

Creating English Articles About Kayutangan Heritage for Tugu Jatim

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ABSTRACT

This research aimed to develop seven English articles about Kayutangan Heritage for Tugu Jatim to address the lack of English tourism content on the Tugu Jatim website. The purpose of this research was to increase the number of English articles on the Tugu Jatim's tourism channel and align with Tugu Jatim's "Merawat Jawa Timur" slogan. This research utilized the analysis, design, development, implementation, and evaluation stages of ADDIE theory, an adaptation of the Design and Development Research model proposed by Richey Rita C. and Klein (2014). Data collection methods included published article and SEO content analysis, article design, interviews, and expert validation. This research resulted in six published articles of the seven article drafts in total. The six articles were published after matching with the article writing guideline and worth publishing. There was one article that was not published due to its non-SEO-friendly keyword usage, which made the title, lead, and conclusion irrelevant. The findings emphasize the importance of conducting SEO keyword research and creating interesting content to ensure article readability. The subsequent research was expected to develop SEO-friendly articles that contain local tourist destination promotion.

Keywords: English article, Tugu Jatim, Kayutangan Heritage, SEO

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INTRODUCTION

Article copywriting for the media plays an important role in advancing tourist attractions. In the realm of tourism, it is indispensable to produce informative content as a gateway for tourists to discover the core of the area's culture. Media also plays a pivotal role in growth, advancement, and publicity by enhancing the knowledge and recognition to fulfill the requirements and circumstances of domestic or foreign tourists. A media company can focus on creating engaging content for the people interested in tourism with a specific tourism platform. Media companies employ tourism channels to stimulate travel, increase revenue, and shape the image of the tourism sector by producing captivating contents. One of the media companies in East Java that develop tourism channels is Tugu Jatim.

Tugu Jatim generates numerous contents through its social media, mostly articles. Tugu Jatim produces Indonesian articles on each platform and started publishing English articles exclusively on the tourism channel. Tugu Jatim has initiated creating English tourism articles since June 2023 according to an interview conducted by the writer with the editor of Tugu Jatim.

The tourism channel of Tugu Jatim had produced many articles. Nevertheless, a disparity existed between the quantity of Indonesian and English tourism articles. Since the first tourism article was published in Tugu Jatim until January 9th 2024, there were seven hundred thirty-two Indonesian articles and fourteen English articles only that have been published.

Tugu Jatim had a lack of English products on their website. This was correlated with the research entitled "English in product advertisements in Belgium, France, Germany, the Netherlands and Spain," conducted by Gerritsen et al. (2007)." This research showed that the product advertisements in Belgia, France, Germany, Netherlands, and Spain used English as the language, however, the factual phenomenon is low, proven by only 13% of the text in total being in English.

Furthermore, there were merely two English tourism articles encompassing the tourist destinations in East Java on the Tugu Jatim website. The articles were entitled "Peek at the Unique Culture and Traditions of the Tengger Tribe in Bromo," and "Get to Know the Osing Tribe, An Indigenous Tribe In Indonesia from Banyuwangi." Additionally, this discrepancy was not consistent with the Tugu Jatim motto, which is "Merawat Jatim" means "Caring for East Java."

Subsequently, it was decided to develop English articles that concentrate on tourist destinations in East Java. To implement this, the writer and editor of Tugu Jatim conducted an analysis process through Google search and SEO optimization. This was intended to identify the appropriate tourist destination in East Java to be highlighted in the articles.

To address the challenges that have been identified in the analysis process, this research concentrates on developing English articles about Kayutangan Heritage for Tugu Jatim. The objective for this alternative was to increase the English tourism articles of Tugu Jatim about East Java tourist destinations. This process was also associated with the previous research, titled "Development of Tourism Village through CBT Approach in Kayutangan Heritage Village, Malang City," by Murtikasari and Tukiman (2021)." The previous research discussed that Kayutangan Heritage Village has successfully integrated various components of Community-Based Tourism (CBT) development, encompassing economic, social, cultural, environmental, and political dimensions.

However, there were few discrepancies between previous and current research. The focus of the previous research was on the development and management of Kayutangan Heritage Village through the Community-Based Tourism (CBT) approach, whereas this research was concentrating on the creation of English articles about Kayutangan Heritage for one of the media companies, namely Tugu Jatim. Furthermore,

the scope of the previous research was exclusively on Kayutangan Heritage Village, while the current research encompassed most of the whole area of Kayutangan Heritage.

In the process of article development, the writer wrote each article adhered to the article writing guideline of Tugu Jatim provided by the Tugu Jatim editor. The guideline was entitled "Pedoman Penulisan Artikel Tugu Jatim" in PDF form. The writer ensured each article accorded to the article writing tone of Tugu Jatim. The article writing tone provided requirements on every aspect, including titles, leads, subheadings, body, conclusion, photo format and caption. Additionally, the writer leveraged the main idea conducted by Frolova, Rogach, and Ryabova (2019) entitled "Mediatization of Tourism: New Trends and Tourist Attraction in the Online Space" (2019). This encouraged for examining several aspects from the social media users' point of view in exploring tourism-related topics.

The Tugu Jatim editor required the writer to follow the "Pedoman Penulisan Artikel Tugu Jatim" as a guideline and maintain the article writing tone of Tugu Jatim in writing each article. The writer was able to write organized article drafts and meet the Tugu Jatim article writing standard. While, the theory proposed by Frolova et al. (2019) was in line with the analysis and design stage of ADDIE (analysis, design, development, implementation, and evaluation) methodology by Richey Rita C. and Klein (2014). This theory allowed the writer to create articles with the eligible sources, while also ensuring that the contents match with the Tugu Jatim standard.

The focus of this research was on increasing the number of English articles about Kayutangan Heritage on Tugu Jatim website, while promoting the East Java tourist destination that in line with the Tugu Jatim slogan, which is "Merawat Jawa Timur," means "Caring for East Java." This research aims to create minimally five and maximally seven English articles about Kayutangan Heritage for Tugu Jatim. The research questions were about the lack of English tourism articles and a deficiency of English tourism articles promoting tourist destinations in East Java, specifically about Kayutangan Heritage.

METHOD

Design and Development Research (DDR), based on the methodology proposed by Richey Rita C. and Klein (2014) was utilized in this research. This methodology was employed due to its suitability to the requirements of the Tugu Jatim editor. Moreover, according to Aris et al. (2024), the methodology of Development Research (DDR) by Richey Rita C. and Klein (2014) provides reliable and valuable information.

This research was conducted starting from January 9th 2024 until May 20th 2024. As the context of this research was Tugu Jatim, this research was carried out in the Tugu Jatim office, while also exploring all the Kayutangan Heritage area. The writer collected all data in those areas by interview and observation.

There were five participants in total in this research. The writer divided participants into two sections. First section included the resource persons for interview-required articles, which were Prima, as the operations manager of Pasar Kita Kita; Zakiah, the owner of Rumah Jengki 976; and Aprilyanto, the owner of Calathea Garden. Second

section involved the validators which were Nafisyia Alfiani A., S.Pd., M.Pd, as the language validator and Imam Abu Hanifah (the Tugu Jatim editor), as the publication validator.

The corrective data from both validators were compiled into printed primary data documents provided by Tugu Jatim and signed by both validators, all entitled "Data Kelayakan Publikasi Penulisan Artikel untuk Tugu Jatim." The corrective data were gathered utilizing the technique of questionnaire. This method applied to both validators that met the Tugu Jatim requirements. Secondly, this technique demonstrated accurate corrective feedback from experts. Moreover, this method offered time-saving, which required a brief time before publishing the articles.

The writer utilized the analysis, design, development, implementation, and evaluation stages of ADDIE theory, an adaptation of the Design and Development Research model proposed by Richey Rita C. and Klein (2014) when collecting the data. The results from utilizing this theory were subsequently approved by the Tugu Jatim editor, providing a solid foundation for the research. Although, the challenge faced by the writer was ensuring to create SEO friendly articles and adjusting the articles to meet the Tugu Jatim's guidelines and SEO standards.

The writer began by conducting interviews with individuals for interview required-articles. The interview-required articles were selected by the Tugu Jatim editor. The interview data were then transcribed and used as primary sources for the article. Armed with the data gathered from interviews, the writer proceeded to draft the articles. The draft titles for the required interview articles were as follows:

1. Pasar Kita Kita: One of the Modern Markets in Malang-Where to Eat in Kayutangan Heritage
2. Calathea Garden: A Fairy House in the Garden of Kampoeng Heritage Kayutangan
3. Rumah Jengki 976: A Dutch Colonial House Design with Neo Colonialism Architecture in Kayutangan Heritage

For articles that did not require interviews, the writer conducted a literature review using online sources. The sources accessed included the official website of Kampoeng Heritage Kayutangan, official websites and Instagrams of hotels near Kayutangan Heritage, and official website of Katolik Hati Kudus Yesus Kayutangan Church. Therefore, four draft articles were produced with the following titles:

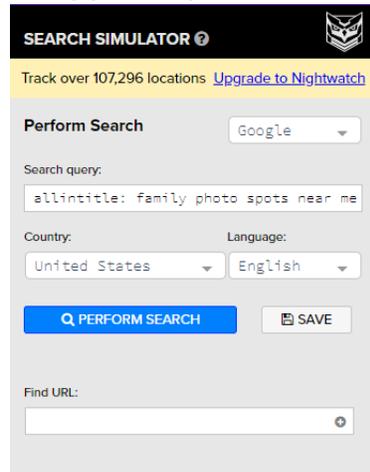
1. Best for your Me Time! 5 Hotels Near Kayutangan Heritage to Early Check In
2. Unique Village, Many Spots at Kampoeng Heritage Kayutangan to Seeking Perfect Place for "Photo Hunting"
3. Family Photo Spots Hunting Near Kali Sukun or Me Time in Calathea Garden, Let's Find Out 7 Things to Do in Kayutangan Heritage
4. Sacred Heart of Jesus: Old Catholic Church Near Me in Kayutangan Heritage

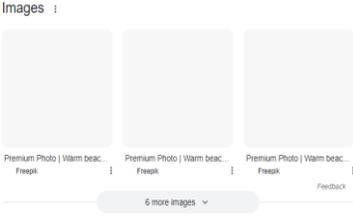
Following the completion of all drafts, the draft articles were sent to a language validator first for correction. By this process, it was indicated that revisions about the grammar and content were necessary for all drafts except for "Sacred Heart of Jesus: Old Catholic Church Near Me in Kayutangan Heritage."

After revising the drafts, the writer submitted them to the Tugu Jatim editor for content and SEO-friendly correction. All drafts, except for "Best for your Me Time! 5 Hotels Near Kayutangan Heritage to Early Check In" and "Sacred Heart of Jesus: Old Catholic Church Near Me in Kayutangan Heritage," required further revisions. Subsequently, the writer resubmitted the drafts to the Tugu Jatim editor for the publication review.

FINDING AND DISCUSSION

Table 1: The unpublished article entitled "Family Photo Spots Hunting Near Kali Sukun or Me Time in Calathea Garden, Let's Find Out 7 Things to Do in Kayutangan Heritage"

FAMILY PHOTO SPOTS HUNTING NEAR KALI SUKUN OR ME TIME IN CALATHEA GARDEN, LET'S FIND OUT 7 THINGS TO DO IN KAYUTANGAN HERITAGE (UNPUBLISHED)		
Structure	Photo	Description
Keyword	<p>family photo spots near me</p>  <p>The screenshot shows a search simulator interface. At the top, it says 'SEARCH SIMULATOR' with a logo. Below that, it says 'Track over 107,296 locations Upgrade to Nightwatch'. There is a 'Perform Search' section with a 'Google' dropdown menu. The search query is 'allintitle: family photo spots near me'. There are dropdown menus for 'Country: United States' and 'Language: English'. At the bottom, there are buttons for 'PERFORM SEARCH' and 'SAVE', and a 'Find URL:' field.</p>	<p>This keyword was founded based on the analysis from NightWatch SEO tools (US) resulting that only one competitor using the keyword "family photo spots near me."</p>

	 <p>Images 1</p> <p>Premium Photo Warm beac... Freepik</p> <p>Premium Photo Warm beac... Freepik</p> <p>Premium Photo Warm beac... Freepik</p> <p>6 more images ▾</p> <p>Freepik https://www.freepik.com...premium-image-warm-b... Warm beaches in march vacation spots near me for family ... Jun 16, 2024 — Download this Premium Photo about Warm beaches in march vacation spots near me for family most beautiful caribbean beaches, and discover ...</p>	
Title	<p>Title:</p> <p>Family Photo Spots Hunting Near Kali Sukun or Me Time in Calathea Garden, Let's Find Out 7 Things to Do in Kayutangan Heritage</p>	<p>The writer wanted to make it intriguing by the words ""Hunting" and "Let's Find Out."</p> <p>It was also adapted the articles title style of Listical, which can be shown in the sentence ""7 Things to Do."</p> <p>The keyword "family photo spots near me" was involved in this title.</p> <p>The main picture was also provided, it was aimed to show the beauty night situation of Kayutanga Heritage.</p>
Introduction	<p>Looking for photo spots with family near Sukun River or me-time in the fairy house garden in Kayutangan Heritage would be cool. However, there are plenty of experiences that are worth trying for Kayutangan Heritage visitors. Here are 7 things to do in Kayutangan Heritage.</p>	<p>The writer spoke directly to readers target, which were tourists interested to Kayutangan Heritage.</p> <p>The keyword "family photo spots near me" was included which aligned with the sentence.</p> <p>In the last sentence, the writer perused readers to take a look at the list of 7 things to do in Kayutangan Heritage.</p>

Article
Content
(Body)

1. Visiting Kampong Heritage Kayutangan



Arief Rahman Hakim Street Alley 2, one of the spots to enter Kampong Heritage Kayutangan (photo/rizalkautsar)

There are a lot of things, from stunning photo spots hunting near Sukun River to family chilling or me time in a cozy cafe. This place is a thematic village in Malang known for its cultural heritage and historical value.

Kampong Heritage Kayutangan can be entered by three spots. First, on Alley 6 of Basuki Rahmat Street. Second, on Alley 4 of Basuki Rachmat Street. Third, at Arief Rahman Hakim Street Alley 2.

You can explore many experiences in Kampong Heritage Kayutangan. It includes visiting vintage houses, photo spots hunting at Sukun river, antique treasure hunting, or enjoying Keroncong music at Griya Moezieik and many more.

2. Vintage Houses Visit

In Kampong Heritage there are many vintage houses that have been established since the Indonesian Dutch colonial era. It includes Rumah Hamur Mbah Ndut, Rumah Jengki 976, Rumah 1870, Rumah Nyik Aisyah, Rumah Jamu, Rumah Punden, Rumah Jacob, and many more.

Some houses provide a perfect spot for visitors for grabbing a bite and chilling out, like Rumah Hamur Mbah Ndut, Rumah Jengki 976, Rumah 1870, Rumah Jamu, and many more.

This part explained about the informations about Kampong Heritage Kayutangan and the recommended activities in this place.

It started with aligned the keyword to the first sentence by restate the sentence in introduction section. The writer provided the alternatives routes to make the visitors easier when entering this place. Recommended experiences in Kampoenge Heritage Kayutangan were stated in the third paragraph of this section.

This was aimed to inform readers about the vintage houses with Dutch colonial style that can be visited by the visitors.



Rumah Hamur Mbah Ndut, one of the vintage houses in Kampung Heritage Kayutangan that existed since 1923 (photo/rizalkautsar)

Photo Spots Hunting at Kali Sukun



Night view of Kali Sukun where people can enjoy the soothing vibe of the river (photo/rizalkautsar)

The Sukun River, also known as the Kali Sukun, is a river that flows through Kampung Heritage Kayutangan. It is believed to have existed since the 12th century. The river is named after the Sukun area, where it originates from the Brantas River Basin and flows to Kepanjen.

This historic river is not just a blast from the past; it's also a popular spot for taking Instagrammable pics. Visitors can also grab a bite and chill out while enjoying the riverbank vibes.

4. Antique Treasure Hunting

In Kampung Heritage Kayutangan, visitors can explore shops selling unique antique items like those found at the Yowis Ben Gallery and AEO Gallery.

You'll discover old cameras, pottery, vinyl records, vintage suitcases, decorative lamps, chandeliers, old typewriters, and interior decorations salvaged from historic buildings.

There was also a supporting picture provided as a representative of the vintage houses.

These paragraphs explained about Kali Sukun as a recommended photo spot at Kampung Heritage Kayutangan.

In these paragraphs, a brief history of Kali Sukun based on the informations from official website of Kampung Heritage Kayutangan was included.

The writer also provided a supporting picture that imply visitors to take picture at Kali Sukun at night.

The writer provided the locations for treasure hunting, offered a descriptive list of variety of unique antique itmes, and influenced readers to discover "hidden gems" in the Kampung Heritage Kayutangan.



Old radio tape and cassettes, vintage treasures of Kampong Heritage
Kayutangan (photo/rizalkautsar)

5. Me-Time Chilling at Calathea Garden



Calathea Garden, a fairy house garden that perfect for me-time while
enjoying the Bougainvillea vines (photo/calatheagarden)

This fairy house garden is located at 129 Arif Rahman Hakim Street
Kauman, Klojen District, Malang. Calathea Garden serves a chilling spot
that is surrounded by lush greenery and a stunning Bougainvillea that is
really eye-catching.

This supporting photo was also included to show the examples of treasure that can be found in this place.

The writer described the Calathea Garden include the location, while the focused was on the relaxation and enjoying nature.

The writer highlighted unique features like the "fairy house" and stunning Bougainvillea.

The supporting picture was provided to show that there are several tourists attracted to Calathea Garden.

6. Fuel Your Night with Live Music



Fantastic Band, one of the musicians, entertain the Kayutangan Heritage visitor through their performance (photo/rizalkautsar)

When you're walking through Basuki Rahmat Street (Kayutangan Heritage), you'll find plenty of musicians giving performances to visitors. Lots of visitors jam their favorite songs with the musicians that perform at that time.

7. Indulge in Culinary Delights at Pasar Kita Kita



Nasi Telor Kalimantan, one of the local menus at Depot Juang 45 of Pasar Kita Kita that you must taste (photo/depotjuang45)

Pasar Kita Kita is basically a modern market that is located at Jendral Basuki Rachmat Street No. 24e, Malang. This place provides a range of food and drink choices in a single location, all within a cozy and visually appealing environment perfect for Instagrammable moments.

Through this paragraph, the writer implied that it is not worth it to visit Kayutangan Heritage without enjoying live music performances along Basuki Rahmat Street. It was also provided an authentic supporting picture to show the musicians play in live music performance at Kayutangan Heritage.

This paragraph explained about Pasar Kita Kita Malang is a best choice for visitors to culinary hunting. A supporting photo of Nasi Telor Kalimantan, one of the local menus at Pasar Kita Kita Malang, was provided to entice readers, especially foreign readers who want to taste local foods.

Conclusion

You can easily choose one of your favorite things to do, either family photo spots hunting near Kali Sukun or enjoying me-time at Calathea Garden, and many more. Alongside the many enjoyable activities for visitors, it's important to remember that Kayutangan Heritage holds a significant place in Indonesia's history, dating back to the Dutch Colonial Era.

In the conclusion paragraph, the writer summarizes the whole content of this article, while also aligned the keyword "family photo spots near me" into the paragraph.



Caption: Stunning street view of Kayutangan Heritage in the evening (photo/rizalkautsar)



Caption: Arief Rahman Hakim Street Alley 2, one of the spots to enter Kampoeng Heritage Kayutangan (photo/rizalkautsar)



Caption: Rumah Hamur Mbah Ndut, one of the vintage houses in Kampoeng Heritage Kayutangan that existed since 1923 (photo/rizalkautsar)



Caption: Night view of Kali Sukun where people can enjoy the soothing vibe of the river (photo/rizalkautsar)

Multimedia



Caption: Old radio tape and cassettes, vintage treasures of Kampoeng Heritage Kayutangan (photo/rizalkautsar)



Caption: Calathea Garden, a fairy house garden that perfect for me-time while enjoying the Bougainvillea vines (photo/calatheagarden)



Caption: Fantastic Band, one of the musicians, entertain the Kayutangan Heritage visitor through their performance (photo/rizalkautsar)



Caption: Nasi Telor Kalimantan, one of the local menus at Depot Juang 45 of Pasar Kita Kita that you must taste (photo/depotjuang45)

Source: CREATING ENGLISH ARTICLES ABOUT KAYUTANGAN HERITAGE FOR TUGU JATIM - Thesis Report

The findings indicated that an article entitled “Family Photo Spots Hunting Near Kali Sukun or Me Time in Calathea Garden, Let's Find Out 7 Things to Do in Kayutangan Heritage,” was categorized as an unpublished article due to the consideration of the Tugu Jatim editor. The justifiable reason for setting aside this article to not be published was mainly about the keyword. The keyword of this article was “family photo spots near me.” It was assumed that this keyword was difficult to include this keyword into the title, lead paragraph, and conclusion paragraph. This keyword made the draft result of those three sections look so complicated to understand.

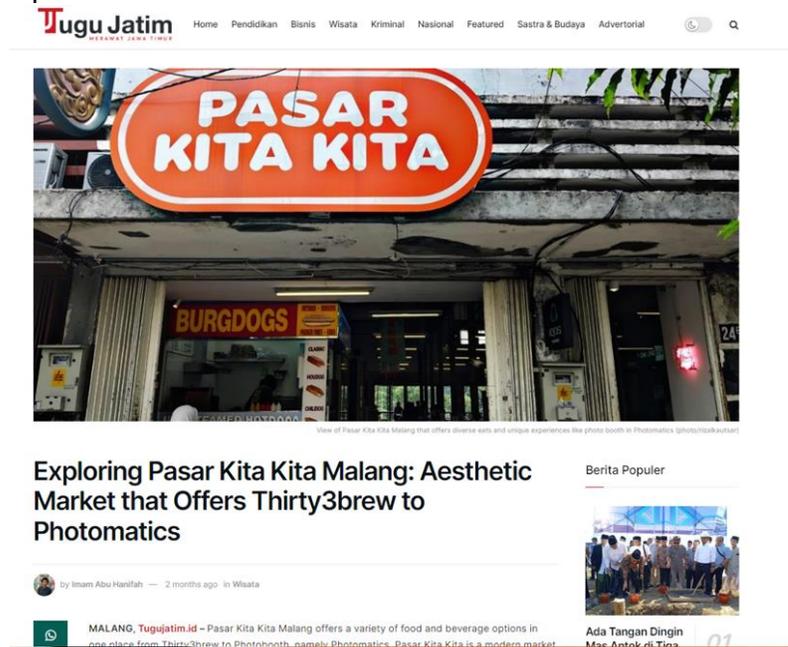


Figure 1: The website published version of Exploring Pasar Kita Kita Malang: Aesthetic Market that Offers Thirty3brew to Photomatics



Figure 2: The website published version of Calathea Garden: A Fairy House in the Garden of Kampong Heritage Kayutangan

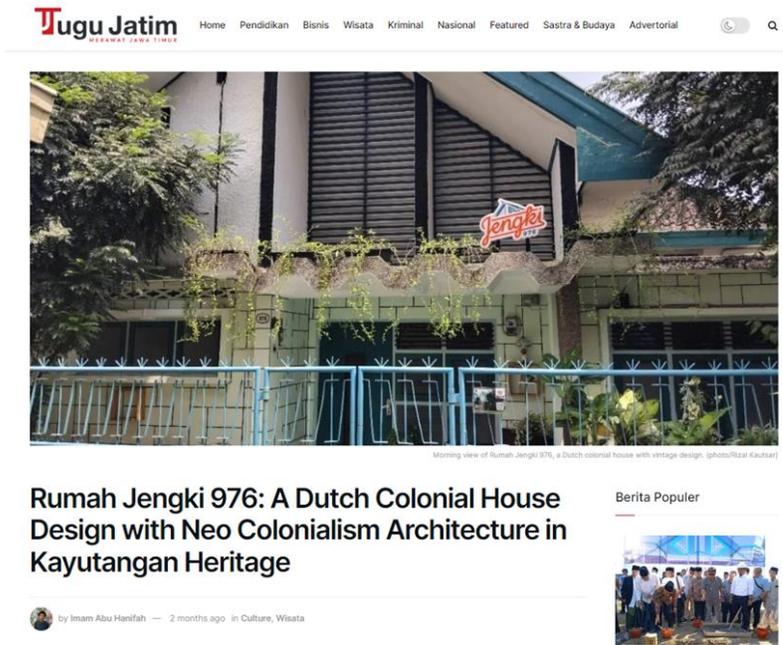


Figure 3: The website published version of Rumah Jengki 976: A Dutch Colonial House Design with Neo Colonialism Architecture in Kayutangan Heritage

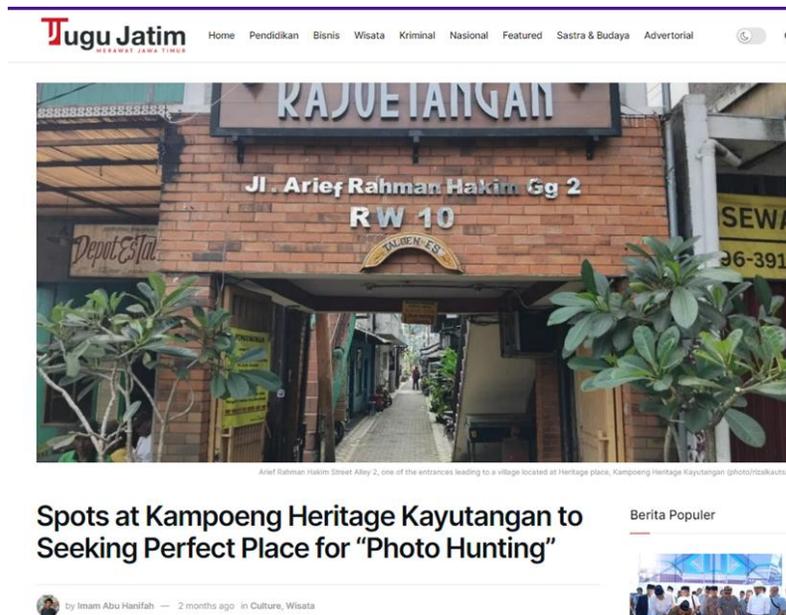


Figure 4: The website published version of Spots at Kampong Heritage Kayutangan to Seeking Perfect Place for "Photo Hunting"



Figure 5: The website published version of Best for your Me Time! 5 Hotels Near Kayutangan Heritage to Early Check In



Figure 6: The website published version of Sacred Heart of Jesus: Old Catholic Church Near Me in Kayutangan Heritage

Notwithstanding, there were six English published articles about Kayutangan Heritage. The Tugu Jatim editor discovered that these articles fulfilled the article writing guidelines of Tugu Jatim and were worth publishing. Additionally, it can be concluded that the results increase the number of English articles on the Tugu Jatim website.

In general, the article writer should be really concerned about the keyword usage before publishing the article. It was implied that not all keywords that indicated as having sufficient volume, KD (Keyword Difficulty), and CPC (Cost Per Click) to be considered SEO-friendly can be directly implemented into an article. The writers of the article should have skills and experiences to optimize keywords and adapt them ideally into the structures of the article.

In relation with the previous research, it was focused on developing the area and utilized CBT Approach as their platform. While this research was aimed to develop articles that all contained information about one of the local tourist destinations. Additionally, the scope area of the previous research was specifically in the Kampoeng Heritage Village, while this research encompassed Kayutangan Heritage area, culinary spots at Kayutangan Heritage, hotels near Kayutangan Heritage, and Katolik Hati Kudus Yesus Kayutangan Church.

The findings indicated that the theory of ADDIE from the Development Research (DDR) model was useful for writing articles, especially in the implementation and evaluation stages. By going through the implementation and evaluation steps, the writer might complete the article drafts, however, without using the implementation and evaluation processes, the writer might not allow for feedback and necessary revisions from experts to ensure the article's quality before publication.

CONCLUSION

The writer succeeded in producing six published articles by implementing five stages of ADDIE, adapted in Design and Development Research by Richey Rita C. and Klein (2014). The factors of fulfilling the article writing guideline of Tugu Jatim and worth publishing had caused the six articles to be published according to the Tugu Jatim editor. It increased the number of English articles on the Tugu Jatim website. Notwithstanding, there was also one article that was not published, because of the keyword usage that was not SEO friendly based on the Tugu Jatim editor analysis.

It was also indicated that the writer successfully fulfilled the Tugu Jatim editor instructions. The writer followed the instructions of the Tugu Jatim editor starting from the analysis process until the submission of the articles. The writer contributed in adding the English content on the Tugu Jatim website.

In theoretical implications, this research offers new insights into utilizing SEO in local tourism content, aligning with the requirement to increase English-language content on the Tugu Jatim website. By adhering to the provided guidelines and instructions, it is possible to create SEO-optimized content that meets the company standards.

This research also offers methodological implications, as demonstrated by the application of the ADDIE model from the Design and Development Research (DDR) model. This theory, which is rarely applied to article creation, has proven successful in producing articles that meet the publication standards of the Tugu Jatim website.

Additionally, this research practically emphasizes the need for media companies like Tugu Jatim as a platform to implement the English articles that are SEO-friendly, and containing local tourism promotion that can reach into the foreign viewers.

The first suggestion from the writer is for Tugu Jatim, to create more English content. It is aligned with the slogan of Tugu Jatim which is “Merawat Jawa Timur” or “Care for East Java.” The second suggestion is for further researchers. It is suggested to create lots of interesting English contents that promote local tourist destinations, beside Kayutangan Heritage. Furthermore, it is important to expand the knowledge about how to find and apply the SEO-friendly keyword into an article.

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