

## EVALUATE THE EFFECTIVENESS OF THE STORYNOMICS MODEL IN PRESERVING AND PROMOTING THE CULTURAL HERITAGE OF SUMBAWA CITY IN INDONESIA

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### Abstract:

This study aims to find a model of cultural heritage development with a collaborative approach between cultural heritage and storynomics of sustainable tourism in Heritage City. The tourism potential of Sumbawa City's cultural heritage as a cultural heritage of the past has historical value, tourist attractions, and conservation-based tourism destinations that impact the improvement of the local community's economy. The research uses a descriptive, explanatory approach to cultural heritage objects. Data collection is obtained from informants as primary data to explore information about Sumbawa. In addition, data was obtained from the distribution of questionnaires to assess the physical condition of buildings, tourism performance, and past literature documentation of Sumbawa. The results of this study provide an overview of the historical tourism of Sumbawa City, which presents the authenticity of the past as a sustainable historical tourist attraction. The review was conducted using social interaction theory with an analysis of the relationship between past events, traces of history, local community culture, and historical sources that are tourist attractions.

**Keywords:** Cultural Heritage, Social Interaction, Storynomics, and Sustainable Tourism



## INTRODUCTION

A historical city with cultural heritage is a complex social ecosystem, networked and continues to change shape with the times. Change can occur through the interaction of various interests and government policy directions. Each government regime usually has a different point of view in determining regional development policies. The same is true in urban governance. Involving stakeholders in development aims to achieve better outputs and outcomes in historic cities with a sustainable tourism-based cultural heritage governance approach (Petrić et al., 2020). Sustainable tourism has three main objectives: (1) to improve people's standard of living, both in the short and long term; (2) to meet the demand of tourists; and (3) to protect the natural environment to achieve the previous two goals. However, tourism must also have a broader impact because it has various positive effects (Kurniawan et al., 2021).

Heritage tourism cities developed with sustainability principles through a landscape approach and the concept of cultural heritage conservation. However, the relationship between cultural heritage conservation and environmental sustainability has generally received less serious attention in urban development (Guzman, 2020). So, to get historically significant experience when visiting historical places to know the culture, architecture, or customs of the local community is not optimal. Some regions in Indonesia have a historical background and have many cultural heritage relics, such as symbols in architecture that contain the philosophy of past heritage. Based on this, the role of policymakers should focus on the need to assess, restore, and preserve them (Herman et al., 2020).

Historical tourism products present the authenticity of past experiences. Tourism literature interprets realism, namely experiences resulting from tourist attractions or experiences when carrying out tourist activities. Historical tourism in the tourism industry represents daily life activities in the past as tourist destinations. Tourists will subjectively evaluate their experience based on their involvement in tourist activities in the tourist destination (Han et al., 2021). So, protecting cultural heritage and its documentation and preservation is very important because, over time, cultural heritage begins to be threatened by its existence, both threats from humans and natural hazards (Lech, 2020).

Indonesia has a variety of cultural heritage spread throughout the archipelago. One is Sumbawa Besar City, a city with cultural heritage as a potential tourist destination in West Nusa Tenggara. Cultural heritage in Sumbawa Besar City is a relic of the Sultan Samawa (Sumbawa) period. Sultan Samawa is one of the six kingdoms that have ever existed on Sumbawa Island: Bima, Dompu, Papekat, Sanggar, Tambora, and Samawa (Haris, 2015). Evidence of cultural heritage in Sumbawa City needs the concern of various parties and realizing that the role of cultural heritage can contribute to welfare. Cultural heritage is a tourism asset that emphasizes awareness and appreciation of nature, environmental and cultural preservation, such as traditional art, history and archaeology, and natural aspects (Udayani et al., 2021) in line with (Zhou et al., 2021), Where tourism development must pay attention to sustainability aspects, namely the balance between economy, socio-culture, and environment.

A design strategy for tourism development and creative industries is needed to develop tourism in Sumbawa City. Sumbawa is one of Indonesia's regencies with charm and characteristics. Tourism potential in several places that geographically have a particular interest in tourist attractions (Pattaray, 2021). Tourism uses creative storytelling that tells the traditions, history, and local wisdom that characterize Sumbawa.

Cultural values loaded with folklore as part of historical heritage become a tourist attraction. Storynomics that combines mythology with tourism has been applied in the development of archipelago tourism (Sukanadi et al., 2022). Storynomics itself is short for story economics. Storynomics is a message in the form of an informative narrative without any element of invitation or appeal as characteristic of persuasive writing patterns. The term storynomics or tourism story has an economic impact because a tour program is a tourist product as part of a tourism industry commodity for tourists. This tourism story can be in the form of legends or history, stories for generations of the formation of an area or destination both developed in the community, trusted, and settled, as well as findings in literature that have been validated by relevant stakeholders (Mukaromah, 2022).

Some studies show that factors influencing interest in visiting a destination are the story or storynomics about the goal. The concept of story comics is closely related to delivering messages to tourists. Providing an account with an exciting interpretation is a particular type of communication relevant to tourism (Al-Ansi et al., 2021). This approach includes tours, presentations, and educational programs in museums, art studios, information centers, animal parks, zoos, national parks, and other tourist activities. Storynomics can also be used in educational activities that aim to express various meanings and relationships through using original objects directly, with the medium of illustration, more than just conveying factual information (Rasoolimanesh et al., 2021).

Sumbawa cultural heritage is rich with tourist stories packaged in storynomics form to provide tourist experiences. Sumbawa Storynomics is part of a cultural heritage developed creatively and promoted for sustainable regional tourism development. Storynomics can create an impression of

awareness and expertise from tourists, and the tourist will tell the experience he got after reading storynomics tourism and visiting the tourist attractions (Kartini, 2021).

Since 2019, Sumbawa has been among 70 Cities of the Indonesian Heritage City Network as a cultural city called the "Capital of Climate Change." However, the branding has not significantly impacted tourism product packaging, paths, and storynomics models to make Sumbawa City a cultural heritage tourist destination. Efforts made by the Government to the community to raise this as a historical attraction have yet to yield optimal results because cultural heritage relics seem to be left alone as historical witnesses (Pattaray & Efendi, 2020). To determine a model, it is necessary to systematically study the value of cultural heritage as a tourism resource of Sumbawa City. The availability of infrastructure and tourism performance of Sumbawa City are the objects of this study. In addition, a tourism approach prioritizes narrative, creative content, and living culture and uses the power of culture as the DNA of the destination (Rero & Milyardo, 2022).

Environmental rescue and protection involve saving and providing legal protection to the environment. Addressing ecological degradation through small, straightforward actions rather than waiting for big, spectacular solutions is crucial. Everyone can contribute to safeguarding and saving the environment (Rochmani et al., 2023). This concept is suitable for developing Sumbawa tourism as a sustainable heritage tourism city in Indonesia. Apart from these problems, this study aims to create a story comics cultural heritage design as a tourist attraction supporting sustainable tourism in Sumbawa Regency. The story needs to include the design of cultural heritage as a tourist attraction in this study, which was determined by two indicators: infrastructure and tourism performance. Then, these indicators are analyzed to determine the concept of tourism city development and become the answer to regional tourism development opportunities.

**Conservation.** Conservation of cultural heritage for the benefit of tourism is critical because, in sustainable tourism, the priority is to preserve tourism objects. The authenticity of cultural heritage is an essential value tourists need when visiting. Cultural heritage is a heritage of the past with historical, storytelling, and cultural values that must be preserved. The balance between historical value and tourism needs must be managed simultaneously.

The governance strategy revealed by (Dai et al., 2021) mentions four crucial steps. First, cultural heritage managers can involve visitors in the decision-making process of heritage and tourism management by conducting open dialogue. This can help ensure that visitors' needs and expectations are considered and educate them on the importance of heritage conservation. Second, heritage managers can ensure that sufficient information about heritage sites is publicly available. It can help visitors understand the cultural significance of heritage sites and the concept of authenticity in heritage conservation, enhancing visitor experience and satisfaction. Third, heritage managers can adopt a sustainable tourism approach to heritage tourism by limiting the number of visitors and implementing rules to minimize the impact of tourism on heritage sites. This can help preserve the authenticity of the heritage site and ensure that the site remains economically impactful to the community. Finally, heritage managers can work with local communities to ensure that heritage tourism benefits are shared equitably. This can help support local economies while fostering a sense of ownership and responsibility for conserving heritage sites.

**Heritage.** Sustainable cultural heritage tourism is the sustainability and resilience of cultural heritage as a source of cultural, economic, social, and environmental values. The preservation of cultural heritage plays a vital role in the revival, empowerment, and development of local or regional communities, as well as considering the potential for destruction due to disasters or artificial. The role of cultural heritage in tourism development is to maintain local and historical heritage traditions for social and economic purposes. The financial aspect of heritage tourism in

tourism development involves various stakeholders by offering real situations to visitors (Bitušíková, 2021).

**Sustainable Tourism.** Sustainable tourism has a significant impact on the social well-being of the community. It helps preserve cultural heritage and traditional values, provides public tourism services, ensures the sense of security of local people and tourists, and manages the socio-cultural influence of tourists. Sustainable tourism has a positive and significant impact on the community's welfare. Enable community independence to improve welfare by increasing income, proper education, fulfilling health, and maintaining good relations with the environment. Sustainable tourism mainly impacts people's interests, such as quality of life, social capital, and health. Local wisdom and community empowerment are essential in improving people's economic welfare in tourist areas. Local knowledge, such as regional wealth, can be utilized to increase people's income. Tourism can increase economic productivity, improve harmonious social relations, and solve social problems as a forum for joint business development (Sulthony et al., 2023).

## METHODS

The variables studied in this study are cultural heritage tourism products, cultural heritage tourism paths, and storynomics models of sustainable heritage tourism cities by considering the sustainability of conservation as cultural heritage (Mazzetto, 2023). The qualitative research method used is to describe the condition of heritage city cultural heritage as a tourism destination in Sumbawa City. This research provides an overview of the history of tourism in Sumbawa City, which presents the authenticity of Sumbawa City in the past as a sustainable historical tourist attraction. The review uses the theory of social interaction with an analysis of the relationship between past events, traces of the history of Sumbawa City, the culture of the local community, and historical sources that are the tourist attractions of Sumbawa City. In determining tourism products and tourist paths of sustainable heritage tourism cities, the data used are primary data and secondary data, which are then described and then described in the form of visualizations in the form of infographics. Determine the story comics model of the cultural heritage of sustainable heritage tourism cities, using survey data with the distribution of questionnaires to respondents that systematically cover factual and accurate, which includes physical products, programs, tour packages, communities, and Islamic attributes of destinations. Then, the data is analyzed using IPA (Importance et al.). The visualization formed through IPA is then described to determine the story comics model of the cultural heritage of sustainable heritage tourism cities (Lankia et al., 2022).

The descriptive method was chosen because it can collect actual information and describe ongoing phenomena, identify problems or justify the fact of ongoing conditions and actions, and make comparisons and evaluations (Dudgeon et al., 2006). The approach used is quantitative, using scientific analysis to measure the priority level in evaluating the story comics' performance in sustainable heritage tourism cities. The analytical data sources in this study are policymakers, academics, culturalists, artists, students, and tourists in Sumbawa City (Dewi, Fitriani, 2020).

## RESULT AND DISCUSSION

**Historical Sites of Sumbawa City.** As an urban area, Sumbawa shows a very dense condition with buildings. Besides being dense with buildings, Sumbawa City is rampant with population activities. Residential buildings and protocol roads surround Bala Kuning, Bala Puti, and Dalam Loka, so the potential for damage to these three heritage buildings is very high. The conditions around Dalam Loka are crowded with residential constructions. Bala Puti has a reasonably large yard and, here and there, an open space in the form of a Hero Square. Bala Kuning also needs to

experience the pressure of buildings used in the north and south. It is still a building that has high historical value. In the eastern part, shops developed shops attached to the fence wall of Bala Kuning. Development of settlement patterns in passing in the area around Bala Puti and Bala Kuning, the story is heading out of the scope of these two buildings. Shows that there is beginning to be an understanding of giving space to historic buildings, especially among local governments. Istana Dalam Loka and Istana Bala Datu Ranga, have more significant pressure from residential development. There needs to be more open space around the site. Based on the results of data processing related to the height of buildings around the Sumbawa City area, it appears that the comparison of building heights between Bala Kuning and Bala Puti with other buildings around it. The existence of cultural heritage can provide benefits and control over intellectual property and the economic benefits derived from it. It can contribute to social and economic justice and support sustainable community development (Zulkifli et al., 2023).



Source: Sumbawa Heritage Walk

**Figure 1.** Dalam Loka, Bala Puti, and Bala Kuning are heritage sites in Sumbawa City

**Tourism Development Potential.** Mapping is one of the primary instruments used to conduct spatial analysis of an area. In addition, some potentials and threats contained in a room can be interpreted from the mapping results. Potential threats at some sites appear from the surrounding environmental conditions. Data collection related to environmental conditions is carried out by mapping (Liang et al., 2023). Mapping is an option in potential and threat analysis because, from the mapping results, we will get a more comprehensive picture of space and environmental conditions through situation maps, apart from being part of an effort to explore the strengths, weaknesses, opportunities, and threats of a tourist attraction area. Maps are also the basis for determining potential and zoning, where the situation is the central and most important part of tourism possible zoning (Razak et al., 2022).

**Sumbawa Tourism Potential.** We can mention the balance between efforts to protect, develop, and utilize the critical value of cultural heritage as a potential. The potential intended in this discussion is the ability to create matters related to the existence of Cultural Heritage to improve the community's welfare. The most significant potential that is likely to be worked on to enhance community welfare is tourism potential; besides that, potential related to research and education also needs to be explored to develop further the values contained in Bala Puti Palace and Bala Kuning Palace. The potential for historical tourism development with the concept of city exploration is excellent to be developed around Sumbawa City. Besides being rich in cultural heritage and historical tourism, the historical landscape as a tourist attraction is one way to preserve historical elements and landscapes (Supratman, 2020). By making cultural heritage part of the community's

source of income, the community will maintain the continuity of the production source. Hence, preservation becomes an obligation for the community. Balanced with knowledge of what can be done and what is not, it is not because the desire of the cultural heritage community is destroyed, but sometimes more of the lack of understanding of the community itself (Zola & Adikampana, 2018).



Source: Sumbawa Heritage Walk

**Figure 2.** Sumbawa City Heritage Cruise Path, which is being developed into a product of Sustainable Heritage Tourism City

The development of city cruising routes, which is part of the potential development that can be done in Sumbawa City related to the existence of Bala Puti and Bala Kuning, can be started from Bala Datu Ranga Palace to Istana Dalam Loka, then to Bala Puti Palace, continue to Bala Kuning Palace and end at Zero Point Sumbawa Regency. To develop historical tourism in Sumbawa City, it is necessary to create supporting aspects. Attractions are the main product of a destination; accessibility is related to the main facilities and infrastructure supporting the goal, and amenities are all supporting facilities in meeting the needs and desires of tourists. In contrast, in the destination, ancillary is related to the existence of organizations and institutions managing tourist destinations (Afshardoost & Eshaghi, 2020).

**Threats of Heritage.** The existence of Bala Puti and Bala Kuning in urban areas certainly has several threats to their existence and sustainability. In addition, efforts to develop the potential contained in these two historical buildings must also identify threats likely to arise from these efforts. Understanding this threat is the possibility of something causing change or damage to cultural heritage. The threats contained in Bala Puti and Bala Kuning will disrupt the preservation of the cultural heritage. The threat factors of damage to cultural heritage consist of internal factors related to the conditions in the cultural heritage itself, such as age, building design, building structure, soil carrying capacity, and the natural nature of materials or materials (Zhang et al., 2023). Within a certain period, these internal factors become sources of inherent weaknesses in building structures so that they can affect the solidity of the building. External factors relate to environmental conditions around the cultural heritage, including biotic elements (humans, animals, and plants) and abiotic (climate, environment, and natural disasters).



Source: Jaringan Kota Pusaka Sumbawa

**Figure 3.** One of the conservation threats to the historical site was the Bala Puti Palace fire in 2017

Bala Puti Palace Site, the influence of climate and environment is very high on the building. Most of these conditions are caused by moisture, which causes the fragility of building elements with a very long age. Most of these climatic and environmental factors influence biotic factors, including algae, mosses, higher plants, bacteria, fungi, and actinomycetes. At the same time, abiotic factors can be climate, water, natural disasters, and vandalism (JKPI, 2022).

**Government Policy.** The direction of government policy in Sumbawa Regency is related to regional space utilization, reflected in the Regional Regulation on Sumbawa Regency Spatial Plan. The current regional regulation is in Sumbawa Regency Regional Regulation number 10 of 2012 concerning the Regional Spatial Plan of Sumbawa Regency 2011-2031. The Sumbawa Regency Spatial Planning Bylaw must mention which sites or cultural remains are included in the protected area. Still, the cultural heritage has been accommodated in the cultural heritage protected area. The presentation of cultural heritage and its preservation efforts is complete in this bylaw, up to the zoning system of cultural heritage, which is also explained in detail. This condition provides an opportunity and affirmation that the local Government wants and intends to play an active role in efforts to preserve the cultural heritage contained in its territory. Urban Spatial Planning of Sumbawa City is an area with tourism utilization. The direction of tourism utilization is an effort to utilize cultural heritage to influence conservation, the spirit of community care, culture, and economic improvement of the local community. In the utilization of space for tourism by not leaving sustainable preservation.

**Sumbawa City Cultural Heritage. Controllleur Netherlands Office.** Only a few people know about the history of this building. The city of Sumbawa Besar has a cultural heritage building that has had many functions in the past. This building is the Dutch East Indies Controller Office, and today, it functions as the Regional Museum of Sumbawa Regency. The Dutch East Indies Control Office is a representative office of the Dutch Government that establishes diplomatic relations with Sumbawa. Some photos prove that this building was a meeting place for high-ranking officials from the Dutch East Indies government and the Sumbawa Sultanate in the past. One of the peculiarities of this building is its ventilation, which is made of iron with beautiful ornaments.

**Bala' Kuning.** Bala Kuning (Figure 1, blue) was the residence of Sultan Muhammad Kaharuddin after abdicating. This historic building has a characteristic colonial architecture adapted to tropical natural conditions. Just as the name suggests, the paint color is predominantly yellow, which symbolizes the residence of the noble general in the past. In 2011, Bala' Kuning became the center of the revival of the Tau to Tana Samawa tradition with the center of a series of processions

for the coronation of the 18th Sultan of Sumbawa here. Muhammad Abdurrahman Daeng Rajadewa, crown prince of Sumbawa Sultanate, was crowned Sultan of Sumbawa with Sultan Muhammad Kaharuddin IV. Bala' Kuning looks beautiful, with various plants in the yard. Not only tu, but here is stored the handwritten Qur'an of Muhammad Ibn Abdullah Al Jawi, which was made around 1784. This Qur'an comes from the dynasty of Sultan Harrunnurasyid I (1770 - 1790), who was plated with means and bronze and in perfect condition.

**Istana Bala' Puti.** Bala' Puti Palace (Figure 1, yellow) began construction in 1932 and was inaugurated in 1934. This palace belonged to Sultan Muhammad Kaharuddin II. The architecture of this palace is typical of Dutch colonial buildings commonly referred to as European buildings in the tropics. This can be seen from the doors and windows that act from large pieces of wood. In its time, this palace was a symbol of modernity in Sumbawa. Unlike Istana Dalam Loka, which faces south, Bala' Puti Palace faces north. This reflects the contemporary thinking of Sultan Muhammad Kaharuddin II, who brought the future of the Sumbawa Sultanate. Sultan Muhammad Kaharuddin II once received education on the island of Java. At that time, the thought of nationality had emerged, so he also had a new vision different from his ancestors. Bala puti palace is one of the ideas about the form of the state after the Sultanate era was sparked, namely Negara Indonesia Timoer (NIT), dimana beliau menjabat sebagai Ketua Parlemen NIT. Istana Bala' Puti, At first glance, it is similar to Asi Mbojo or Sultan Astana Bima. This palace symbolizes the Sultan's love for his consort, Rama Paduka.

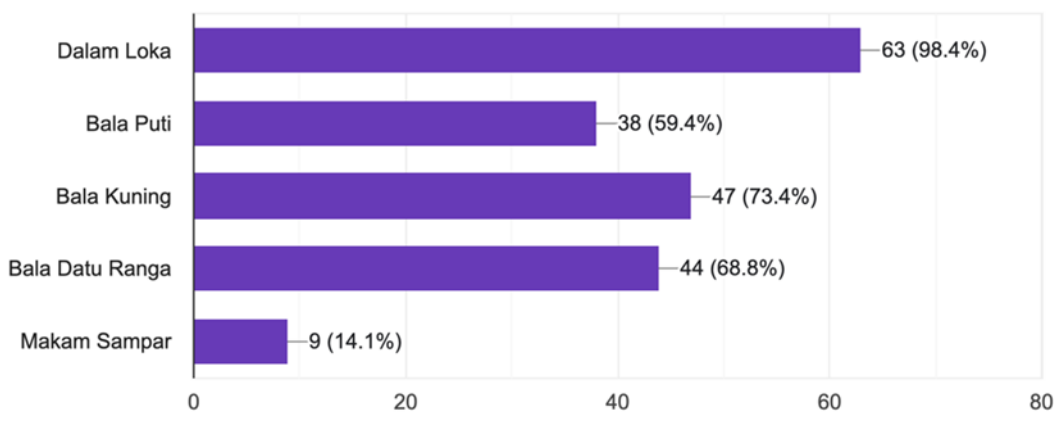
**Istana Dalam Loka.** Istana Dalam Loka (Figure 1, red) was built in 1885 during the reign of Sultan Muhammad Djalaluddin III. The palace is made of wood, in the form of a house on stilts, with magnificent twin roofs. Istana of the Islamic that had triumphed in its time, Dalam Loka is rich in the meaning and values of Islam, among others: the number of ninety-nine poles made of round teak wood symbolizes Asmaul Husna (Names of Allah SWT). The duration of the palace's construction is nine months and ten days, the same time a mother is pregnant with her child. Seventeen, the number of children of the Istana Dalam Loka symbolizes the number of raka'at praying day and night; Dalam Loka was once a residence and forging his throne Sultan Muhammad Djaluddin II.

**Bala' Datu Ranga.** Bala' Datu Ranga (Figure 2, brown) was Built in 1886, a year after Istana Dalam Loka was built; just like Dalam Loka, Bala' Datu Ranga is also made of wood, in the form of a house on stilts and has a philosophical meaning that is strongly influenced by Islamic values. This can be seen from the 25 poles made of round teak wood, the symbol of the Apostles of Allah SWT. Bala' Datu Ranga has a banking or roof decoration as a centipede of fire transformed into a dragon shape to symbolize the ruler who holds the Government on Earth. Bala' Datu Ranga is a residence and a place of a Ranga (premier). In the governance of the Sultan Sumbawa, the Sultan was assisted by Menteri Telu (Three Ministers), which is made up of Ranga (premier), Kalibela (economy), and Dipati (defense).

**Tourism Development of Cultural Heritage of Sumbawa City.** The priority of cultural heritage development in Sumbawa City, the storynomics model of Sumbawa Besar City Tourism can be designed based on the tendency and interest of tourists visiting cultural heritage attractions in Sumbawa City. Respondent's statements on the superior dance power of Sumbawa City based on the percentage below show that the most popular tourist attraction in Sumbawa City is cultural heritage tourism. So that the potential that can be developed is cultural heritage packaged in a storynomics as a tourist attraction force; the data below is obtained from the distribution of questionnaires to tourists, the public, and students to assess the tendency of tourist attractions that



are in demand and favored. The questionnaire results then become a basis for the priority scale policymakers can take in developing cultural heritage tourism in Sumbawa City.



Source: Data collection research

**Figure 4.** Tourist interest in the attraction of cultural heritage tourism in Sumbawa City

Next, respondent data provides an assessment of the physical condition and performance of each cultural heritage that is a tourist attraction. Data were obtained from 64 respondents with 11 questions about the physical condition (climate, tourist attraction, history, access, attractions, accommodation, amenities) and tourism performance (information about tourist attraction, services obtained, uniqueness, community response to tourists) illustrated in the table below.

**Table 1.** Respondents assessment of the physical condition and tourism performance of Sumbawa City

Number	Physical	Performance
1	3,41	3,62
2	4,26	3,64
3	4,18	3,62
4	4,26	3,72
5	3,46	3,49
6	3,59	3,69
7	3,51	3,79
8	3,49	4,21
9	3,77	4,31
10	3,87	3,62
11	3,77	3,85
Average	3,78	3,87

Source: Data collection research

Based on the results of a descriptive analysis of the Linkert scale 1-5 physical conditions of the cultural heritage of Sumbawa Besar City in the table above, it was informed that from 64 respondents stated that pleasant/comfortable climatic conditions in Sumbawa amounted to 3.41, enjoyed the tourist attraction of Sumbawa cultural heritage 4.26, knowing Sumbawa is a historical city 4.18, knowing the architecture of the sultanate period still exists in Sumbawa 4.26, knowing Sumbawa in

the Indonesian Heritage City Network (JKPI) 3.46, knowing Sumbawa is one of the regencies in the Indonesian Heritage City Network 3.59, knowing Sumbawa is 1 of 8 Cultural Capitals in the Indonesian Heritage City Network 3.51, knowing Sumbawa is a Climate Change City 3.49, getting professional service while traveling in Sumbawa 3.77, getting good accessibility in tourist destinations in Sumbawa 3.87, and get a low price in Sumbawa 3.77. Respondents' assessment of the tourism performance of Sumbawa Besar City stated that it was easy to get unique cultural festivals in Sumbawa 3.62, easy to get activity services packaged to provide different experiences in Sumbawa 3.64, easy to get information about Sumbawa cultural heritage 3.62, uniqueness of tour packages 3.72, experiences obtained from tour packages 3.49, people gave friendly reception 3.69, Can interact with the community pleasantly 3.79, easy to get clean toilets 4.21, get good cultural heritage buildings 4.31, get good food 3.62, and get suitable hotel room accommodation 3.85. In this study's Measurement using importance-performance analysis, one attribute is included in the top priority: improving infrastructure, local economy in cultural heritage tourism attractions, and tourism promotion of Sumbawa City. The priority that needs to be maintained is to have a high level of expectation, and the experience level of these attributes is in the high category. Therefore, characteristics in the physical and performance quadrants must be maintained and continuously improved because these attributes become strengths and advantages. Features included in the physical quadrant: 1) Enjoy the tourist attraction of Sumbawa cultural heritage 4.26. 2) Know that Sumbawa is a historical City 4.18. 3) Knowing the architecture of the sultanate period still exists in Sumbawa 4,26. Performance quadrants: 1) Easy to get clean toilets 4.21 and 2) Get good heritage buildings 4.31. Low priority is a physical condition that tourists need to pay more attention to, and performance is also in the low category. Therefore, this attribute must be evaluated and improved to become a new strength and advantage. One point is included based on the results of the importance-performance analysis in this study. Branding Sumbawa City is a Climate Change City 3.49.

**Storynomics Development Model of Sustainable Heritage Tourism.** Cultural promotion, referred to in Law Number 2017, aims to increase cultural resilience and contribution of Indonesian culture to world civilization. The process of cultural promotion is carried out through the protection, development, and utilization of Indonesian national culture. The objects of cultural advancement of Sumbawa Regency are oral traditions, manuscripts, customs, rites, traditional knowledge, traditional technology, language, folk games, and traditional sports. The diversity of cultural promotion objects needs to be developed and preserved as a real effort to maintain the existence of Tau ke Tana Samawa, so a strategy is required in the form of institutionalization and programs to promote Tau ke Tana Samawa culture. The state of institutionalization and institutional promotion programs must be based on the identity of Tau and Tana Samawa and must be aligned with national cultural promotion strategies and programs.



Source: Researcher

**Figure 5.** Storynomics Model of Sumbawa Heritage Tourism City

**CONCLUSION**

Bala Puti Palace, Bala Kuning Palace, Istana Dalam Loka, and Bala Datu Ranga Palace are some of the sites that are Objects of Suspected Cultural Heritage in the Sumbawa Regency area, so they need to be preserved and regulated for their spatial use. Bala Puti Palace and Bala Kuning are part of the course of the history of Kesultanan Sumbawa, as proof of residence and the location of the center of the Government of the Sumbawa Sultan. The utilization of space around the site is currently an urban area that is dense with settlements. Some threats that may affect the existence of (Istana et al.) are fires, earthquakes, strong winds, and potential flooding. Meanwhile, the potential for cultural tourism is the main thing that can be developed better.

Cultural Heritage Tourism is an activity that traces the history of Sumbawa by walking through the city while reminiscing, talking, and outlining the traces of Sumbawa's past. This tour was initiated by Ranga Abdul Madjid Daeng Matutu to embrace the younger generation to know their ancestral history and identity as "Tau ke Tana Samawa" (Sumbawa People). This tour becomes a regular program that can collaborate with various parties with the same motivation.

The relationship between the six Cultural Heritage in Sumbawa City becomes a unity of sustainable tourism in the Heritage City with storynomics "Adat Barenti Ko Sara' Sara' barenti Ko Kitabullah", The Power of Sumbawa people, Regional Cultural Advancement, National Culture Advancement, Sumbawa Literacy Advancement, Sumbawa Heritage Culture Information Advancement. Stakeholders have their influence and interests. The group of key stakeholder categories acts as a regulator and controller so that it can be used as the chairperson of planning, implementation, and supervision of activities. The family members of the Sultan and community historians as accelerators, business actors of tourism supporting facilities, and travel agents act as enablers to promote the region; academics play the role of drafter by contributing concepts and development ideas through research, and the media that as expanders by promoting, publishing and making the image of the area to the outside community. Roles are identified, and cooperative relationships are formed in pentahelix modeling between appropriate stakeholders based on stakeholders from cultural heritage areas in Sumbawa City. Collaborative relationships such as coordinating, networking, and good collaboration among stakeholders avoid conflicts of interest,

and it is easier to determine who should be involved in existing development and who needs improvement so that the product becomes more accessible.

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