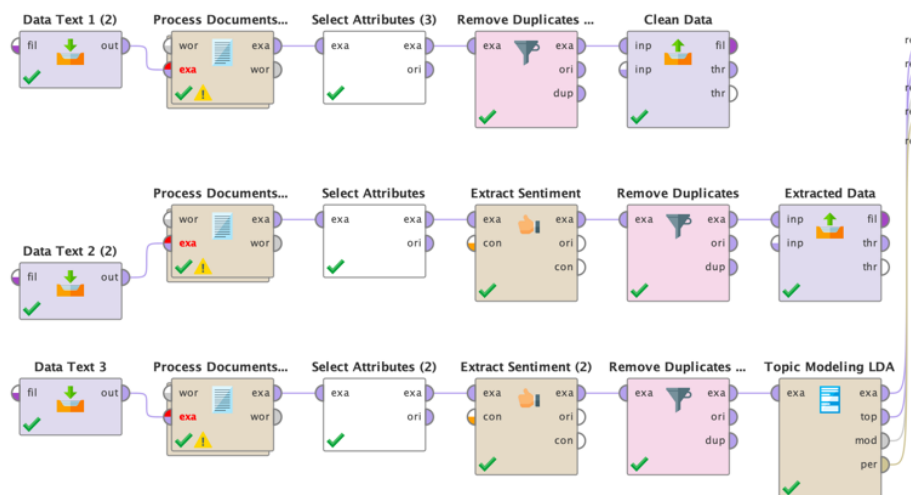


Figure 7. Text Extraction Using Vader Model

Figure 7 shows the data extraction process using Vader in Rapidminer. The extraction and topic modeling process results reveal several key performance metrics, including a LogLikelihood of -18,182.790 and a Perplexity score of 771.634, indicating the model's fit and complexity. The average token count per document is 215.400, with an average document entropy of 3.891, suggesting moderate information diversity across the dataset. Furthermore, the average word length is calculated at 5.400, while the coherence score averages -18.067, reflecting the degree of interpretability of the topics generated. Additional metrics, such as an average uniform distribution of 2.314 and a corpus distribution of 2.261 alongside an adequate number of words averaging 102.464, highlight the breadth and specificity of the vocabulary used. The low average token-document difference of 0.008 and a rank 1 document average of 0.261 indicate a relatively high precision in topic allocation. The analysis also points to an average allocation

count of 0.141, an exclusivity score of 0.430, an AlphaSum of 6.726, and a Beta value of 0.402, with a BetaSum of 470.655, collectively suggesting that the topic modeling approach employed is robust and effective in identifying and categorizing the underlying themes within the dataset. These results provide a comprehensive understanding of the dataset's structure and the efficacy of the topic modeling process.



Figure 8. Word Cloud based on Topic Modeling using LDA

Figure 8 shows the results of the LDA-based extraction and topic modeling. The figure highlights a significant focus on the influencer Kris and the broader context of Indonesian tourism. This prominence indicates that Kris's role heavily influences the digital discourse surrounding the analyzed content, with his contributions and presence driving substantial engagement and shaping public perception. Moreover, the frequent mention of "*pariwisata Indonesia*" suggests a strong connection between the content and the promotion of Indonesia's tourism sector, reflecting the effectiveness of the digital narrative in aligning with national tourism objectives. The analysis demonstrates that the content resonates well with the audience, successfully integrating the influencer's appeal with the thematic focus on promoting Indonesia as a desirable travel destination. This synergy between influencer marketing and tourism promotion underscores the potential of targeted digital strategies in amplifying the visibility and attractiveness of national tourism initiatives.

After the initial analysis, the performance evaluation of classification models can be conducted using a range of algorithms, including k-nearest Neighbors (k-NN), Naive Bayes Classifier (NBC), Decision Tree (DT), and Support Vector Machine (SVM) enhanced by the Synthetic Minority Over-sampling Technique (SMOTE). When applied to the dataset, these algorithms provide a comparative analysis of model accuracy, precision, recall, and F1-score, allowing for a comprehensive

assessment of their effectiveness in classifying and predicting outcomes based on the processed data. The integration of SMOTE is particularly beneficial in addressing class imbalance, a common issue in data classification tasks, thereby improving the robustness and generalization capabilities of the models. Through this evaluation process, insights can be gained into the most suitable algorithm for the given dataset, facilitating the selection of the optimal model for further application. Ultimately, this performance evaluation is critical in ensuring that the chosen model fits the data well and performs reliably across different scenarios, thereby enhancing the overall reliability and validity of the research findings.

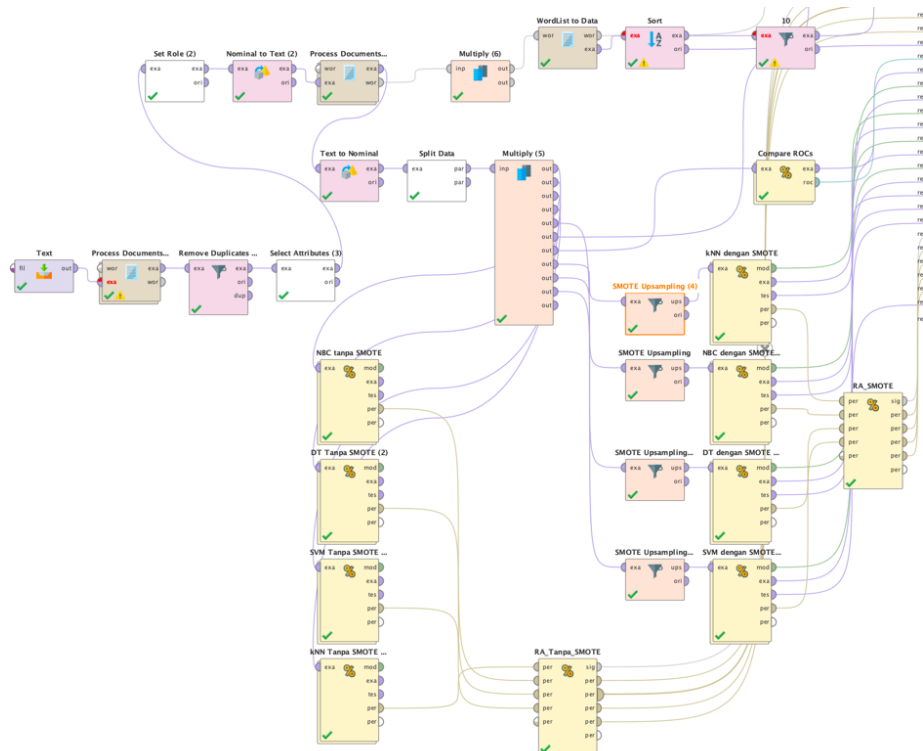


Figure 9. Model Performance Evaluation

Figure 9 shows the model performance evaluation. The evaluation and comparison of model performance will be conducted based on the performance vectors of four algorithms: k-nearest Neighbors (k-NN), Naive Bayes Classifier (NBC), Decision Tree (DT), and Support Vector Machine (SVM), with the latter enhanced by the Synthetic Minority Over-sampling Technique (SMOTE). Each algorithm's performance will be assessed across critical metrics such as accuracy, precision, recall, and F1-score, providing a comprehensive understanding of their

classification capabilities. The inclusion of SMOTE in the SVM algorithm is particularly noteworthy, as it addresses potential class imbalance, which can significantly impact model performance. Through this comparative analysis, the strengths and weaknesses of each algorithm will be highlighted, allowing for the identification of the most effective model for the specific dataset. This process ensures that the selected algorithm performs optimally under the given conditions and offers reliable and generalizable results, thereby enhancing the overall credibility and applicability of the research outcomes.

The processes of data cleaning, selection, topic modeling, and performance evaluation are essential components for ensuring a thorough and accurate analysis, which is effectively visualized for comprehensive understanding. Each step plays a crucial role in refining the dataset and extracting meaningful insights, with data cleaning and selection laying the foundation by eliminating noise and irrelevant information. Topic modeling further distills the data into coherent themes, while performance evaluation thoroughly assesses the model's effectiveness. Visualizing these processes and their outcomes is critical, as it translates complex data and analytical results into a more accessible format, facilitating more explicit interpretation and better decision-making. Ultimately, this systematic approach not only enhances the quality of the analysis but also ensures that the findings are communicated effectively, enabling stakeholders to grasp the nuances and implications of the research with greater clarity.

2.2.3 Evaluation and Visualization

Data evaluation and visualization are crucial for informed policy-making, particularly in response to the findings derived from toxicity, sentiment, and content analysis approaches. These processes ensure that the insights gained from the analysis are systematically interpreted and presented to highlight the key issues and trends. By visualizing the data, complex patterns and relationships become more accessible, allowing policymakers to understand better the underlying factors influencing public discourse and sentiment. This clarity is essential for developing strategies responsive to the findings and aligned with broader objectives. The rigorous data evaluation ensures that the policies formulated are based on accurate, relevant, and comprehensive information, enhancing their effectiveness in addressing the identified issues and driving positive outcomes.

	Average for dataset	Highest value
Toxicity ②	0.05541	0.90611
Severe Toxicity ②	0.00533	0.45895
Identity Attack ②	0.01863	0.46028
Insult ②	0.03506	0.57236
Profanity ②	0.03534	0.77182
Threat ②	0.00844	0.12076

Figure 10. Toxicity Score

Figure 10 shows the toxicity score. The results of the toxicity analysis reveal several critical metrics regarding the nature of interactions within the dataset. The overall toxicity average is recorded at 0.05541, with the highest value of 0.90611, indicating that while most interactions are relatively non-toxic, there are instances of significantly high toxicity. Severe toxicity presents an average of 0.00533, with the highest instance reaching 0.45895, suggesting that extreme toxicity, while rare, can still occur. Identity attacks average 0.01863, with a peak value of 0.46028, indicating the presence of targeted harassment. Similarly, insults and profanity show averages of 0.03506 and 0.03534, respectively, with maximum values of 0.57236 and 0.77182, reflecting moderate offensive language usage within the dataset. Although the lowest threat metric, with an average of 0.00844 and a maximum of 0.12076, highlights that threats are present but infrequent.

The evaluation of sentiment classification was conducted by assessing the performance of various algorithms to determine their relevance and effectiveness within the context of the given dataset. This evaluation measured vital metrics, including accuracy, precision, recall, F-measure, and the Area Under the Curve (AUC), to compare the algorithms' capabilities in accurately classifying sentiments. The comparison of these performance indicators allows for a nuanced understanding of each algorithm's strengths and weaknesses in handling the dataset's specific characteristics. The analysis indicates that certain algorithms may outperform others depending on the dataset's complexity and the distribution of sentiments. By identifying the most suitable algorithm, the evaluation ensures that the sentiment classification is both precise and reliable, thereby enhancing the validity of the research outcomes and informing subsequent decisions regarding data interpretation and application.

The comparison of algorithms reveals that the Decision Tree (DT) model enhanced by SMOTE exhibits optimal performance across various metrics, demonstrating its effectiveness in sentiment classification for this dataset. The model achieved an accuracy of 97.46% with a micro-average of 97.48%, indicating high precision in correctly classifying positive and negative sentiments. The AUC scores, which include an optimistic value of 0.999, a general AUC of 0.975, and a pessimistic value of 0.950, further underscore the model's robustness in distinguishing between classes, particularly for the positive class. Precision was recorded at 96.78%, while recall was slightly higher at 98.26%, reflecting the model's balance between minimizing false positives and capturing true positives effectively. The F-measure, which combines precision and recall, was also strong at 97.46%, reinforcing the model's overall reliability. The consistency in the confusion matrix across these metrics, where 115 negative cases were correctly classified and only two misclassified, along with 117 positive cases correctly identified with only four errors, highlights the DT model's superior performance, making it a highly suitable choice for this classification task.

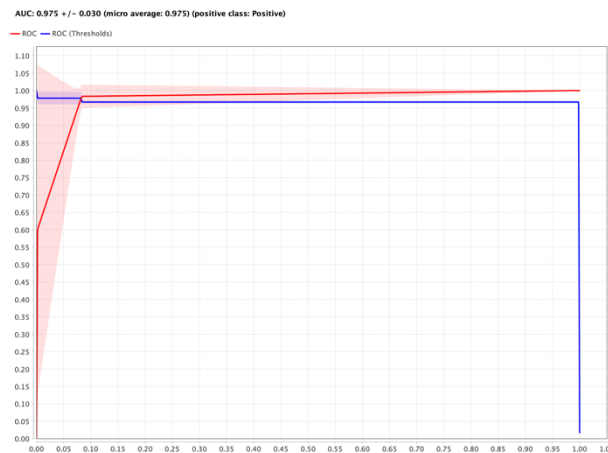


Figure 11. Area Under the Curve (AUC) of DT enhanced by SMOTE

Figure 11 shows the AUC of DT enhanced by SMOTE. The Decision Tree (DT) model enhanced by SMOTE performs exceptionally well in sentiment classification tasks, as evidenced by its high accuracy, precision, recall, and F-measure metrics. The accuracy of 97.46% suggests that the model is highly effective in correctly predicting the sentiment labels for the dataset, minimizing the number of misclassifications. The precision and recall scores, both exceeding 96%, demonstrate that the model excels in identifying actual positive cases while maintaining a low rate of false positives, which is critical in applications where the distinction between sentiment classes must be precise. The strong AUC values, particularly the optimistic score of 0.999, highlight the model's outstanding capability to distinguish between positive and negative sentiments, even under varying conditions. This high performance, coupled with the consistent results across the confusion matrices, confirms that the DT model, bolstered by SMOTE, is well-suited for handling imbalanced datasets, ensuring that minority classes are accurately represented in the predictions. Thus, the model's performance can be highly reliable and effective for sentiment analysis, offering significant potential for practical applications in similar contexts.

The primary objective of data evaluation and visualization in this research is to ensure a comprehensive understanding of the analytical outcomes, facilitating informed decision-making and effective communication of the findings. Through meticulous evaluation, the research aims to validate the accuracy, reliability, and relevance of the models and methodologies employed, thereby enhancing the credibility of the results. Visualization is critical in this process, transforming complex data into transparent, accessible formats that enable stakeholders to quickly grasp critical insights and trends. By providing a visual representation of the data, the research highlights significant patterns and correlations and aids in

identifying potential areas for further investigation. Ultimately, the goal is to present the data in a manner that supports robust conclusions and practical applications, ensuring that the research findings are both actionable and aligned with the overarching objectives of the study.

2.2.5 Context Analysis

Contextual analysis is essential for comprehending the nuances of *The Wonders of Indonesia's New Capital through Tourism Digital Content Analysis*, mainly when conducted through coding and network visualization. This analytical approach allows for identifying and categorizing critical themes and narratives within the digital content, providing a structured understanding of how Indonesia's new capital is represented and perceived in the tourism discourse. The research systematically organizes qualitative data into meaningful categories by applying coding techniques, facilitating a deeper exploration of the underlying patterns and connections. Network visualization further enhances this analysis by visually mapping the relationships between these themes, enabling a more explicit interpretation of complex interactions and influences within the content. This combination of coding and visualization enriches the contextual understanding and supports the development of more targeted and effective strategies for promoting the new capital as a premier tourist destination. Ultimately, this process ensures that the digital content analysis is both comprehensive and insightful, offering valuable perspectives on the evolving tourism narrative surrounding Indonesia's new capital.

<input checked="" type="checkbox"/> Question	How can digital platforms be effectively leveraged to promote the natural beauty, cultural heritage, and modern infrastructure of Nusantara?	Code Category	Digital Promotion	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Question	What opportunities and challenges exist in the current digital content related to Nusantara as a tourist destination?	Code Category	Content Analysis	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Question	How can content creators and tourism authorities improve the quality and diversity of digital narratives to attract a broader global tourism market?	Code Category	Content Improvement	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Question	In what ways can digital tools like virtual reality (VR) and augmented reality (AR) be utilized to enhance the tourism experience in Nusantara?	Code Category	Digital Tools	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Question	What strategies can be implemented to ensure that digital content accurately represents the local culture and environment of Nusantara?	Code Category	Cultural Authenticity	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Question	How can collaboration with influencers and local communities contribute to the creation of more personalized and relatable digital content for Nusantara?	Code Category	Collaborative Content Creation	<input checked="" type="checkbox"/>

Figure 12. Intentional AI Coding by Atlas.Ti

Figure 12 shows the optimization of Intentional AI Coding by Atlas.Ti. Intentional AI Coding using Atlas.Ti generates codes based on tourism and digital content questions, offering a systematic and data-driven approach to qualitative analysis. This method leverages the advanced capabilities of AI to identify and categorize key themes and concepts that emerge from the data, ensuring that the coding

process is both efficient and comprehensive. By aligning the generated codes with specific research questions, the analysis becomes more targeted, allowing for a deeper exploration of the relationships and patterns within the dataset. The use of AI in this context not only enhances the accuracy and consistency of the coding process but also enables the researcher to uncover insights that might be overlooked through manual coding alone. Consequently, this approach significantly contributes to the robustness of the research findings, providing a solid foundation for understanding the complex interplay between tourism and digital content in the contemporary landscape.

The content analysis reveals that storytelling-based content significantly enhances user engagement and effectively conveys messages, stimulating tourist interest in visiting the new capital, IKN. By structuring the content around a narrative, the message becomes more relatable and memorable, capturing the audience's attention and fostering a deeper emotional connection. This approach clarifies the intended message and encourages users to interact with the content, amplifying its reach and impact. The analysis indicates that when digital content is crafted with compelling storytelling, it resonates more strongly with viewers, making them more likely to consider the destination a potential travel option. Ultimately, this strategy proves effective in promoting tourism by leveraging the power of narrative to engage and persuade potential visitors.

3. RESULTS AND DISCUSSION

3.1 Toxicity Score and Sentiment Classification

Digital content focused on tourism around the new capital, IKN, has effectively captured the attention of viewers, generating significant interest and engagement. This heightened attention can be attributed to the strategic presentation of the region's unique attractions, cultural heritage, and modern developments, carefully tailored to appeal to a broad audience. The analysis suggests that such content, when well-crafted, not only informs but also inspires curiosity and a desire to explore the Area, making it an effective tool for promoting tourism. This digital content draws viewers in by leveraging visually appealing and informative narratives, encouraging them to consider IKN a compelling travel destination. Ultimately, this approach underscores the potential of targeted digital content in influencing public perception and driving tourism growth in emerging areas.

A toxicity score calculation was conducted to measure the level of negative sentiment in viewer interactions. This approach enables a systematic evaluation of the extent to which harmful or offensive language permeates the discourse, providing insights into the overall tone of the engagement. The analysis of toxicity scores is critical in understanding how viewers react to the content, particularly in terms of their emotional responses and the potential for discourse that might deter

others from engaging. By quantifying these aspects, the research offers a clearer perspective on the effectiveness of the content in fostering a positive and constructive public dialogue. Ultimately, this process ensures that any emerging issues are identified early, allowing timely interventions to maintain a respectful and welcoming digital environment.

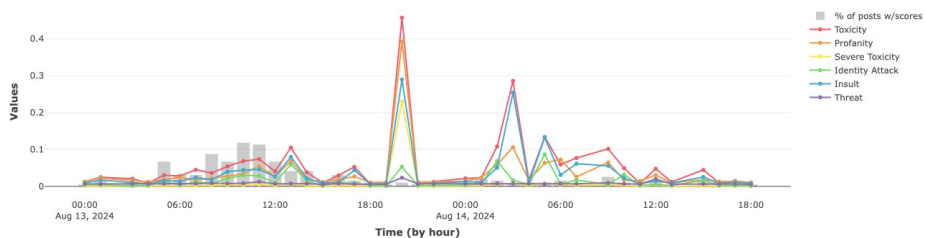


Figure 13. Toxicity Score

Figure 13 shows the toxicity score of the content. The calculation of toxicity scores, conducted by Communitic on 194 out of 248 posts using the Perspective API, reveals insightful metrics regarding the nature of interactions within the dataset. The average toxicity score across the dataset was 0.05541, with the highest value recorded at 0.90611, indicating that while the majority of content was relatively low in toxicity, there were instances of significantly high toxicity. Severe toxicity averaged 0.00533, peaking at 0.45895, which suggests occasional extreme negativity. The analysis also shows an average identity attack score of 0.01863, with a maximum of 0.46028, reflecting the presence of targeted hostile remarks. Insults and profanity were present with averages of 0.03506 and 0.03534, respectively, and maximum scores of 0.57236 and 0.77182, indicating moderate use of offensive language. Although the lowest threat score, with an average of 0.00844 and a peak of 0.12076, highlights that threats are present but not pervasive. These results suggest that while most user interactions were civil, there are notable instances of negativity that could impact the overall tone of the discussion, necessitating careful moderation and management to maintain a positive discourse.

Meanwhile, the sentiment classification results demonstrate high accuracy and reliability, with an accuracy rate of $97.46\% \pm 3.00\%$ and a micro-average of 97.48%. The confusion matrix reveals that out of the 234 instances, 115 negative sentiments were correctly classified, with only two misclassifications, while 117 positive sentiments were accurately identified, with just four errors. The AUC scores, particularly the optimistic AUC of 0.999 and the general AUC of 0.975, underscore the model's strong capability to distinguish between positive and negative sentiments. The precision, measured at $96.78\% \pm 4.17\%$, and the recall at $98.26\% \pm 3.68\%$, further indicate that the model effectively identifies true positives with minimal false positives. The F-measure of $97.46\% \pm 3.07\%$

consolidates these findings, reflecting a balanced performance across all key metrics. These results suggest that the sentiment classification model is robust and precise, making it a reliable tool for analyzing sentiment within this dataset.

These findings indicate a positive public response to the digital content, reflected by the high accuracy and favorable sentiment classification results. The model's ability to accurately distinguish between positive and negative sentiments, coupled with solid precision and recall metrics, suggests that most interactions with the content are favorable. This positive reception is further corroborated by the minimal occurrence of harmful or toxic language within the dataset, as evidenced by the low toxicity scores. The combination of these metrics points to a successful digital engagement strategy, wherein the content effectively resonates with the audience, fostering a constructive and supportive discourse. Consequently, this positive response underscores the content's impact in engaging the public and promoting its intended message, enhancing its effectiveness.

3.2 Discussion: Tourism and Digital Narratives

The content analysis reveals that the narratives within the digital content predominantly revolve around several key topics, including Collaborative Content Creation, Content Analysis, Content Improvement, Cultural Authenticity, Digital Promotion, Digital Tools, Engaging Experiences, Global Outreach, Representation, Thorough Research, and Tourism Promotion. These topics highlight the multifaceted approach to digital content strategy, emphasizing the importance of creating authentic and culturally resonant narratives that effectively engage global audiences. The focus on digital tools and promotion further underscores the significance of leveraging technology to enhance content reach and impact. The emphasis on collaborative creation and thorough research suggests a commitment to producing well-rounded and credible content, while the attention to engaging experiences and representation points to an understanding of the diverse needs and interests of the audience. Ultimately, these themes illustrate a comprehensive approach to digital content that aims to promote tourism and foster meaningful connections and interactions with a global audience.

The code content analysis reveals several critical dimensions within the analyzed content: Accuracy, Authenticity, Challenges, Content Creation, Cultural Heritage, and Opportunities. These elements are integral to understanding the depth and quality of the content, particularly in how it addresses and represents complex themes related to tourism and cultural promotion. Accuracy is crucial in ensuring the information presented is reliable and factually correct, enhancing the content's credibility. On the other hand, authenticity pertains to the genuine representation of cultural elements essential for building audience trust and respect. The analysis also identifies Challenges in content creation, which may include obstacles in

balancing accuracy and authenticity while engaging the audience effectively. Content Creation is highlighted as a core activity, emphasizing the creative process behind developing impactful narratives. The focus on Cultural Heritage underscores the importance of preserving and promoting cultural identity within digital content. Lastly, Opportunities are recognized as potential areas for expanding the reach and impact of the content, mainly through innovative approaches and strategic engagement. Collectively, these aspects provide a comprehensive framework for evaluating and improving digital content in the context of tourism and cultural heritage.

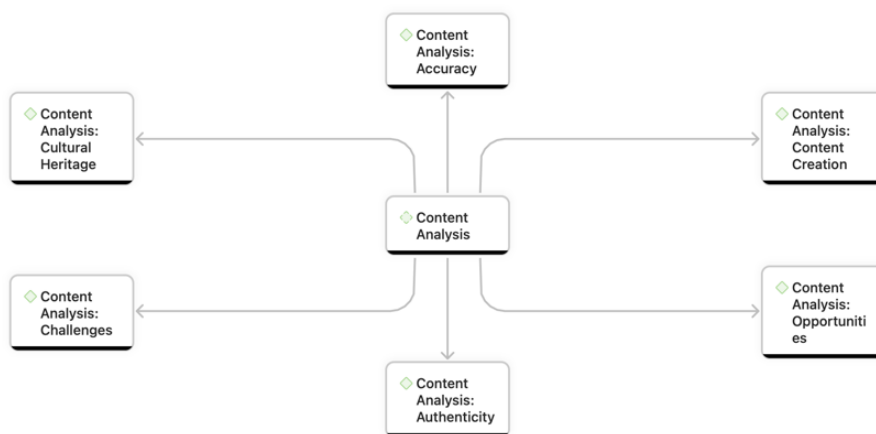


Figure 14. Content Analysis

Figure 14 shows the content analysis. Interpreting the code meaning within content analysis provides a nuanced understanding of the underlying themes and concepts that shape the narrative. Each code represents a distinct aspect of the content, such as accuracy, emphasizing the importance of factual integrity and reliability in conveying information. Authenticity is another critical code, signifying the genuine portrayal of cultural and contextual elements, essential for establishing credibility and fostering trust among the audience. Challenges refer to the difficulties encountered in balancing these aspects while maintaining audience engagement and relevance. Content Creation highlights the creative processes of developing compelling narratives, while Cultural Heritage focuses on preserving and promoting cultural identity through digital mediums. As a code, opportunities point to the potential for growth and expansion in content reach and impact, suggesting avenues for innovation and strategic enhancement. Together, these codes offer a comprehensive framework for evaluating the effectiveness and depth of digital content, guiding improvements in how narratives are constructed and communicated in the digital space.

The results of the content video narrative coding reveal a strong emphasis on topics related to tourism promotion, with specific focus areas including Attractions Showcase, Authentic Cultural Elements, and Unique Aspects Highlight. These topics are integral to effectively marketing the region, mainly through deliberately showcasing natural beauty, cultural authenticity, and the unique features of the new capital. Including Cultural Experts and Authentic Perspectives further enhances the content's credibility, ensuring the narratives resonate with local and global audiences. The content aims to position the new capital as a prime destination in the global tourism market by exploring the region's diverse attractions and highlighting its unique aspects. The focus on high-quality visual representations and a wide range of attractions underscores the strategic intent to appeal to a broad spectrum of potential visitors, thus amplifying tourism opportunities. This comprehensive approach to tourism promotion showcases the new capital's wonders and reinforces its potential as a critical player in the global tourism landscape.

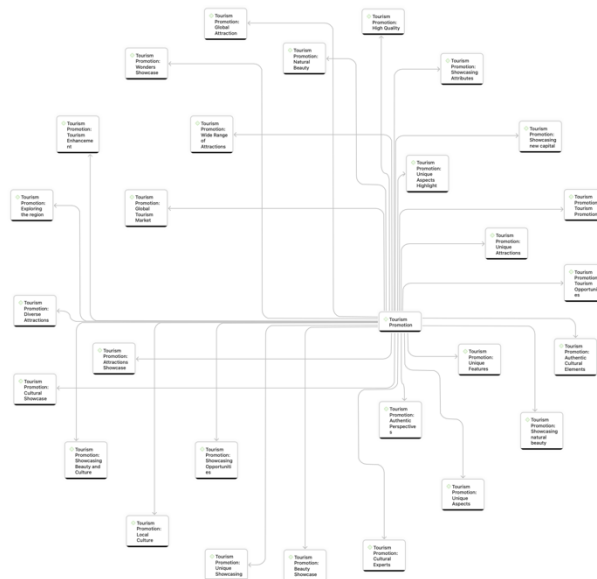


Figure 15. Tourism Promotion

Figure 15 shows the tourism promotion. The interpretation of the coding results indicates a deliberate and strategic focus on promoting tourism by emphasizing a wide range of themes crucial for attracting a global audience. The content is carefully crafted to showcase the unique and diverse attractions of the region, such as natural beauty, cultural authenticity, and the distinctive features of the new capital. The recurring themes of "Authentic Cultural Elements" and "Authentic Perspectives" strongly emphasize presenting the region in a way that is true to its

cultural roots, appealing to tourists who seek genuine and immersive experiences. Moreover, the repeated focus on "Unique Aspects," "Unique Attractions," and "Wonders Showcase" highlights the content's aim to differentiate the new capital from other destinations by emphasizing what sets it apart. This approach will likely enhance the region's appeal in the competitive global tourism market, positioning it as a must-visit destination. The inclusion of topics such as "Tourism Opportunities," "Tourism Enhancement," and "Global Attraction" further suggests that the content is not only focused on attracting visitors but also on showcasing the broader potential of the region as a burgeoning hub for tourism development. This indicates a forward-thinking strategy to leverage the region's unique attributes to foster long-term growth in the tourism sector. Overall, the coding results reveal a well-rounded and comprehensive approach to tourism promotion, combining cultural authenticity with strategic showcasing of the region's unique attractions. This approach will likely resonate well with domestic and international audiences, effectively positioning the new capital as a premier destination in the global tourism landscape.

Tourism and digital narratives are pivotal in enhancing awareness and stimulating tourist visits to Indonesia's new capital (IKN). Through the strategic use of digital platforms, these narratives effectively disseminate information and highlight the unique attractions and cultural significance of IKN, reaching a broad and diverse audience. The ability of digital narratives to create compelling stories and visually appealing content is instrumental in capturing the interest of potential visitors, thereby transforming awareness into actual tourism activity. This approach amplifies the visibility of IKN on a global scale and positions it as a desirable destination, contributing to the region's economic growth and cultural promotion. Consequently, integrating tourism strategies with digital narratives is essential for driving sustainable tourism development and fostering a deeper connection between IKN and its potential visitors.

4. CONCLUSION

The research concludes that integrating tourism strategies with digital narratives, analyzed through the Digital Content Reviews and Analysis Framework, is crucial for effectively promoting emerging destinations such as Indonesia's new capital (IKN). The analysis of 248 digital posts conducted using this framework reveals that well-crafted digital content, mainly centered around authentic cultural elements and unique regional attractions, significantly enhances public awareness and interest in the destination. Specifically, sentiment classification and toxicity scoring of 194 analyzed posts indicate that most public discourse surrounding IKN is positive, with an average toxicity score of 0.05541 and a highest recorded value of 0.90611. The sentiment classification results are equally encouraging, demonstrating high accuracy ($97.46\% \pm 3.00\%$) and precision ($96.78\% \pm 4.17\%$), with a micro-average accuracy of 97.48%. The model effectively distinguishes

between positive and negative sentiments, reflected in the confusion matrix, where only a small number of negative (2) and positive (4) sentiments were misclassified. The high AUC scores, with an optimistic value of 0.999, further underscore the model's robustness in accurately classifying sentiments. The Digital Content Reviews and Analysis Framework's robust sentiment classification results and low toxicity levels facilitated a comprehensive evaluation of digital narratives. This analysis ensures that the content effectively transforms potential interest into tangible tourism activity, contributing to economic growth and cultural preservation. The findings emphasize that the strategic use of digital media, supported by a thorough analytical framework, can position IKN as a competitive player in the international tourism market, underscoring the critical role of digital narratives in shaping global perceptions of new tourism destinations.

REFERENCES

- [1] D. Paiva, L. Carvalho, E. Brito-Henriques, A. M. Sousa, A. L. Soares, and S. T. Azambuja, "Digital storytelling and hopeful last chance tourism experiences," *Tour. Geogr.*, vol. 25, no. 5, pp. 1428–1444, 2023, doi: 10.1080/14616688.2023.2224043.
- [2] G. G. F. Almeida and P. Almeida, "The influence of destination image within the territorial brand on regional development," *Cogent Soc. Sci.*, vol. 9, no. 1, p. 2233260, Dec. 2023, doi: 10.1080/23311886.2023.2233260.
- [3] A. H. Zins and A. Abbas Adamu, "Heritage storytelling in destination marketing: cases from Malaysian states," *J. Herit. Tour.*, pp. 1–13, 2023, doi: 10.1080/1743873X.2023.2232476.
- [4] D. Amani, "The role of destination brand-oriented leadership in shaping tourism destination brand ambassadorship behavior among local residents in Tanzania," *Cogent Soc. Sci.*, vol. 9, no. 2, 2023, doi: 10.1080/23311886.2023.2266634.
- [5] K. H. Mkwizu, "Digital marketing and tourism: opportunities for Africa," *Int. Hosp. Rev.*, vol. 34, no. 1, pp. 5–12, Jan. 2019, doi: 10.1108/ihr-09-2019-0015.
- [6] S. Gössling, "Tourism, technology and ICT: a critical review of affordances and concessions," *J. Sustain. Tour.*, vol. 29, no. 5, pp. 733–750, Jan. 2021, doi: 10.1080/09669582.2021.1873353.
- [7] M. Ditta-Apichai, U. Gretzel, and U. Kattiyapornpong, "Platform empowerment: Facebook's role in facilitating female micro-entrepreneurship in tourism," *J. Sustain. Tour.*, vol. 32, no. 3, pp. 540–559, Mar. 2024, doi: 10.1080/09669582.2023.2215479.
- [8] F. Sfodera, L. N. Cain, and A. Di Leo, "Is technology everywhere? Exploring Generation Z's perceptions of sustainable tourism in developing countries," *Int. Hosp. Rev.*, vol. 38, no. 1, pp. 28–53, Jan. 2024, doi: 10.1108/ihr-05-2022-0025.

- [9] S. Bilderback, "Tides of change: employee training strategies for promoting risk-taking tourism in the North Sea," *Mar. Econ. Manag.*, vol. 7, no. 1, pp. 67–78, Jan. 2024, doi: 10.1108/maem-01-2024-0002.
- [10] P. Fonseca, M. de Lurdes Martins, and J. Pereira, "Photography and digital storytelling in English for tourism classroom," *EMI. Educ. Media Int.*, vol. 61, no. 1–2, pp. 57–74, Apr. 2024, doi: 10.1080/09523987.2024.2357951.
- [11] S. Schönherr, R. Eller, A. Kallmuenzer, and M. Peters, "Organisational learning and sustainable tourism: the enabling role of digital transformation," *J. Knowl. Manag.*, vol. 27, no. 11, pp. 82–100, Jan. 2023, doi: 10.1108/JKM-06-2022-0434.
- [12] R. Sospedra-Roca, F. X. Hernández-Cardona, and M. Hernández-Pongiluppi, "Digital iconography, conflict heritage, and the teaching of history: The case of the Spanish Civil War," *Cogent Educ.*, vol. 9, no. 1, p. 2082087, Dec. 2022, doi: 10.1080/2331186X.2022.2082087.
- [13] M. G. Pasca, M. F. Renzi, L. Di Pietro, and R. Guglielmetti Mugion, "Gamification in tourism and hospitality research in the era of digital platforms: a systematic literature review," *J. Serv. Theory Pract.*, vol. 31, no. 5, pp. 691–737, Jan. 2021, doi: 10.1108/JSTP-05-2020-0094.
- [14] M. B. Gillette and E. Boyd, "Mining for tourists in China: a digital ethnography of user-generated content from coal mining heritage parks," *J. Herit. Tour.*, vol. 19, no. 1, pp. 1–19, 2024, doi: 10.1080/1743873X.2023.2255691.
- [15] N. Basaraba and T. Cauvin, "Public history and transmedia storytelling for conflicting narratives," *Rethink. Hist.*, vol. 27, no. 2, pp. 221–247, Apr. 2023, doi: 10.1080/13642529.2023.2184969.
- [16] N. Sunde, "Unpacking the evidence elasticity of digital traces," *Cogent Soc. Sci.*, vol. 8, no. 1, p. 2103946, Dec. 2022, doi: 10.1080/23311886.2022.2103946.
- [17] C. Zuanni, "Object biographies in the digital age: documentation, life-histories, and data," *Int. J. Herit. Stud.*, vol. 29, no. 7, pp. 695–710, Jul. 2023, doi: 10.1080/13527258.2023.2215733.
- [18] P. Iacovou and G. Artopoulos, "The architecture exhibition as a stage of mediated narratives," *Digit. Creat.*, vol. 35, no. 2, pp. 156–170, Apr. 2024, doi: 10.1080/14626268.2024.2304811.
- [19] D. Paiva, L. Carvalho, E. Brito-Henriques, A. M. Sousa, A. L. Soares, and S. T. Azambuja, "Digital storytelling and hopeful last chance tourism experiences," *Tour. Geogr.*, vol. 25, no. 5, pp. 1428–1444, Jul. 2023, doi: 10.1080/14616688.2023.2224043.
- [20] C. Weerakoon, "Exploring the synergy of digital competence and photo-driven reflection: A pilot study on reflective thinking skill development in business education," *Cogent Educ.*, vol. 10, no. 2, p. 2282304, Dec. 2023, doi: 10.1080/2331186X.2023.2282304.

- [21] S. Carlisle, S. Ivanov, and C. Dijkmans, "The digital skills divide: evidence from the European tourism industry," *J. Tour. Futur.*, vol. 9, no. 2, pp. 240–266, Jan. 2023, doi: 10.1108/JTF-07-2020-0114.
- [22] A. Varnajot, "Digital Rovaniemi: contemporary and future arctic tourist experiences," *J. Tour. Futur.*, vol. 6, no. 1, pp. 6–23, Jan. 2020, doi: 10.1108/JTF-01-2019-0009.
- [23] C. Bareither, "Difficult heritage and digital media: 'selfie culture' and emotional practices at the Memorial to the Murdered Jews of Europe," *Int. J. Herit. Stud.*, vol. 27, no. 1, pp. 57–72, Jan. 2021, doi: 10.1080/13527258.2020.1768578.
- [24] C. Pasquinelli and M. Trunfio, "The missing link between overtourism and post-pandemic tourism. Framing Twitter debate on the Italian tourism crisis," *J. Place Manag. Dev.*, vol. 15, no. 3, pp. 229–247, Jan. 2022, doi: 10.1108/JPMD-07-2020-0073.
- [25] M. Holleran and M. Notting, "Mobility guilt: digital nomads and COVID-19," *Tour. Geogr.*, vol. 25, no. 5, pp. 1341–1358, Jul. 2023, doi: 10.1080/14616688.2023.2217538.
- [26] C. de las Heras-Pedrosa, P. P. Iglesias-Sánchez, C. Jambrino-Maldonado, P. López-Delgado, and E. Galarza-Fernández, "Museum communication management in digital ecosystems. Impact of COVID-19 on digital strategy," *Museum Manag. Curatorsh.*, vol. 38, no. 5, pp. 548–570, 2023, doi: 10.1080/09647775.2022.2111335.
- [27] N. Camatti, D. Bertocchi, H. Carić, and J. van der Borg, "A digital response system to mitigate overtourism. The case of Dubrovnik," *J. Travel Tour. Mark.*, vol. 37, no. 8–9, pp. 887–901, 2020, doi: 10.1080/10548408.2020.1828230.
- [28] P. Madzík, L. Falát, L. Copuš, and M. Valeri, "Digital transformation in tourism: bibliometric literature review based on machine learning approach," *Eur. J. Innov. Manag.*, vol. 26, no. 7, pp. 177–205, 2023, doi: 10.1108/EJIM-09-2022-0531.
- [29] M. Sawir, I. K. Mastika, H. Prayitno, A. Lestari, A. Nur'aini, and D. Hi. Arsyad, "Public relations strategies and sustainable tourism in Tolitoli Regency: a case study in the Indonesian context," *Cogent Soc. Sci.*, vol. 10, no. 1, p., 2024, doi: 10.1080/23311886.2024.2376163.
- [30] R. A. Kinseng, A. Kartikasari, N. Aini, R. Gandi, and D. Dean, "COVID-19 and the emergence of virtual tourism in Indonesia: A sociological perspective," *Cogent Soc. Sci.*, vol. 8, no. 1, pp. 1–15, 2022, doi: 10.1080/23311886.2022.2026557.
- [31] J. Baalbaki, "Egyptian crises and destination brand image: the resurrection of the mummy," *Curr. Issues Tour.*, vol. 27, no. 6, pp. 887–905, 2024, doi: 10.1080/13683500.2023.2187280.
- [32] B. King, G. Richards, and E. Yeung, "City neighbourhood branding and new urban tourism," *Curr. Issues Tour.*, vol. 27, no. 10, pp. 1649–1665, 2024, doi: 10.1080/13683500.2023.2214719.

- [33] A. Galiano-Coronil, S. Blanco-Moreno, L. B. Tobar-Pesantez, and G. A. Gutiérrez-Montoya, "Social media impact of tourism managers: a decision tree approach in happiness, social marketing and sustainability," *J. Manag. Dev.*, vol. 42, no. 6, pp. 436–457, Jan. 2023, doi: 10.1108/JMD-04-2023-0131.
- [34] S. Gulati, "Social and sustainable: exploring social media use for promoting sustainable behaviour and demand amongst Indian tourists," *Int. Hosp. Rev.*, vol. 36, no. 2, pp. 373–393, Jan. 2022, doi: 10.1108/ihr-12-2020-0072.
- [35] S. Cornell, R. W. Brander, and A. E. Peden, "Likes, comments, and emergency responses: exploring the burden of social media tourism on land managers and the need for risk communication," *Heal. Lit. Commun. Open*, vol. 2, no. 1, p. 2313846, Feb. 2024, doi: 10.1080/28355245.2024.2313846.
- [36] Y. Ma and W. Cai, "Social media in ethnographic research: critical reflections on using WeChat in researching Chinese outbound tourists," *Curr. Issues Tour.*, vol. 26, no. 20, pp. 3275–3287, 2023, doi: 10.1080/13683500.2023.2175203.
- [37] J. Han and H. Chen, "Millennial social media users' intention to travel: the moderating role of social media influencer following behavior," *Int. Hosp. Rev.*, vol. 36, no. 2, pp. 340–357, Jan. 2022, doi: 10.1108/ihr-11-2020-0069.
- [38] A. Sujoko, D. Rahmiati, and F. Rahman, "The role of radio as the public sphere for public political education in the digital era: Challenges and pitfalls," *Cogent Soc. Sci.*, vol. 9, no. 1, p. 2239627, Dec. 2023, doi: 10.1080/23311886.2023.2239627.
- [39] Y. Gao, Q. Zhang, X. Xu, F. Jia, and Z. Lin, "Service design for the destination tourism service ecosystem: a review and extension," *Asia Pacific J. Tour. Res.*, vol. 27, no. 3, pp. 225–245, 2022, doi: 10.1080/10941665.2022.2046119.
- [40] V. Vainikka, J. T. Vainikka, and E. K. Prokkola, "Geopolitics of mobile masses: refugee and tourist metaphors in Finnish-Russian bordertown media," *Tour. Geogr.*, vol. 0, no. 0, pp. 1–20, 2024, doi: 10.1080/14616688.2024.2328608.
- [41] W. Warcholik, "From authenticity to attractiveness of the natural and cultural heritage site as perceived by tourists in Ojców National Park," *Cogent Arts Humanit.*, vol. 10, no. 1, 2023, doi: 10.1080/23311983.2023.2247669.