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## **Promotion Strategy of *Pacu Jawi* Event in Pariangan District, West Sumatra Province**

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### **Abstract**

#### **Introduction:**

This study aims to determine the promotion strategy for the *Pacu Jawi* (cow race) event in Pariangan District, West Sumatra Province. There are three indicators of the promotion strategy used to promote the *Pacu Jawi* event in Pariangan District, West Sumatra: identifying the target audience, designing messages, and choosing appropriate media. These three indicators need to be a concern to help the Youth and Sports Tourism Office in Tanah Datar Regency to **attract tourists** and compete with other tourism events in West Sumatra so that in the future, the *Pacu Jawi* Event is right on target, according to the needs and interests of tourists, and visitors who are targeted are more effective and efficient.

#### **Methodology:**

The research method used is a descriptive qualitative approach with a case study design. The subjects of this study consisted of six informants, two main informants from the Youth and Sports Tourism Office Tanah Datar Regency, one supporting informant from the chairman of the Pariangan District Tourism Travel Awareness Group (Pokdarwis), one Head of *Pacu Jawi* Association (Porwi), and two informants from the Travel Agents. Data collection techniques and data sources were carried out using interview methods with interview guidelines and documentation in the form of direct photos and voice recordings from the informants.

#### **Findings:**


The results of this study show that research informants identify target audiences using special techniques by expanding the selected audience based on tourist visits. Is there any increase or decrease? Identifying the target audience is also through the *Pacu Jawi* photography competition; the target is photographers and domestic tourists who can affect economic growth for residents and are expected to increase the amount of regional income because many tourists come from outside of the region. Besides that, designing messages by creating an attractive event calendar design and uploading it on social media, such as Instagram, every week for the *Pacu Jawi* event and making it a tour package is one of the strategies to promote the event. Another strategy is to spread messages through the event calendar, namely the flagship program of the Tanah Datar Regency Government, namely the One *Nagari* One Event Program. The flagship One *Nagari* One Event program has been facilitated by the Tanah Datar local government since 2022 to revive the tourism sector and rise from the impact of the COVID-19 pandemic. This program is expected to be able to attract tourists to Tanah Datar Regency, West Sumatra, Indonesia. In addition, traditional culture and traditions that have disappeared are now reappearing, and also through this program, it is possible to drive tourism and the creative economy. On this event calendar, there are black, red, and yellow symbols, which symbolize the Marawa (a tricolor flag consisting of three vertical charts showing the typical Minangkabau colors, that is black, red, and yellow) as the official flag of Minangkabau. In designing the message, it has fulfilled the aspects and paid attention to the content of the message to be disseminated. However, it should also be noted that before creating a message, it is important to use communicative sentences to make it easy for the audience to understand. Media selection is made personally and non-personally. Personal media is communication carried out face-to-face between two or more people as done by the Tourism, Youth and Sports Office of Tanah Datar Regency, which is attending events and promoting them directly through making videos containing information about the *Pacu Jawi* event. Meanwhile, non-personal communication is carried out indirectly or with the help of print / online media such as social media (Instagram, Facebook, TikTok), flyers, and posters.

#### **Conclusion:**

The *Pacu Jawi* Event Promotion Strategy in Pariangan Regency, West Sumatra Province, uses three indicators; the first is identifying the target audience using special techniques in determining the target audience by inviting photographers for the *Pacu Jawi* photo competition and classifying demographics that target audiences of all ages, genders, and professions. The second is designing messages with simple language, which does not mean simplifying the concept but presenting information in a way that is more easily understood by the audience and

also telling an overview of the content of the philosophy of *Pacu Jawi* in Pariangan itself to attract tourists with events in *Nagari* Pariangan. The design of the message has a particular meaning and is different for each message conveyed because the message depends on the event to be promoted. Third, the selection of media used is based on print media such as posters and billboards and online media such as social media like Instagram, Facebook, Tanah Datar District Government website, TikTok and uploading documentary videos about the *Pacu Jawi* event and through radio broadcasts.

**Keywords:** *Promotion Strategy, Pacu Jawi, Event, Pariangan*

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## INTRODUCTION

West Sumatra is one of Indonesia's provinces with natural wealth, incredibly beautiful culture, and is interesting to visit. West Sumatra is divided into several urban areas and districts with their respective mainstay tours. One of them is the Pariangan District area in Tanah Datar Regency. In addition, this district is rich in cultural sites and traditional customs that are still strong with Minangkabau cultural values. Tanah Datar Regency implements the *Nagari* (Village) government system. *Nagari* is an administrative division after sub-districts in West Sumatra Province, which is regulated in the regional regulation of Tanah Datar Regency Number 4 of 2008 concerning *Nagari* (Mandalia, 2021).

*Nagari is a customary law community unit with certain territorial boundaries and the authority to regulate and manage local community provisions based on the philosophy of "adat basandi sara', Sara' basandi Kitabullah" and or based on Minangkabau origin and customs that are recognized and respected.*

Tourism activities in Tanah Datar are growing with the emergence of various tourist attractions, including the Event. The scope of event activities is an activity that inspires, is synonymous with crowds, and there is a response that involves the emotions of various parties. Events are part of the entertainment, which can be obtained immediately without paying for the enthusiasts.

*Nagari* Pariangan is one of the *Nagari*/villages in Tanah Datar District. It is located on the slopes of Mount Merapi, Pariangan District, Tanah Datar Regency, adjacent to the City of *Serambi Mekah*, Padang Panjang. The area of this village is around 2,749 hectares, with 6,012 inhabitants. The people's livelihood is farming, dominated by the rice field sector. *Nagari* Pariangan has 4 *Jorongs* (Sub-district), namely, *Jorong Pariangan, Jorong Sikaladi, Jorong Padang Panjang, and Jorong Guguak* (Masly & Arief, 2017)

*Nagari* Pariangan is a district that has a privilege for the Minangkabau people because it is the oldest *Nagari* which is the origin of the Minangkabau

people. Based on history, the ancestors of the Minang people in ancient times came from Mount Merapi. Historical records in the Minang Tambo showed that *Nagari* Pariangan was a *Nagari* of the Minangkabau tribe, which the local community called *Tampuk Tangkai Alam*. Minangkabau means that this *Nagari* is believed to be the first place for the emergence of life in the Minangkabau Realm hundreds of years ago. In *Nagari* Pariangan, many historical relics from the past are evidence of the origin of the formation of the Minangkabau tribe (Masly & Arief, 2017)

*Nagari* Pariangan is the oldest village in Minangkabau and was designated the most beautiful village based on Travel Budget Magazine USA, published on February 24, 2012. The world has 16 most beautiful cities, including Pariangan village, because of its nature and culture. Traveling Budget Magazine USA is an international standard magazine that releases the results of a survey designed to get opinions and costs from tourists who have been to *Nagari* Pariangan (Mandalia, 2021)

Based on the data collected, the number of visitors to *Nagari* Pariangan can be more stable. Based on BPS data from 2010 - 2013, the number of visitors experienced a significant increase in both foreign tourists and Nusantara tourists; the increase in the number of visitors was estimated due to the influence of Traveling Budget USA Magazine. On the other side, in 2014, there was a decrease in visitors from both foreign and domestic tourists. In 2015 - 2018, there was a fairly rapid increase in visitors from both foreign and domestic tourists, but in 2019 - 2021 there was another decline in visitors from both foreign and domestic tourists caused by Covid-19 which caused reduced income from the tourism sector, and other related sectors.

In addition, the pandemic impacted the decline in tourist visits, losses for airline companies, and a reduction in the tourism sector workforce at that time. (Mandalia & Hidayat, 2022)

Therefore the strategy of the Tanah Datar Regency government to increase the attractiveness of event attractions is urgently needed to increase tourist visits to *Nagari* Pariangan (Mandalia et al., 2022). Based on the visitor number data from the Tourism office, tourist visits to *Nagari* Pariangan fluctuate and fall due to the lack of availability of supporting facilities and others, so that when tourists come, all they can do is take pictures at several spots without knowing the tourist attractions and other event attractions that can be involved. Even though *Nagari* Pariangan has the cultural strength to become an event (Afrilian et al., 2022)

The event is a celebration carried out by the community covering values, ideology, identity, and sustainability. Current events can be defined as "public celebrations." Events are also discussed as part of tourism and are an essential element of "event tourism" Many things are related to the "fertilization" of an activity that forms an exaggerated commodification of a celebration (Getz, 2010)

The role of events in the field of tourism is to attract tourists (to certain places and to deal with seasonal types of tourists), to contribute such types of marketing (including image formation and destination branding), to animate attractions, to act as an economic generator for the development of these destinations (Getz, 2010)

*Nagari* Pariangan held *Pacu Jawi* event in *Nagari Sawah Tangah*, Pariangan District, held four times a week after the rice harvest. This research focuses on the *Pacu Jawi* event in

Pariangan District by getting closer to the promotion strategy.

Promotion is an activity to communicate, provide knowledge and convince consumers about a product so that they recognize the greatness of the product, buy and use the product, also bind their thoughts and feelings in the form of product loyalty (Soebijanto, 2013)

The *Pacu Jawi* event is a cultural attraction that must be preserved, and even this *Pacu Jawi* is included in the annual agenda of the Tourism Office, which is held annually. *Pacu Jawi* is a Local cultural festival (a game that entertains and conveys noble values by local people) after the rice harvest, in the form of racing a pair of cows in a watery and muddy rice field. This activity has become a community tradition.

Historically, *Pacu Jawi* is a world-traditional celebration that attracts domestic and foreign tourists to come and enjoy the uniqueness and excitement of *Pacu Jawi*. Residents interpret *Pacu Jawi* (Cow Race) as a form of a tradition that has been passed down from generation to generation and continues to develop as a tourist attraction. The *Pacu Jawi* (Cow Race) event has become a traditional celebration developed as a tourist attraction in Tanah Datar District (Hidayat et al., 2020). The *Pacu Jawi* attraction started from *Nagari* Pariangan and then developed in four sub-districts: Sungai Tarab, Pariangan, Lima Kaum, and Rambatan (Suzanti, 2014).

*Pacu Jawi* event is one way to maintain and maintain Minangkabau culture. *Pacu Jawi* events are included in public events because they consist of cultural celebrations, entertainment arts, business or trade, sports competitions, education or science, recreation, and politics or matters related to the state (Afrilian et al., 2022)

The inventor of *Pacu Jawi* was Datuak (Dt) Tantejo Gurhano. Dt Tantejo Gurhano is the oldest person who is wise and wise. Previously he was looking for ways to make his fields fertile, namely by plowing the fields using *jawi*, in plowing the fields of Dt. Tantejo Gurhano invited his nephew to be a jockey in plowing the fields and two other people to hold and direct the *jawi*. Plowing using *Jawi* will make the soil loose and fertile; fertile soil is caused by *Jawi* dirt. With loose and fertile soil, rice yields are abundant. The success of Datuak Tantejo Gurhano in plowing the fields spread to the surrounding environment and other areas, so the community wanted to follow the method used by Datuak Tantejo Gurhano in plowing the fields in order to get fertile and loose soil and an abundant harvest (Suzanti, 2014). In this case, a Minang proverb reads, "*Anak di Pangku Kamanakan di Bimbiang,*" meaning that the nephew's task and responsibility are more significant than the children's.

The uniqueness of *Pacu Jawi* in terms of location, *Pacu Jawi* is different from several locations of other animal attractions that are well known in Indonesia and the world. Apart from the location, there is enthusiasm and joy from unique people, and only found in *Pacu Jawi* activities. In this case, *Pacu Jawi* is seen as an entity with very close conditions to nature, encouraging the enthusiasm of the community, breeders, jockeys, community leaders, government, and tourists. *Pacu Jawi* activities describe the harmonious relationship between *Pacu Jawi* activities and the enthusiasm and joy of the people who take part, along with the characteristics of the local landscape that differ according to the arena (Vernando, 2019).

Seeing the uniqueness and differences between the *Pacu Jawi* in Tanah Datar and the *Karapan Sapi* in

Madura and Payakumbuh, the Tourism Office has made *Pacu Jawi* an event to attract domestic and foreign tourists to this area, and that is why the promotion strategy is important to be concerned.

The previous study (Azakiyah, 2013) states that the promotion strategy is carried out with three indicators: determining the target audience, designing messages, and choosing media. This strategy increases tourist visits to tourist destinations in South Sulawesi Province. Likewise, in this study, one of its functions is to plan and carry out promotions to maintain the tradition and uniqueness of the *Pacu Jawi* Event and increase visitors to *Nagari* Pariangan. So the research conducted by researchers in promoting this *Pacu Jawi* Event is the Promotion Strategy put forward by Lupiyoadi (2013), which consists of three indicators: identifying the target audience, designing the message, and selecting the media.

In this case, the promotion strategy is expected to help events in Tanah Datar be better known not only by the Pariangan community but also by the outside community and are expected to compete with other events. The promotion strategy researchers use is vital to increase knowledge and awareness for local and foreign tourists to visit and preserve the culture of the *Pacu Jawi* Event.

The success of tourism in an area is highly dependent on the marketing or promotion carried out by the government. (Tamaneha, Pesulima, & Pakniany, 2023) So, using a Promotional Strategy that has three indicators can help the Youth and Sports Tourism Office to be more able to attract and be able to compete with Tourism in other areas and can make the *Pacu Jawi* Event right on target and according to the needs and interests of tourists and target visitors that are effective and efficient.

Strategies that can be used in the promotion of *Pacu Jawi* are the use of digital marketing and social media by exploring the use of digital marketing channels and social media platforms to promote the *Pacu Jawi* event. Investigate how these modern communication tools can be utilized to reach a wider audience and attract visitors from outside the region.

The limited literature on traditional event promotion is also one reason why promoting the *Pacu Jawi* event is important. There needs to be more academic literature that specifically focuses on the promotion of traditional events, such as *Pacu Jawi*. Therefore, it is necessary to determine the promotion strategy to determine the target audience, design the message and choose the appropriate media for the promotion to be right on target.

## METHODOLOGY

This type of research uses descriptive qualitative methods. Qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects by way of descriptions in the form of words and language in detail (Sugiyono, 2016)

Research subjects are people who understand what is being researched. Research subjects are people used to providing information about the situation and conditions of the research background (Saputra & Awza; n.d., 2021)

The research subject in the author's research are six people consisting of the Head of Tourism, Youth and Sports of Tanah Datar Regency, the Head of Marketing and Tourism Promotion, Chairperson of PORWI, Pariangan District Pokdarwis, and Travel Agent Adyatama.

In qualitative research, the research instrument or tool is the researcher himself. In conducting research, researchers are assisted with interview grids or interview guidelines, books to record interview results, voice recordings of interview results, cameras to take the required pictures, and recording devices such as cellphones (Sugiyono, 2013)

The data sources used in this study are as follows: Primary sources are data sources that directly provide data to data collectors (Sugiyono, 2019). The primary data sources in this study were interviews with managers, committees, and those related to the promotion strategy for the *Pacu Jawi* Event in Pariangan District, West Sumatra Province. Secondary sources do not directly provide data to data collectors” (Sugiyono, 2016). Secondary data sources in this study come from news, magazines/newspapers, journals, or research results from various parties that are relevant to this research.

Data collection techniques used in research include field research and interviews made by researchers are the first steps in obtaining information about the description of the problem to be studied and the topic of this scientific paper. This observation was carried out by conducting a site survey.

Data collection techniques in the form of interviews in this study were conducted on informants or parties who had sufficient information regarding the promotion strategy for the *Pacu Jawi* Event in Pariangan District. The informants interviewed in depth was the Head of Tourism, Youth, and Sports of Tanah Datar Regency, the Head of Tourism Marketing and Promotion, the Head of PORWI, Pariangan District Pokdarwis, and the Adyatama Travel Agent.

## RESULTS

### ***Pacu Jawi* Event Promotion Strategy in Pariangan District, West Sumatra Province.**

In promoting the *Pacu Jawi* Event in Pariangan District, West Sumatra Province, the researchers used three indicators: target audience identification, message design, and media selection.

#### a. *Identify Target Audience*

Identifying the target audience is one of the indicators in the promotional strategy used to achieve the objectives of a promotion. At this stage, what must be done by the Tourism, Youth, and Sports Office of Tanah Datar Regency is to determine who the target audience or the right target is in promoting the *Pacu Jawi* event in Pariangan District. The target audience can be individuals, groups, or outside communities. This stage aims to attract the attention of tourists visiting the *Pacu Jawi* event. This strategy is carried out by inviting photographers to the *Pacu Jawi* photo competition and classifying demographics by targeting target audiences from all circles. In addition, domestic tourists are also the main target in the promotion of the *Pacu Jawi* event. This also aims to support the regional economy and local community's growth and income.

#### b. Message Draft

Message design is the second indicator in the promotional strategy used to achieve goals and promotions. At this stage, what must be paid attention to by the Youth and Sports Tourism Office, Pokdarwis Pariangan, Chairman of Porwi, and Adyatama Travel Agent is that the messages to be conveyed in various media must be designed in such a way as to attract the interest and attention of tourists. Regarding the importance of message design to reach the right target, and as expected, it is necessary to make efforts so that the dissemination of

information can attract tourists to visit the *Pacu Jawi* event in Pariangan District. It is important to pay attention to the use of communicative and informative language so that it is easily understood by the audience and promotional objectives can be conveyed properly. They also give an overview of the content and philosophy of *Pacu Jawi* in Pariangan to attract tourists so that they can be interested in events in *Nagari* Pariangan.

### c. Media Selection

The selection of media is the third indicator in the promotion strategy used to achieve the purpose of the promotion. At this stage, the media is used by the Head of Tourism, Youth and Sports of Tanah Datar Regency, Head of Tourism Marketing and Promotion, Pokdarwis Pariangan, Head of Porwi, and Adyatama Travel Agent to convey messages to make tourists know, understand what is produced. In disseminating information and messages, it is necessary to identify appropriate media in conducting promotions so that the audience easily understands the messages conveyed, and the use of communicative language also needs to be considered for the promotion's success. The media used can be in the form of printing media such as posters and billboards, or social media such as Instagram, Facebook, Tiktok, the Tanah Datar Government website, uploading documentary videos about the *Pacu Jawi* event and radio broadcasts. as well as through radio broadcasts with the aim that the spread of promotion can be conveyed to all levels of audience, especially now that almost all levels of society are active users of social media. In addition to reaching local audiences, this promotion is hoped to reach outside the region and internationally.

## CONCLUSION

Based on the results of research that have been conducted and in the previous

discussion section, it can be concluded that the *Pacu Jawi* Event Promotion Strategy in Pariangan District, West Sumatra Province uses three indicators of promotional strategy, namely identifying target audiences by using special techniques, namely by inviting photographers to the *Pacu Jawi* photo competition and classifying demographics by targeting target audiences from all categories. Designing messages by conveying messages with simple language does not mean simplifying concepts but presenting information in a way that is easier to understand and use by a wider audience and also telling an overview of the content and philosophy of *Pacu Jawi* in Pariangan to invite tourists, in order to be interested in events in *Nagari* Pariangan.

Message design has a certain meaning and is different for each message conveyed because the message depends on the event to be promoted. The media selection is based on print media such as posters and billboards. In contrast, online media is social media such as Instagram, Facebook, Tanah Datar Regency Government website, Tiktok, and uploading documentary videos about the *Pacu Jawi* event through radio broadcasts. As it is known today, almost all levels of society are active users of social media. In addition to reaching local audiences, this promotion is hoped to reach outside the region and internationally.

The three indicators of the promotional strategy above can certainly facilitate the tourism industry in conducting promotions to attract tourists to the products offered. Of course, this can also increase local economic income due to increased tourist visits due to the success of the promotional strategy implemented.

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