

DIGITALIZATION OF LITERARY WORKS FOR TOURISM PROMOTION IN WEST SUMATRA, INDONESIA

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Abstract

Tourism literature establishes a reciprocal relationship between literature and tourism, with the digitization of literary works offering significant potential for tourism development. This research explores the use of digitalized literary works as a medium for promoting tourism in West Sumatra, Indonesia. Employing a qualitative descriptive method and a tourism literature approach, the study incorporates a literature review to analyze works related to West Sumatra. These are categorized into various forms of digitalized literature, including electronic books, audiovisual media, and films. The findings demonstrate that technological advancements expand the accessibility of literary works, reaching broader audiences and enhancing the potential for tourism promotion. Digital formats, such as videos shared on social media and films, provide imaginative portrayals of West Sumatra, transforming literary narratives into compelling visual experiences that highlight local tourist destinations. The study concludes that digitalization not only preserves the essence of literary tourism but also amplifies its impact by strengthening promotional strategies. By leveraging digitalized literary works, this approach is anticipated to attract more tourists and elevate the profile of West Sumatra as a vibrant cultural and tourism destination.

Keywords: *digitalization; literary tourism; media; promotion; transformation*

1. Introduction

Literary digitization is one of the ways to maintain the existence of literary works. Literary digitization is a process of transferring literary works from conventional media to digital media. In other words, digitization converts all forms of printed documents into digital forms (Deegan, 2002). Meanwhile, the digitalization of literature uses digital technology or digitized information that provides value or meaning in a new form. Digital media platforms have changed book culture and become a trend (Murray, 2018), so this transformation can provide new development opportunities. The term digitalization of literature is often associated with digital literature. Digital literature, or what is also commonly called electronic literature, is generally considered not to include printed literature that has been digitized (Hayles, 2008), so the two are different even though they use the same media.

The benefits of digitalizing literature are not just about preservation but also about widening access to literary works (Mustofa, 2018). By digitizing literature, we can ensure the longevity of conventional literary media, such as paper and books. This process serves as an eternal storage, preserving literary works that are no longer published. More importantly, the digitalization of literature can facilitate public access, allowing a broader community to reach these literary treasures and democratizing the literary world.

In addition to the digitalization of literature, literary works have played a significant role in fields that can provide a more tangible impact on society by building interdisciplinary relationships. This relationship can help maintain the existence of literary works, such as folklore, novel, drama, etc. Maintaining the existence of literary works can be utilized in other sectors, such as education, economics, and tourism. This relationship must be mutualistic for each field so that the literary field benefits and the fields that collaborate in this interdisciplinary field. Similar to the literary field, other fields are also adapting to the development of the era that must involve technology in operating. The similarity of innovation in using digital technology allows the literary field and other fields to work together.

Tourism is one of the most fields that has been affected by digital technology. The use of digital technology in tourism is considered a tool that improves the attraction of tourist destinations. Since digital technology plays an essential part in society, it offers the chance to grab society's attention and enhance the target market. Tourism has developed by collaborating with other fields in the multidisciplinary field, such as literature, but digital technology must be connected to it.

The use of literature in tourism has been proven effective. In addition to its function as a promotional medium, literature can provide an identity to tourist destinations (Pratiwi et al., 2024). The identity attached to the place is constructed through stories that spread to the community. This attachment forms a collective memory of the place and its relationship with the narrative heard by the community, creating the identity, which is very influential in introducing and disseminating tourist destinations to the community so that they are more widely accessible. Tourist destinations need to have an identity so that tourists are interested in visiting the place, and this will make it easier for them to remember their experiences of the place. This is expected to spread through sharing tourist experiences with others and can attract people to visit the tourist destination. In addition to forming an identity, sharing experiences is crucial in increasing the number of tourist visits. Effective media has a vital role in sharing and spreading these travel experiences.

The development of tourism can use a digital technology for the media by maintaining the use of literature. Collaboration between these variables will be the use of literary digitalization in promoting tourism. This study aims to explain the form of digitalization of literary works that can have impacts on tourist destinations so that the results of the literary digitalization process can be useful as a medium in promoting and advancing tourism and increasing the community's creative economy in the tourist destination. The benefit of this research is to show the influence of the digitalization of literary works as a medium for tourism promotion. One of the impacts of literary digitalization is it can reach a broader community, making the digitalization of literature potentially developed as a strategy for developing tourism and improving the economy of tourist industries, and the local communities.

The potential of digitized literature in the economic field is related to the broader target market. The target market can include conventional readers who switch to digital media and the people who have not been reached by conventional methods. The positive impact of the collaboration of Literary Tourism by utilizing technology in the form of digitalization of literature is it can be an effective promotional media. This media introduces and promotes tourist destinations in the era of globalization where everyone uses gadgets and technology in their daily lives.

2. Literature Review

Digital technology has proven highly efficient to promote tourist destinations and reach specific visitors based on their preferences and interests. The increase in the attractiveness of a place to visit and become a tourist destination occurs because it is displayed in the media in various forms (Agarwal & Shaw, 2018). Many studies have discussed how digital media influences tourism relationships. One article entitled *Digital adoption and its impact on tourism arrivals and receipts* (Al-Mulali, et al., 2021) discusses that digital adoption has an essential and significant role in increasing tourist arrivals. This study also shows that digital media is important for the tourism industry because it revolutionizes tourism business initiatives, products, experiences, and ecosystems.

The study entitled *Tourism Innovation and The Role of Technology In Enhancing Visitor Experiences* (Sunder, et al., 2024) highlights the importance of tourism innovation and the critical role of technology in enhancing visitor experiences. The transformative impact of technology on tourism enables destination and tourism managers. To create memorable experiences for visitors. Technological innovation can improve visitor satisfaction, encourage sustainable tourism practices, and drive economic growth.

The role of digital technology also supports tourism promotion media. A study entitled *Digital transformation and the new combinations in tourism: A systematic literature review* (Gutierriz, et al., 2023) explains how tourism is developing through the development of technology in the field. Digital platforms have great potential in tourism marketing, especially for small businesses that must compete with larger ones. The use of digital technology has the potential to enable small tourism businesses to benefit from the application of digital technology and online marketing according to their more pressing needs to stand out among their competitors with limited promotional budgets.

Tourism advertising and marketing, in addition to prioritizing promotional tools or media, certainly requires narratives and content that can attract tourists to visit. Literature can be a part of that. As in the study entitled *Literary Tourism: Opportunities and Challenges for the Marketing and Branding of Destinations?* (2014), literary tourism continues developing from small scopes to mass tourism. Many literary works now present in other media no longer make their audiences in particular groups but can also reach other groups. The representation of literary works in other media that can reach out broader community makes it considerable to be a promoting tool, especially in promoting tourism.

Literary Tourism can be one of the multidisciplinary fields that help promote tourism. In addition, this collaboration can also provide space for the literature field to implement itself in the real world. Both fields are also developing in terms of the use of digital technology. The similarities in using this technology provide new opportunities in literary tourism to innovate and advance the field. The development of literary tourism is also inseparable from the influence of digital media.

3. Research Method

This study uses a qualitative descriptive method that focuses on data from the results of a literature review. The primary data are digitized literary works that can be developed into tourism promotion media. Literary works were selected by considering literary elements supporting tourism: authors, characters, settings, and others. At the same time, secondary data are from academic and popular articles and other supporting data related to the relationship between the digitalization of literature and tourism. The data were limited to the adaptations of written literary works related to the West Sumatra province. Literary works were chosen based on their connection to West Sumatra's cultural and literary heritage. They were identified through a literature review focused on sources such as printed books, online archives, and regional publications. Each work was classified into one or more categories of digitalization: electronic books, podcasts, films, or videos on social media, based on their current or proposed digital formats. This classification helped create a comprehensive overview of the digital presence of literary works related to West Sumatra and its role in promoting the region's cultural identity. After the data collection stage, the study continued with the analysis process using a tourism literature approach. The analysis stage using this approach displayed the influence of literary works on tourism development strategies. The analysis focused on the story's strength or elements in literary works that could be the effective medias for promoting tourism through digital media.

4. Results and Discussion

Literary Tourism is one of the interdisciplinary fields that is also developing in the use of digital media. As in the concept of literary tourism, tourism requires a narrative that can represent tourist destinations and tourism activities. Many studies have shown an increasing awareness of the importance of literary elements in tourism (Yiannakis & Davies, 2011). Literary elements, such as authors, characters, plots, and settings in literary works related to a region, become essential variables in making the region a tourist destination. These literary elements become an attraction for literary pilgrims who want to experience firsthand how to live in a story they read. For this reason, literary pilgrims will look for 'a physical body that allows their senses to connect with the object being read' (Robertson & Radford, 2009).

In tourism literature, narrative is the primary source of information about a place that stimulates travel motivation (Charapan & Mikulich, 2019). In the fictional literary genre, events and characters are imaginative, and readers are attracted to places where magical and real actions occur. The story in a literary work creates a fictional world in the reader's imagination, forming a perception of an area related to the story. The formation of this perception makes literature very important in making meaning and interpreting a space. Through literature, readers will be carried away into an imaginary world, which then triggers them to explore the physical location of the imaginary world (Reijnder, 2016).

The essence of tourism literature is juxtaposed with technology to form a digitalization of literature with dual power in developing tourism. The combination of the two has more significant potential in covering the community. The correct narrative is critical in economics and business (McKee & Gerace, 2018), and stories in literary works can fill the narrative. Meanwhile, technology can provide unlimited space to reach a broader target market. The combination of exciting stories in literary works and the use of digital media

that effectively covers a wider community makes digital literature potentially developed in marketing strategies.

Digitalization of literature can be represented in various forms, including audio, visual, and audiovisual. This study classifies literary digitization data, including e-books as a visual form, podcasts as an audio form, and films and videos on social media as an audiovisual form. The forms of literary digitization that can be a strategy for developing literary tourism are as follows:

4.1 Electronic Books

Reading literary works through e-books has the same influence as the influence of literature on the concept of literary tourism. Different media provide opportunities to reach a broader community without reducing the benefits contained in literary works to the tourism sector. Digitalization of literature in the form of e-books can be available anytime and anywhere. Without the limitations of space and time, it allows the public to explore literary works more effectively and efficiently. With new media that provide new strengths, literature can still support its role in interdisciplinary relations with the tourism sector.

Many literary works have transformed from print to digital media and influenced tourism. England has literary works written by the author, Jane Austen. Her works have been widely available in digital form and various languages. This incredible figure in the world of English literature provides an opportunity for tourism to target a tourism package to attract Jane Austen fans worldwide. This tourism package is the Jane Austen Tour (Spooner, 2014). Indonesia also has *Laskar Pelangi* (Hirata, 2005), which has significantly impacted the economic and tourism sectors in Bangka Belitung (Wiratama & Pasaribu, 2022). This best-selling book, which has received many awards and has been available in various languages, is now also available in digital form. The e-book form of *Laskar Pelangi* novel is now available in the government's electronic library repository, making *Laskar Pelangi* even more accessible. This broad reach of the community makes people aware of the locations that later developed into tourist destinations in Bangka Belitung.

West Sumatra also has literary works that have gone through the digitization process, including *Sitti Nurbaya Kasih Tak Sampai* (1922), written by Marah Rusli, which is now available and can be accessed through the electronic library repository of universities in Indonesia. This novel has succeeded in becoming an icon of West Sumatra with a bridge named after the title, the Sitti Nurbaya Bridge. This bridge has now become one of the mandatory tourist destinations for tourists visiting West Sumatra, especially Padang City. The development of the Sitti Nurbaya tourist destination can also involve the author in a series of literary tours, including a visit to the Marah Rusli House and Museum (Ferdinal et al., 2019).

The same strategy can also be implemented in other literary works, including folklore. The success of the story of *Malin Kundang* (Safitri, 2011) and his statue at Air Manis Beach, Padang City, West Sumatra, is worthy of developing other regions. Efforts can be made to digitize Minangkabau folklore. This folklore has been proven positively having impact in developing community characters and educational values (Ferdinal & Oktavianus, 2024). Digital media can provide access to the community and increase awareness of the social values of Minangkabau and the regions in West Sumatra. Introducing regions in West Sumatra through the dissemination of folklore can develop the region into a tourist destination that impacts the community's economy. Folklore can also be the tourist

destination's identity for branding the location (Pratiwi et al., 2023). One folklore already available digitally is the Legend of Danau Kembar (Anugrah, 2017).

Through digitizing literature in the form of e-books, people can access it at leisure and read the literary works they want. The availability of these literary works in digital form provides easy access for modern readers who prefer to read through digital media rather than print media. Time efficiency is also one of the advantages of getting books because readers no longer need to go to a bookstore to buy books or to the library to borrow them. Searching for books is also more effective when keywords are typed in the search column, and the book is immediately available.

The influence of literature in the field of tourism has also remained the same, even giving new strength to the use of digital media. Literary tourism can be produced from the desire of the community to get a moment to experience the imaginative life depicted in literary works. In addition, with literary tourism, the community can connect to historical locations related to the author and his story. Literary tourism also offers an experience beyond the simple biography available in the text without changing the value of the text as a reference.

4.2 Podcasts

Podcast is one of the media used in the digitalization of literature. The podcast comes from a combination of the words iPod and broadcasting, a method of distributing multimedia files of audio and video through certain software subscriptions (Lee & Gretzel, 2006). Podcasts have the power of audio form as well as the power of radio. Podcasts offer content that the public can hear without seeing it in visual form (Li et al., 2024). Although many podcasts are broadcast in audio-visual form, the essence of podcasts being an audio method is preserved, and they can still be enjoyed without seeing the visual form.

Literary works can be content in a podcast. The existence of literary works in the world of technology can also develop by entering the field of podcasts. The New Yorker is a magazine from the United States that is available in print and online. One section of the magazine is The New Yorker Fiction Podcast, which features readings of literary works (Treisman, 2007). In Indonesia, the Ministry of Education, Culture, Research, and Technology has also launched a podcast called Sandiwara Sastra (Kemdikbud, 2020), which aims to introduce and revive Indonesian literary works by transferring media to the Podcast audio medium. The development of internet-based technology provides the assumption that the same audio medium, Podcast, can make people more interested in literary works. The discussion method in a podcast about literary works can also provide inspiration and interpretation of the work. The storytelling method can also be used to deliver a podcast's content, making the Podcast a preserver of the storytelling tradition.

Podcasts have become a learning medium in the field of education, and now podcasts have become an exciting medium in the field of tourism. The topic of tourism has become a popular sub-genre in podcasting and can be a marketing tool for tourist destinations (Feifan Xie, P., & Lew, A. A., 2008). The uniqueness of podcasts is their availability on various technological devices, such as computers, laptops, and smartphones (Kargozari & Zarinkamar, 2014), providing easy access for the public and impacting the target market's breadth. In addition, Podcasts can provide information related to tourist destinations that are useful for tourists in deciding on tourist destinations.

The Literary Tourism approach in using Podcasts as a development medium is the use of literary works related to tourism as content that can be delivered using storytelling. In a study entitled *Podcast Storytelling: A New Way of Tourism Marketing in Indonesia* (2023), it is explained that the use of Podcast media in the tourism sector is starting to develop, and the storytelling approach is fundamental in creating a sense of place and better connections with the target market. Stories in literary works related to tourist destinations can provide interesting information in providing reasons for visiting the place. As with the concept of Literary Tourism, stories in literary works can attract tourists to see the places in the story directly and provide the sensation of feeling directly what the characters in the story feel. The combination of Podcast usage strategies in Literature and Tourism can be the basis for developing these fields in this technological era.

One of the podcasts that discusses tourism in Indonesia is o, which is one of the episodes that discusses tourism in West Sumatra. Meanwhile, Podcasts that use Minangkabau Literature as content are widely available on Podcast applications, such as iPhone Podcast, Spotify, Google Podcast, and others. People can search by typing the keywords West Sumatra or Minangkabau, and related content will appear. However, most of the content is folklore or fairy tales in Podcasts with the theme of Children's Literature. Podcasts that specifically discuss Minang Literature must be available to develop this strategy. More specifically, Podcasts that discuss Literary Tourism must be developed to implement the digitalization strategy of literature for tourism to work effectively.

4.3 Films

One form of literary digitalization is the adaptation of literary works to the film medium, which has become a tourism business strategy. New Zealand has the Lord of The Rings Tour (Peaslee, 2011) as tourism from the film of the same title, which is an adaptation of the novel by J.R.R. Tolkien. This literary tour is also known as the Tolkiens Tour, a tour of visits to the filming locations of Lord of The Rings (2002). In Indonesia, the novels *Laskar Pelangi* (2008), *Dilan 1990* (Baiq, P., 2015), and *Bumi Manusia* (2019) are some of the literary works that were successful when transformed into films and had an impact on the development of tourism. The success of the film *Laskar Pelangi* made tourism in Bangka Belitung grow even more. Meanwhile, the novel and film *Dilan 1990* raised public interest in visiting the city of Bandung (Putra & Maulasena, 2022). *Bumi Manusia* by Pramoedya Ananta Toer (2005) has long been famous in Indonesian literary circles and became even more famous when adapted into film. This film adaptation also impacted tourism in the city of Yogyakarta, where the film was shot (Sushartami & Hadrian, 2022).

Many studies have discussed film's impact on tourism, such as *Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives* (Hudson & Ritchie, 2006) and *Film tourism – Evolution, progress and prospects* (Connell, 2012). The influence of film on tourism even has its term, namely film-induced tourism, defined as a visit to the location where the film was made, including studios and theme parks related to the film (Beeton, 2016). The film is essential for a society that can attract the masses. For that, film can reach the broader community and has the potential as a tool in marketing strategies, including tourism. Marketing is one of the essential components of tourism that impacts the economic progress of a region and its people. Therefore, the progress of tourism is measured by the number of visits made by tourists.

West Sumatra is one of the areas that has become a location for famous films in Indonesia. Some of the films are adaptations of literary works, such as *Di Bawah Lindungan Ka'bah* (2011), *Negeri 5 Menara* (2012), *Tenggelamnya Kapal Van Der Wijck* (2013), *Ranah 3 Warna* (2022), *Buya Hamka* (2023). Two of these films are the works of Buya Hamka: *Under the Protection of the Kaaba* and *Tenggelamnya Kapal Van Der Wijck*. While the other three are the works of Ahmad Fuadi.

Based on the concept of Film-induced Tourism, the first literary element we must pay attention to is the setting. The setting of a film and a novel can differ, but both can influence people visiting the related location. In the film *Di Bawah Lindungan Ka'bah*, the filming location was in Nagari Seribu Rumah Gadang, Solok Regency. In the film *Tenggelamnya Kapal Van Der Wijck*, the filming location was in Tarusan Kamang, Tanah Datar Regency. Meanwhile, the three films adapted from Ahmad Fuadi's works used the filming location at Lake Maninjau, Agam Regency, with the addition of several other locations in the film *Buya Hamka*, Ngarai Sianok, Bukittinggi City, and Nagari Taram, Lima Puluh Kota Regency.

These films can be developed into tourism strategies, either in the form of literary tourism or film tourism. Tourism packages can include visits to the film locations. In addition, tourist destinations can include places related to the author, such as Buya Hamka's residence. In addition to the setting and the author, other elements can also be considered, such as the cuisine in the film and the traditions and culture contained in the film. These elements can support tourism and become one film tourism strategy component.

4.4 Videos on Social Media

Videos on social media also positively impact the development of tourism in an area. Along with the development of technology and the internet, social media has become a mandatory application often used to obtain information, including information about a tourist destination. Social media plays a vital role in sharing tourists' travel experiences, comments, and opinions so that their posts become a source of information for the community (Živković et al., 2014). Social media is very easy for the public to access, so it can be used to promote tourism content effectively and efficiently (Gebreel & Shuayb, 2022). In addition, social media is also low-cost, so it is beneficial for marketing communications (Koetler et al., 2010).

In this digital era, not only the tourism sector uses social media to develop its field, but also the literature sector. Literature also uses social media because it can be used as a channel to exhibit literary works (Shahwan, 2023). The public can get an overview of literary works through social media in short videos. In addition, social media can also contain adaptations of literary works by displaying audio-visual forms, such as videos, which have a positive effect on society. Videos from adaptations of literary works uploaded to social media can display an overview of elements of literary works, such as storylines, characters, and settings of literary works.

As the concept of Literary Tourism, the elements of literary works shown through videos on social media have the power as a tourist attraction. Videos have the same effect as films when associated with tourism. The distribution of videos through social media effectively impacts reaching a broader market. The nature of social media, which is more easily accessible, is different from the distribution of films, which are more exclusive through cinemas or specific applications. The combination of social media, which provides easy access, has the potential for marketing and promotion, and literary works as content in posts

on social media provide excellent opportunities for the interdisciplinary field of literary tourism. In addition, the digitalization of literature through social media has also impacted both fields. In literature, social media can make it easier for the public to understand literary works quickly. In addition, social media can also have an impact on the promotion of these literary works. Promotion through social media also has a good effect on the tourism sector because it can reach a broader target market effectively and efficiently.

The West Sumatra Provincial Tourism Office has previously used videos on social media using the folklore *Legenda Si Boko* (2020) to introduce tourist destinations in Nagari Sungai Pisang, Padang City, and broadcast them on their official channel on YouTube. In addition, the Legend of Tuanku Taram can also be found on the YouTube channel, Diary Aiyra, with the title *Kisah Nyata Surau Tuo Taram Makam Keramat Syekh Ibrahim Mufti: Sejarah Nagari Taram Payakumbuh* (2020) which has been watched 11,549 times as of 1 August 2024. On the Instagram application, folklore is also circulating in videos broadcast on the Mountravellers and Mountnesia (2022) accounts with the caption The Legend of Malin Kundang, which viewers have liked 49,400 times as of 1 August 2024. The videos on social media show related tourist destinations and use literary works as narratives in their videos. The large number of viewers who have watched the video shows that videos on social media can reach a broad target market and potentially be an effective tourism promotion media.

Digitalization of Literature has the potential to play a role in the interdisciplinary field of Literary Tourism without reducing the essence of the basic concept of the field. The power of technology can have a positive impact on each field. In literature, literary works can still maintain their existence preserved and archived literary works through the digitalization of literature. Meanwhile, in the field of Tourism, digital media has been proven to have a significant influence in advancing the tourism sector (Sunder, et al., 2024), and the digitalization of literature has the potential to be developed as part of a combined strategy between the strategy of using digital media and the interdisciplinary strategy of Literary Tourism. Combining these strategies can double the power of the positive impacts proven by the two previous strategies. The development of literary tourism can also be done by creating tools that support the smoothness of tourists enjoying literary tourism. One of them is in the form of a guide in the form of a digital map because it benefits tourists who plan trips via the internet and are interested in literature by providing information through the map (Margarida et al., 2021).

The digitalization strategy of literature in the field of literary tourism is expected to be of concern to the relevant government so that it can help in making policies for the development of the tourism sector, especially in West Sumatra, Indonesia, which has great potential to use the Literary Tourism strategy because of the rich literary treasures related to tourist destinations there. The large number of Minangkabau literary figures also provides opportunities for the creation of new tourist destinations that have the potential to attract tourists who are interested in literary tourism. Some challenges may arise in implementing this strategy, such as infrastructure limitation, resource availability, and maintaining sustainability, and for that, stakeholder collaboration with government will help to prevent it. The development of this strategy also still requires adequate facilities, both in the marketing sector and the tourism destination sector. Easy access to information must be accompanied by easy access to related tourist destinations so that this strategy can work effectively.

5. Conclusion

In addition to the interdisciplinary field of Literary Tourism, the similarity between the fields of Literature and Tourism is their development in the use of technology. In this modern era, digital technology plays an important role in maintaining existence, management, and marketing, all of which are essential components in both fields. The strategy of digitizing literature can be a bridge for the influence of literature on tourism. The forms of digitizing literature can be visual, audio, and audio-visual. In visual form, the digitization of literature that can support the field of tourism is represented by electronic books. Then, in audio form, podcasts can introduce literature and provide information related to tourism. In the audio-visual form, films and videos distributed through social media can reach target markets not reached by conventional forms. These forms of digitization do not reduce the essence of literary tourism but provide double the strength needed to implement the strategy.

The digitalization of literature as a medium for tourism promotion must be accompanied by attention from policymakers, the government. Promotional media has a crucial point with easy access to information to the target market, namely the wider community. However, this potential must be accompanied by easy access to tourist destinations, such as infrastructure and facilities that support tourist activities. These two elements can be an effective strategy in advancing tourism that will impact the community's and region's economic growth, especially in West Sumatra, Indonesia. West Sumatra has an excellent opportunity to implement this strategy because of the rich Minangkabau literary treasures and the many literary figures from this place.

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