#### **CREATIVE THESIS**

# Malang's Untold Stories: Three Hidden Sustainable Tourism Destinations You Shouldn't Miss

Submitted to English Letters Study Program of Universitas Ma Chung in partial fulfillment of the requirements for the Undergraduate Degree of English Letters



By

#### RATIH DHEVIYANTI NUR

212110013

ENGLISH LETTERS STUDY PROGRAM
FACULTY OF LANGUAGES UNIVERSITAS MA CHUNG

**MALANG** 

2025

#### LEMBAR PENGESAHAN DOSEN PEMBIMBING SKRIPSI

## DIAJUKAN UNTUK MEMENUHI TUGAS-TUGAS DAN SYARAT-SYARAT UNTUK MENCAPAI GELAR SARJANA SASTRA BAHASA INGGRIS

Dosen Pembimbing Skripsi I

Dosen Pembimbing Skripsi II

Wawan Eko Yulianto, Ph.D NIP. 20160019

Antono Wahyudi, SS., M.Fil NIP. 20110018

#### LEMBAR PENGESAHAN DOSEN PENGUJI

Laporan Tugas Akhir oleh Ratih Dheviyanti Nur ini telah dipertahankan di depan dewan penguji pada tanggal 17 Juli 2025

Dewan Penguji

Dr. F.X. Dono Sunardi, M.A. NIP. 20120008

Wawan Eko Yulianto, NH. 20160019

Antono Wahyudi, SS., M.Fit-

NIP. 20110018

#### LEMBAR PERSETUJUAN DAN PENGESAHAN

#### DITERIMA OLEH PANITIA UJIAN SARJANA FAKULTAS BAHASA UNIVERSITAS MA CHUNG PADA:

**HARI** 

: Kamis

TANGGAL : 17 Juli 2025

#### MENGETAHUI,

#### KETUA PROGRAM STUDI SASTRA INGGRIS

Dr. F. XADono Sunardi, M.A. NIP. 20120008

MENGESAHKAN,

**DEKAN FAKULTAS BAHASA** 

Lilis Lestari Wilujeng, S.S, M.Hum. NIP. 20070032

#### PERNYATAAN KEASLIAN KARYA

"Dengan ini saya menyatakan bahwa Laporan Tugas Akhir dengan judul Malang's Untold Stories: Three Hidden Sustainable Tourism Destinations You Shouldn't Miss ini beserta seluruh isinya adalah benar-benar karya saya sendiri dan saya tidak melakukan pnjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan. atas pernyataan ini, saya siap menanggung resiko / sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya saya ini."

Malang, 17 Juli 2025 Yang membuat pernyataan.



Ratih Dheviyanti Nur

#### **ABSTRACT**

### Malang's Untold Stories: Three Hidden Sustainable Tourism Destinations You

#### Shouldn't Miss

#### Ratih Dheviyanti Nur., Universitas Ma Chung

(July 2025)

Advisors: Wawan Eko Yulianto, Ph.D., Antono Wahyudi, SS., M.Fil

The global tourism sector, while a significant economic driver and job creator, faces increasing challenges related to its negative environmental, socio-cultural, and economic impacts. This growing concern highlights the critical need for sustainable destination management, aligning with global initiatives like the UN Sustainable Development Goals (SDGs) and the Global Sustainable Tourism Council (GSTC) criteria. This creative thesis aims to address the lack of international promotion for three unique, inherently sustainable tourism destinations in Malang Regency, Indonesia: Tiban Mosque, Spring Water (Sumber Maron), and the Bedengan Orange Picking Tour. Despite embodying GSTC principles across sustainable management, socioeconomic, cultural, and environmental impacts, these hidden gems suffer from limited Englishlanguage information online, unlike popular regional attractions. Through a comprehensive digital strategy utilizing creative storytelling via official websites, social media platforms (Facebook, YouTube, Instagram, TikTok), and travel blogs, this project seeks to elevate the global recognition of these sites. By crafting engaging content that highlights their unique culture, natural beauty, and sustainable practices, the initiative intends to significantly increase both local and international tourist visits, thereby boosting local community income and promoting responsible travel. This approach leverages the power of travel writing and tour interpretation to create meaningful connections between visitors and the destinations, demonstrating how digital promotion can foster long-term sustainability and appreciation for Malang's unique heritage.

Key Words: sustainable tourism, travel writing, creative storytelling, Global Sustainable Tourism Council

#### **ACKNOWLEDGEMENTS**

First, I want to thank God for giving me the blessings, mercy, and guidance so that I could complete the final report entitled Malang's Untold Stories: Three Hidden Sustainable Tourism Destinations You Shouldn't Miss.

To my academic advisors, examiners, also all of the lecturers in the English Letters Study Program of Universitas Ma Chung, who have provided supports during my time of study here, I sincerely want to thank you for all the lessons you gave to me. I am especially grateful to Wawan Eko Yulianto, Ph.D and Antono Wahyudi, SS who served as my project advisor, as well as Dr. F.X. Dono Sunardi, M.A. who fulfilled the role of my project examiner, I'd like to say thank you for the guidance you gave during all the online and offline mentoring sessions.

To my late father, my mom, my brother, my aunty, and partner in crime, who always pray for me and remind me to thank God in all of my life journey, I would be sent my gratitude to them all.

And finally, I would like to thank all those who helped me finish the final report. Hopefully, this internship report will be useful especially for me and for readers. You guys are great!

Malang, 18 Juli 2025

Ratih Dheviyanti Nur

### TABLE OF CONTENTS

LEMB	BAR PENGESAHAN DOSEN PEMBIMBING SKRIPSI	2
LEMB	BAR PENGESAHAN DOSEN PENGUJI	3
LEMB	BAR PERSETUJUAN DAN PENGESAHAN	4
PERN	IYATAAN KEASLIAN KARYA	5
ABST	RACT	6
ACKN	NOWLEDGEMENTS	7
TABL	E OF CONTENTS	8
CHAP'	TER I INTRODUCTION	10
1.1.	Background	10
1.2.	Objectives of The Study	13
CHAP	TER II	14
REVII	EW OF RELATED LITERATURE AND STUDIES	14
2.1	Theoretical Framework	14
2.2	Critical Theory	17
2.3	Studies on Earlier Works	20
2.3	3.1 Sumber Maron	20
2.3	3.2 Tiban Mosque	24
2.3	3.3 Orange Picking Tour	28
CHAP	PTER III PROCESS OVERVIEW	32
3.1	Project Description	32
3.2	Formal Elements of The Work	32
3.2	2.1 Descriptive Language	32
3.2	2.2 Cultural Exploration	33
3.2	2.3 Description of Places	35
3.2	2.4 Project Timeline	37
CHAP	PTER IV	38
PROC	CESS NOTES	38
4.1.	Conceptualization	38
4.2.	Emphasizing Sustainability	39
4.3.	Reflections	39
CHAP	PTER V CONCLUSSION & SUGGESTION	41
5 1	Conclusion	41

5.2	Suggestions	41
Referen	ices	43
APPEN	DICES	45

#### CHAPTER I INTRODUCTION

#### 1.1. Background

Tourism is one of the biggest and fastest-growing sectors in the world. According to Ferri & Aiello (2017), tourism not only makes a significant contribution to national economic growth but also creates numerous job possibilities and raises local income (Ferri & Aiello, 2017). However, alongside the growth of the tourism sector, various problems related to negative impacts on the environment, socio-culture, and local economy have emerged. This circumstance has created a need for a more responsible and sustainable approach to destination management. Sustainability is becoming increasingly vital in our everyday lives so that we can find a balance between humans and nature for the well-being of present and future generations.

Everything we do today should aim for a better tomorrow. Furthermore, the United Nations Sustainable Development Goals (UN SDGs) establish a global agreement on social, economic and environmental goals to be achieved by 2030 (UN, 2015). The United Nations established a common 2030 Agenda for these goals, and every country has agreed to follow it for a brighter future for our planet and all of those who live there. With the 17 SDGs leading us in a new direction, such as living and working sustainably, we can incorporate them into various aspects of our daily lives. Overall, the SDGs provide a wide variety of global targets for the environment, society, and economy, and countries are being encouraged to take on this ambitious challenge to achieves these goals. Over the past ten years, global organizations such as the Global Sustainable Tourism Council (GSTC), the United Nations World Tourism Organization (UNWTO), Sustainable Development Goals (SDGs) and the European Commission have created rules, regulations, and advice to help integrate sustainable tourism into economic practices and oversee overall sustainability efforts. In this regard, in 2017,

UNWTO stated that "A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions" (UNWTO, 2020). The UNWTO's know-how in creating sustainable, responsible, and accessible tourism would help build better and healthier communities.

In general, Sustainable Tourism demonstrates that each culture is unique and can be enjoyed in various ways, including guided tours, festivals, and campaigns. Therefore, tourism can be a major economic engine by generating significant revenues for countries and people in the region, which can help in achieving and promoting the Global Sustainable Tourism Council (GSTC) Goals. Sustainable tourism is based on three key principles: environmental sustainability, socio-cultural sustainability and economic sustainability. The principle of environmental sustainability emphasizes the need to protect the natural environment, resources and biodiversity. Socio-cultural sustainability seeks to protect cultural heritage, and uphold traditions, and empower local communities. Meanwhile, economic sustainability focuses on creating sustainable economic benefits for local communities, such as job creation and regional development.

According to Streimikiene & Svagzdiene (2020), Sustainable tourism is a concept that aims to balance the needs of travelers with environmental responsibility, economic sustainability, and social equity, ensuring that tourism can be enjoyed by future generations without destroying natural resources and local cultures (Streimikiene & Svagzdiene, 2020).

By promoting cultural events like mass circumcisions, weddings, the August 17 Indonesian Independence Day festivities, Thanksgiving celebrations, and the Maulid Nabi the concept highlights the sustainability of natural and cultural resources.

Nonetheless, this study aims to highlight three leading examples of sustainable tourism in Malang Regency, Indonesia: Tiban Mosque, Spring Water (Sumber Maron), and the Bedengan Orange Picking Tour. This is a problem that needs to be addressed, unfortunately these hidden gems lack proper promotion, especially in English. There are limited online resources to explain these destinations, unlike popular places like Mount Bromo and Tumpak Sewu Waterfall. For instance, an article sourced from Authentic Indonesia.com entitled "Best Places to Visit in Bromo Tengger Semeru National Park" and Then Indonesia travel which talks about "Cool Things to Do around Bromo Volcano" and finally is an article from Times Indonesia.co.id entitled "The Tumpak Sewu Waterfall, The Indonesian Niagara Falls". The lack of information in English makes it difficult for foreign travelers to discover these unique experiences. The promotion of hidden tourist attractions such as Tiban Mosque, Spring Water, and The Orange Picking tour through articles and blogs using the English language, has a huge potential to increase foreign tourist visits because English is the most widely spoken international language in the world, so the potential visitors will be much wider. These locations could get more international recognition with engaging and educational material. In addition, English promotions can also improve the image of the destination, encourage local economic growth, and introduce local culture and wisdom.

In order to effectively promote the three main tourist destinations in East Java as unique sustainable tourism destinations, a comprehensive strategy should be put into place using digital tools such as creating and maintaining official websites that offer detailed information on how to get there, accommodations, restaurants, and fun things to do there; using social media accounts like Facebook, YouTube, Instagram, and TikTok, we can create promotional

videos that highlight the natural beauty, local culture, and life of the locals; and using travel blogs that share the history, culture, and unique attractions of each destination to reach a wider audience worldwide and collect reviews from tourists who have been there.

by doing so using creative storytelling method by those applications we can help to increase tourism and support the local economy. In addition, engaging storytelling will help highlight these locations to potential visitors worldwide as a must-visit place in Indonesia.

#### 1.2. Objectives of The Study

Promoting sustainable tourism is essential to preserve the environment, develop the local economy, protect the local culture of each destination, and improve the quality of life of local communities. This creative project focuses on introducing three local destinations into the world as unique tourism destinations in Malang Regency. This creative writing has several objective studies including:

- Promote Tiban Mosque, Sumber Maron (Natural Spring), and Orange Picking Tour in Bedengan to international audiences through social media, travel blogs, and storytelling.
- 2. Create engaging digital content that highlights aspects of culture, nature and sustainability.
- 3. Increase local and international tourist visits, thereby increasing the income of local communities.

# CHAPTER II REVIEW OF RELATED LITERATURE AND STUDIES

#### 2.1 Theoretical Framework

In order to promote tourist destinations and improve tourists' comprehension of a region's culture and natural features, travel writing and tourism interpretation are crucial tools. Travel writing has the power to ignite readers' enthusiasm in seeing the world through vivid and detailed storytelling (Nikasius Jonet Sinangjoyo & Fian Damasdino, 2018). The collaboration between travel writing and tourism interpretation creates a more meaningful experience. Visitors are not just visiting a place, but also participating in protect the environment and respecting cultural diversity. For example, through travel writing and tourism interpretation, three destinations such as Tiban Mosque, Sumber Maron, and Orange Picking Tourism in Malang Regency can be promoted as unique and sustainable tourist destinations, thus attracting both domestic and foreign tourists. This project explores how digital strategies, such as social media, storytelling, and travel blogs, can effectively promote three unique destinations in Malang Regency.

In this creative writing process, travel writing and tourist interpretation are crucial. The captivating images and well-known tales in travel writing inspire readers to take the trip. Visitors could create a strong connection with historical and cultural histories through tourism interpretation, which might improve their experiences. By implementing these strategies, the goal is to present these locations as beautiful and exciting places to visit and as sustainable tourism venues that support local economies, promote environmental sustainability, and conserve cultural heritage (I Dewa Gde Satrya, 2023). In general, travel writing is a type of writing that focuses on travel experiences, whether from a personal or professional perspective. It aims to describe places, cultures, and experiences in a way that is interesting, informative, and inspiring to the reader. Travel writing can include travel articles, blogs, essays, journals,

or even travel guidebooks. Travel writing is a form of non-fiction writing that explores the writer's travel experiences. The focus is not only on the description of the place, but also on the interaction with the local culture, people, food, and personal experiences during the trip. The elements of travel writing are combining practicality, storytelling, cultural awareness, and creativity. Travel writers aim to inform, inspire and entertain readers by sharing their experiences and insights while respecting the culture and politics of the destination. Consistent language, clear details, and meaningful photographs are key tools to make travel writing engaging and effective.

Based on Soemohadiwidjojo's (2017), work titled "Travel Writing is Fun" emphasizes that taking a trip for leisure, entertainment, or business is considered travel, Typically it involves sightseeing to provide participants with relaxation and enjoyment (Soemohadiwidjojo, 2017). To put it simply, through travel we can learn about local cultures and traditions. Through travel, we can meet people from all over the world. Through travel, we can taste so many different cuisines. Through travel, we can adapt to new trends and technologies. Through travel, we can start new business opportunities and most importantly, through travel, we can see God's amazing work around the globe and appreciate more what our own country has to do.

In the context of my creative writing project by applying travel writing theory, we can explore how to effectively communicate Sustainable Tourism in Malang Regency based on the mosque's architecture, Picking Orange tour, Natural Spring water's history (*sumber maron*), and cultural significance in a way that attracts domestic and foreign tourists as part of my creative writing project by using travel writing theory. The theory will help guide how we frame our descriptions, highlight key features of the destination, and engage readers, making them want to visit the three destinations I have explained before. Additionally, since the project involves promoting the three destinations using official websites, social media accounts (such

as Instagram, Facebook, and YouTube), and travel blogs, travel writing theory provides a solid foundation for crafting engaging, persuasive content that promotes the three destinations as a must-visit place in East Java. The best example of travel writing that inspires me to write is a travel blog by Agustinus Wibowo.

According to Nimit Chowdhary and Monika Prakash's book "Interpretation and Tour Leadership," page 106 tour interpretation is a guiding strategy that entails delivering information about a site to guests in an interesting, instructive, and relevant manner. Tour interpretation is the process of communicating knowledge and tales about a location, its history, culture, and significance to tourists in an interesting and beneficial approach. It is a guiding strategy that improves the visitor experience by allowing them to connect emotionally and intellectually with the location they are visiting. A tour guide is typically a cheerful extrovert who engages with guests and maintains a positive tone throughout interactions. Tour guides need to have a good understanding of the local resources, including both natural landscapes and man-made structures. They must also understand their visitors' motivations for traveling and key characteristics like age, interests, and background. Additionally, guides must consider the needs of other important groups, such as the local community, and government, ensuring that their tours benefit everyone involved.

The main goal is to deepen these experiences by giving useful information that connects people to the locations they visit. Guides use storytelling strategies to engage their audience by offering stories, local legends, and personal experiences that make the information more easily understood and remembered. This interactive method influences conversation and engagement, allowing visitors to ask questions and engage in discussions that help them better understand the place. Nimit Chowdhary and Monika Prakash define tour interpretation as engaging tourists by offering facts, tales, and the cultural relevance of a location. This project, which promotes the Tiban Mosque as a religious and cultural tourism attraction, is in line with this theory. The

Orange Picking Tour also offers a chance to improve visitors' experiences through attractive interpretation when they pick oranges straight from the trees but on the other hand, Natural Spring Water (Sumber Maron) can educate visitors by the local legends. Using the Tour Interpretation theory, we can devise techniques to explain the Tiban mosque and Sumber Maron's historical and cultural significance engagingly. This technique teaches visitors about the significance of the three destinations through storytelling, interactive experiences, and cultural sensitivity. Through this effort, we can highlight the beauty of the Tiban Mosque, Natural Spring Water (Sumber Maron), and The Orange Picking tour presenting it as a must-see sustainable tourism in Malang Regency that benefits the local economy.

#### 2.2 Critical Theory

#### **2.2.1** The Global Sustainable Tourism Council (GSTC)

The GSTC criteria were created to provide a common understanding of sustainable tourism. The GSTC Destination Criteria – informally known as "GSTC-D" – represent the minimum standards that every tourism destination should aim to achieve. These GSTC-D criteria are organized into four themes: sustainable management, socio-economic impact, cultural impact, and environmental impact. These criteria can be applied to all tourism sectors. The GSTC criteria have been developed and revised by the ISEAL Alliance's Code of Good Practice for Setting Social and Environmental Standards, an organization known for guiding international norms for developing sustainability standards across all sectors. The most recent revision of the GSTC-D was made in 2019, based on two rounds of consultations.

Here are some uses of the GSTC Destination Criteria include the following:

 Sustainable Management: focuses on how tourism destinations are managed responsibly to ensure long-term sustainability.

- 2. Socio-Economic Sustainability: focuses on the social and economic impacts of tourism activities on local communities.
- 3. Cultural Sustainability: focuses on the conservation, protection, and management of cultural heritage, traditions, and local identities in tourism destinations.
- 4. Environmental Sustainability: focuses on the sustainable management of natural resources to protect ecosystems, minimize the negative impact of tourism on the environment, and promote environmentally friendly tourism destinations.

They serve several purposes, such as being the basis for sustainability certification, helping destinations become more eco-friendly, and guiding consumers in choosing sustainable tourism destinations. These criteria also provide the media with a way to recognize sustainable destinations and inform the public about them. Certification programs and voluntary destination-level initiatives use these benchmarks to ensure that their standards are in line with widely accepted sustainability practices. Additionally, the criteria provide a foundation for government, non-government, and private sector programs to develop their sustainable tourism requirements. They are also used by educational institutions, such as tourism schools and universities, to educate future professionals about sustainability in the tourism industry. Overall, the criteria aim to inspire leadership and encourage others to act toward a more sustainable tourism model.

#### 2.2.2 Travel Article

A travel article is a type of creative nonfiction that provides facts or a narrative about a particular location, trip, or travel experience. Through detailed descriptions of locations and insights into the local traditions, residents, and environment. Travel articles seek to inspire educate and amuse readers. They could contain introspective

thoughts, useful travel advice, suggestions and also captivating stories. "The first examples of travel writing came from Ancient Greece, with writers such as Pausanias who started describing his many journeys around AD 150. Later, during the Middle Ages, travel writing became popular in Arabic and Chinese civilization as well as in Europe" (BBC Bitesize, 2022). There are several kinds of travel writing literature such as:

- 1. Adventure Travel contains descriptions of amazing stories, and other adventurous or exciting events, in addition to make readers feel as if they are experiencing it.
- Travel Guide is factual information on places, they detail what it is like to
  do certain activities like taste local food, meet people or explore different
  cultures.
- 3. Travelogues is a personal experience of travelling is written in first person point of view, often includes sensory details like what the writer saw, heard, felt, and describes the journey in chronological order.
- 4. Promotional Travel Writing is a type of travel writing created specifically to promote a destination, event, or tourism service to attract tourists and encourage them to visit a particular destination used by travel agencies, tour operators, bloggers and local government.

Travel articles are commonly found in travel magazines, online blogs, newspapers, and tourism websites. In the context of this study, travel articles serve as a new way of promoting sustainable tourism in Malang Regency that aligns with the GSTC principles.

#### 2.3 Studies on Earlier Works

#### 2.3.1 Sumber Maron

Indonesia is blessed with many stunning natural beauties that everyone loves visiting. The country is famous for its many mountains and waterfalls, and there are tons of other great places to see. Let's discuss Malang a city in east java, one of the many stunning and interesting spots in this regency is Sumber Maron spring water. It's located in Karangsuko Village, Pagelaran district Malang Regency. Sumber Maron has become a popular destination for both locals and tourists from other cities. It's a great place to visit for people of all ages, from kids to adults. Sumber Maron is worth seeing even if it may not be as well-known as other Malang with its comfortable facilities like food stalls, toilets, changing rooms, and good roads.

Sumber Maron is a tourist destination rich in history and natural beauty, the history of Sumber Maron tourism begins with a young man named Maron who has magical powers. Maron lived in the hamlet and was known for his ability to control the flow of water. He believed that water is the source of life that must be protected and respected. One day, he heard that his village was facing a severe drought, and the land was dry, the plants were wilting, and then the people were running out of water. Maron decided to use his powers to find a new water source. After a long journey, he finally found a gushing spring in the middle of the forest. He believed that this was the water source that would save his village. Maron then built a small pool around the spring to share the miracle of water with everyone. Until now, the legend of Maron and Sumber Maron continues to be told and attracts local tourists who want to visit the place. Maron's story of fighting to save his village and protect the water source has inspired many people.

Sumber Maron offers a refreshing natural springs that are greats for swimming. It's not just about the beauty, but there's also an educational opportunities, giving visitors a chance to learn something new. Besides being a natural tourist spot, Sumber Maron is also an educational place where students can learn about technology. There's a small hydroelectric power plant there, which is the main attraction for educational visits. In fact, the people living near Sumber Maron don't use electricity from the main power grid. They get their electricity from this hydroelectric plant, which is powered by the river water. River water is also used for farming, such as watering rice fields and growing water spinach. Visitors can learn how this hydroelectric works (PLTMH) and how it provides electricity to four nearby villages Karangsuko village, Sukosari village, Gondanglegi Kulon village, and Panggungrejo village. PLTMH was built around 2005 and is still a major source of electricity for these villages. So, while visitors are enjoying nature, they can also learn about how to protect the environment.

Located on the slopes of Mount Merapi, visitors can do all sorts of fun activities here, from swimming and fish therapy to rafting and river tubing. It's the perfect place to have a relaxing family picnic while enjoying the beautiful scenery. Before that, it was a water source for farmers. People also grew kangkung there and used it as a resting place. The abundant water and the vast rice fields surrounded by lush green trees create a beautiful environment. This tourist place isn't a new tourist spot in Malang, it's been around for a long time. It officially became a tourist destination in 2012. There's also a waterfall in the middle of Sumber Maron called Grojogan Sewu. Because of its beauty, the area has been developed into a tourist spot. Many people visit to see this beautiful waterfall, which is about 6 meters high. The water is very clear and flows down a wide, steep slope. It's perfect for swimming, rafting, and river tubing. visitors can rent a tube for just Rp 5,000 and float down the river for about 500 meters.

Sumber Maron is in Dusun Adiluwih Karangsuko, Pagelaran district. It's about 26 kilometers south of downtown Malang and takes around an hour to get there. Visitors can get there by bus, minivan, or their own car. They can also use ride-hailing apps like Gojek or Grab but also use Google Maps to find the best and fastest route. If visitors prefer, they can use a travel agency to take you there. Sumber Maron open every day from 7 AM to 6 PM, it gets really crowded on weekends and long holidays. The best time to visit is in the morning or late afternoon after 2 PM when the sun isn't too hot. You can also avoid the rainy season to make sure you have a good time without getting wet.

Visitors don't need a lot of money to enjoy Sumber Maron. For just a few thousand rupiahs, they can access all the facilities. Let me break down the costs for a while. Sumber Maron provides various facilities like toilets, a prayer room, a spacious parking area, and changing rooms for those who want to swim. There are also stalls selling snacks and drinks, and you can rent swimming gear like goggles and floats. The food is delicious and affordable, and visitors can enjoy it while taking in the beautiful scenery. To enter Sumber Maron, they'll need to pay an entrance fee of Rp5,000 on weekdays and Rp10,000 on weekends and holidays. They can also rent other facilities like small tubes for Rp3,000, big tubes for Rp7,000-Rp15,000, mats for Rp3,000, lockers for Rp3,000, and shower rooms for Rp2,000. There's also a parking area for motorcycles at Rp2,000 and cars at Rp5,000. Please note that prices may change, but this information can help you plan your trip.

Despite the mystical stories, Sumber Maron is a fun place for families. There are many exciting things to do here. Of course, when we visit Sumber Maron, be prepared to get wet! The natural, pristine water just begs you to jump in. Local people have set up safe swimming areas in the calm parts of the river. But the best spot is under

the Sumber Maron waterfall. The natural pool formed by the waterfall is perfect for swimming and rinsing off. Visitors can also relax on the 60-degree slope of the waterfall and feel the cool spray. In the prepared bathing area, they can even see small fish swimming in the clear water. Visitors can dip their feet in for a relaxing fish spa. Swimming and playing in the water here are a fun and memorable experience. However, be careful, especially around the waterfall where the rocks can be slippery.

Sumber Maron also offers an adrenaline-pumping activity: river tubing. Visitors float down the river on a tube, navigating through rapids and small waterfalls. The river tubing area is not far from the waterfall, and they can rent tubes there. The river tubing route is about 500 meters long, and along the way, they'll see beautiful trees and rice fields. A guide will accompany you to ensure your safety. The river is shallow, and there are bamboo barriers at the end of the route for added safety. Visitors can enjoy a fun and safe adventure with their friends and family. The sound of the flowing water and the serene atmosphere create a relaxing experience.

Sumber Maron is more than just a water park, with its PLTMH and rich history it's also a fascinating educational destination. Visitors can not only enjoy the natural beauty but also learn about renewable energy and the history of Sumber Maron. With its complete facilities and affordable prices, Sumber Maron is a great choice for a holiday. Don't forget to keep the area clean and preserve the environment during our visit. Although the environmental management such as rubbish or sanitation is not discussed in detail, the presence of the PLTMH in Sumber Maron has shown a real step closer to sustainability (Putri et al., 2021). Various studies and articles have discussed the potential of Sumber Maron as a natural destination in Malang, with a focus on natural and educational tourism attractions. Articles from various sources such as Traveloka.com, Travel Malang, Detik.com, TripAdvisor, and Nahwa Tour provide

different insights regarding the advantages and disadvantages of this destination. Detik.com, for example, emphasizes the sustainable tourism aspect through education about the Micro Hydro Power Plant (PLTMH) that supports the electricity needs of surrounding villages, making it an example of environmentally friendly energy management in tourist areas. Meanwhile, articles from Traveloka.com and Travel Malang focus more on recreational facilities and rides, without deeply exploring sustainability. TripAdvisor provides perspectives from direct traveler reviews but does not explore the environmental and educational aspects that are key to sustainable tourism. Thus, previous studies show that Sumber Maron has great potential to be developed as a sustainable tourism destination. Sumber Maron still needs further development in the aspects of environmental management and a lack of promotions.

Based on the discussion of the various articles that focus on aspects of sustainable tourism in Sumber Maron, each article has an advantage in delivering the information. However, when considering aspects of sustainability-especially in terms of nature sustainability, local community participation, education, and tourism the article from Detik.com seems to be the best. Detik.com is the best article in emphasizing the aspect of sustainable tourism because it presents information about renewable energy education (PLTMH) and its positive impacts on local communities. This article provides a more complete view of how Sumber Maron is not only a place of recreation but also supports sustainability through education and the use of environmentally friendly energy.

#### 2.3.2 Tiban Mosque

Tiban Mosque, as the people call it. A huge mosque was full of majesty and beauty located in the Turen area of Malang Regency. Tiban Mosque, the Salafiyah

Bihaaru Bahri Asali Fadlaailir Rahmah Islamic Boarding School isn't just a place of worship; it's a thriving center of religious tourism that celebrates multiculturalism. The name of the Islamic boarding school (pesantren) often shortened as "Bi Ba'a Fadlrah" this phrase is Arabic inspired and very symbolic, as a literal translation it means "The Seas of Honey from the Blessings of Mercy "symbolizing a place full of kindness, wisdom and divine mercyp. This mystical sounding name fits beautifully with the spiritual and cultural atmosphere. This Islamic boarding school is based on istikharah which means seeking the best/right choice. In islam called Salat al-istikharah, a prayer for seeking guidance from Allah swt when someone is facing a difficult decision or doesn't know what choice to make like choosing a job, marriage partner, or even starting a big project. So, when the founder of the pesantren says the islamic boarding school is based on istikharah it means "he didn't randomly decide to build the mosque". The Islamic Boarding School was pioneered about 47 years ago in 1963. The school (pesantren) did not begin as a big intuition, it grew slowly until home of Romo Kyai Ahmad was developed into the current boarding school this is where it all started from home with heart. Construction has been carried out since 1987, although it was still semi-permanent until 1992. Intensive construction began again in 1999 until now.

From Malang city center, tourists can use private vehicles or public transportation such as buses or taxis. If using a private vehicle, the trip usually takes about 1-2 hours depending on traffic conditions. So far, people think that the mosque is only a place of worship. However, the Tiban Mosque was developed through multicultural community development into a model of religious tourism which has an impact on improving the economy of the surrounding community through the development of religious tourism in Malang. The mosque itself was built a few years later, and its stunning architecture and grandeur have led many to refer to the entire

complex as the Tiban Mosque. The term "Tiban" translates to something that appears without a known origin, reflected in its name and there are local myths suggesting the mosque was built overnight by supernatural beings. However, these stories have been debunked by the boarding school authorities, who affirm that the mosque was built by Santri. The main building of the Tiban Mosque boasts 10 floors, each with its unique function and design. The first four floors are dedicated to places of worship and student activities. Family rooms are located on floors 5 and 6, where families can gather and pray together. Floors 7 and 8 are home to shops managed by female students, offering essential goods needed by the Santri or students. When we're done exploring the mosque up to the ninth floor, we can exit and explore the shops that sell various souvenirs.

Today, the Tiban Mosque stands as a symbol of the beauty of Islam, its intricate and detailed architecture drawing visitors from far and wide. Tiban Mosque has unique in very unique architecture, the first building that can be seen when entering the Tiban Mosque Malang is the front post of the mosque which is styled like a temple to the complex in the main building. The domes of the Tiban Mosque in Indian style carved in Arabic writing are all done by the students of the Islamic Boarding School. Arabic-style ornaments are layered with gold that decorate the walls of the room as well as the corridor. This fusion of styles reflects the mosque's embrace of multiculturalism. By incorporating elements from various cultures such as Indian, Chinese, and Arabic elements into its design, the Tiban Mosque welcomes visitors of all backgrounds. Tourists can experience a stunning and captivating visual experience as well as understand and respect different religions. However, the tourism potential of the Tiban Mosque has not been maximized. One factor preventing foreign tourists from knowing about the Tiban Mosque is the lack of promotion and detailed information.

Many articles using information from diverse sources have included Masjid Tiban. The article from Detik.com refers to an academic journal and detikTravel, while Dunia Masjid is based on interviews and the writer's firsthand experience. LabiruTour.com draws on local history and community reviews, while Okezone Travel includes quotes from residents and mosque management. These articles generally focus on the mosque's history, unique architecture, facilities, and even the myths about its construction, which some people believe involved supernatural beings like Jin. The writing style in each article is usually descriptive and informative, making it easy for readers to grab details about the mosque, from its architectural structure to the activities of the surrounding community. The detailed information covers the mosque's history and its ornaments, which are influenced by Turkish, Chinese, Indian, and Russian cultures. Visitor feedback about the mosque is mostly very positive, with many impressed by the grandeur of the architecture and intrigued by the mystical stories behind its creation. Masjid Tiban has several advantages, such as its unique design and the role of local students (santri) and the community in building it. However, the articles also mention some shortcomings, like the lack of promotion and insufficient information about the impact of tourism on the local community, as well as the facilities available for visitors.

Out of the four previously discussed articles, LabiruTour.com stands out as the one that aligns most with the concept of sustainable tourism. This is because it highlights the role of local students (santri) and local communities in the construction of the Tiban Mosque, which empowers the surrounding community. This article also explains the diversity of functions of the mosque, such as a place of worship, education, and a center for social activities, which reflect a positive impact on the local community. Although its promotion is still limited, this is considered an opportunity to promote

more responsible tourism, while supporting the local economy through religious tourism. LabiruTour.com successfully describes the potential of the Tiban Mosque as a sustainable tourist destination while maintaining cultural and religious values.

#### 2.3.3 Orange Picking Tour

Malang City has long been known as one of East Java's major fruit-producing regions. The potential of fruit plantations has proven to be a unique attraction for tourism. This has led to the emergence of fruit-picking tourism, including orange picking in the Dau sub-district. The appeal of fruit picking lies in the fun and excitement of picking our fruit to eat or take home. The harvesting process itself becomes a unique and enjoyable experience, especially when done with family. Aside from orange picking, Malang also offers apple picking, strawberry picking, and other fruit-picking experiences.

Malang Regency has established itself as a leading destination for orange-picking tourism. This is supported by its position as the second-largest producer of Siam and Keprok oranges in East Java. BPS data indicates that orange production in Malang reached a substantial 202 thousand tons in 2021. While Malang falls short of Banyuwangi's production of 344 thousand tons, Malang remains a significant contributor to the region's orange supply. The primary orange-producing districts in Malang are Poncokusumo, Turen, Karangploso, and Dau. However, Dau's production experienced a decline from 34 thousand tons to 13 thousand tons in 2021, resulting in a drop to the fourth rank. Poncokusumo secured the top position as the largest producer with a substantial output of 116 thousand tons.

So, where can one experience orange picking in Malang? Known for its cool and refreshing climate, Malang offers various agricultural and horticultural activities. One popular tourist attraction is orange picking. Some notable destinations include Selorejo Orange Picking Tourism, located in Selorejo Village, Dau District, Malang Regency. Visitors can enjoy various orange varieties such as baby java, keprok batu, and Valencia. Another option is Petungsewu Bedengan Orange Picking Tourism, where visitors can not only pick oranges but also learn about orange cultivation from experienced local farmers. This agritourism site is open daily with an entrance fee of Rp20,000 for adults and Rp10,000 for children. Additionally, Ronggolawe Farm Orange Picking Tourism in Sumberpucung offers a fun orange-picking experience suitable for all ages, with an entrance fee of Rp10,000 per adult. These locations are ideal for family vacations and offer a refreshing and unique experience.

Although Dau District is not the largest orange producer, it is well-known for its various orange-picking destinations. Several of these locations are situated in Selorejo and Tegalweru Villages. If we are starting our route from the center of Malang City, there are multiple routes that we can take. We can either go through Bandulan and Wagir District or Joyogrand until we reach Tegalweru and Selorejo Villages in Dau District. Arriving at the orange picking location, visitors are greeted by the cool, refreshing air that Malang is famous for. Arriving at the orange picking location, visitors will be greeted by the cool air typical of Malang which is so comfortable. Along the way, there will be views of orange plantations on the right and left of the road. Not only that, but the panoramic view of the hills also makes the vacation trip more peaceful. For orange lovers, of course, the Malang Orange Picking tour will be a very interesting destination. The tourists who come generally invite their friends and family to pick oranges together straight from the tree. If we are confused about how to pick, the tour

guide as well as the farmer and garden staff will be happy to help us. Usually, visitors will pick oranges that hang and are easily reached by hand. After picking, visitors can immediately taste the freshness of the oranges while relaxing in the cool and shady trees. Some types of oranges in Malang orange picking tour are quite varied, starting from Baby Java sliced oranges, Madu Siem, and Keprok. In addition, there are also other types of oranges such as Pontianak oranges and Keprok. There is no need to worry about costs. The entrance ticket price of the Malang orange picking tour which is only IDR 20 thousand per person is certainly very affordable. With this fee, visitors can pick oranges and enjoy picking oranges as much as they want. But if visitors want to take it home for souvenirs, then visitors can pay at the farmer's price, which is 5 thousand to 15 thousand per Kg according to the type of orange picked.

Based on my creative project on the potential of orange picking as an agrotourism destination in Malang has been discussed in various articles and local news sources, including Batu Times, SIDITA JATIM, Times Indonesia, and Tugu Malang. Each article provides a different point of view regarding the attractiveness, facilities, and challenges faced in managing this tourism. Batu Times emphasized the background of the manager and the availability of fruit depending on the harvest season, while SIDITA JATIM highlighted the educational tours that invite visitors to learn about orange planting. Times Indonesia shared other potentials in the Petungsewu area such as animal education, which is a place where protected animals learn before being released back into the wild. There is also Bedengan, a campground that is now a hit in Malang because of its beautiful scenery. and Tugu Malang focuses on the aspect of tourism promotion that emphasizes the atmosphere of nature. These studies show the importance of developing sustainable orange-picking tourism while maintaining environmental sustainability and providing a positive economic impact on local

communities. From the discussion that has been done about articles from Batu Times, SIDITA JATIM, Times Indonesia, and Tugu Malang, here are opinions about the most interesting and leading articles on sustainable tourism. SIDITA JATIM is the coolest and closest to the concept of sustainable tourism because it manages to combine agricultural education and natural beauty and offers affordable ticket prices for all groups in one tour package. In addition to promoting tourism, this article also shows the positive impact of tourism activities on environmental awareness and the local economy, which is the essence of sustainable tourism.

# UNIVERSITAS MA CHUNG

#### CHAPTER III PROCESS OVERVIEW

#### 3.1 Project Description

This thesis entitled More Than Just a Tourist Destination: Promoting Malang's Sustainable Tourism Through Creative Storytelling thesis explores sustainable tourism in East Java by focusing on three key tourist destinations which are Tiban Mosque, Sumber Maron, and the Orange Picking Tour in Bedengan, Batu City. These places highlight the potential for combining tourism with environmental conservation, cultural heritage, and economic growth, in line with sustainable tourism principles. These are three destinations connected with their uniqueness as sustainable tourism in Malang Regency. The project will also use digital tools like creating and managing official websites, social media accounts (such as Instagram, Facebook, and YouTube), and travel blogs to promote the unique aspects to reach more people all over the world, helping to increase tourism and support the local economy.

#### 3.2 Formal Elements of The Work

#### 3.2.1 Descriptive Language

Descriptive language is the use of detailed and poetic words to describe a place, experience, or object so that readers can vividly imagine or "feel" the atmosphere described. When used in a sustainable tourism context such as Sumber Maron, The Orange Picking Tour and Tiban Mosque descriptive language can give a deep impression of the natural beauty, peacefulness, and eco-friendly elements present there.

The Tiban Mosque is a unique religious and cultural tourism destination in Turen, Malang. It has a special design that mixes different cultures like Indian, Chinese, and Arabic. From afar we can see the mosque's Indian-style domes decorated with Arabic calligraphy, the construction of the Tiban mosque was carried out by Students who lived in the boarding school (pesantren). They worked hard, from making bricks and mixing cement to making mosque decorations. All these processes were done manually, they worked with their own hands and

built every part of this mosque starting from the 1st floor to the 10th floor with care and attention to detail, without using machines or heavy equipment, this might make people think that the mosque suddenly appeared or was built overnight.

Hidden in the heart of the countryside, Sumber Maron captivates with its clear and cool water flowing gently between rocks and greenery. Tall trees and green bushes add to the soothing shade, while the sound of gurgling water creates a natural harmony that calms the heart. There, visitors can enjoy the cool water that flows directly from a very natural source, refreshing the body and soul. The tubing activity along the calm river current adds to the excitement and sense of adventure, bringing tourists to experience first-hand the pristine beauty of nature. Sumber Maron is more than just a tourist destination - it's the perfect escape for those who crave peace and natural beauty.

Located on a cool and green stretch of hills, Bedengan Orange Picking Tour offers a unique experience of picking oranges directly from the tree, surrounded by a refreshing green scenery. Here, visitors can experience the freshness of perfectly ripe oranges in their hands, with the fruity aroma blending with the fresh village air. The friendly local farmers invite tourists to explore the orchards and pick their favorite oranges, from Jeruk keprok to Siem orange, while enjoying freshly squeezed orange juice as a treat. More than just a fruit-picking activity, this experience provides a touch of education about orange cultivation and the authentic natural beauty of the village. The Orange Picking Tour presents a calm and natural atmosphere, perfect for a family vacation that wants to be close to nature.

#### 3.2.2 Cultural Exploration

Cultural exploration is the activity of understanding and experiencing the culture of a place through direct experience, such as visiting historical sites, interacting with local people, or following local traditions and activities. In the context of sustainable tourism such as Tiban

Mosque, Sumber Maron, and Orange Picking Tour, cultural exploration involves activities that allow tourists to experience the uniqueness of local culture in a way that respects the environment and enhances their understanding of local traditional values. The Tiban Mosque is a treasure trove of souvenirs, from classic religious delicacies such as brem made from tapai ketan, carang mas, and dodol jarkasi, to the famous Dampit coffee and local snacks (fruit chips), to fashionable Muslim clothing (sarung, kopyah, mukenah, sajdah) all at reasonable prices. This unique shopping experience, which resembles a miniature Ramayana mall, is managed by the Santri Pondok Pesantren themselves and builds the entrepreneurial spirit of the Santri. Their education goes beyond religious knowledge and equips them with valuable skills for the real world.

Sumber Maron offers a unique cultural exploration that brings together nature, history, and local legends. The destination is famous for its fresh water springs and the story of Maron, a legendary figure believed to have discovered and protected this life-giving water source. This tale highlights the local belief in respecting nature as a valuable resource, and it's shared with visitors as a reminder of how essential water is to life. Today, Sumber Maron isn't only a relaxing spot to swim or raft but also a place where people can learn about sustainable practices, like the small hydroelectric plant that provides clean energy to nearby villages. This blend of cultural heritage, environmental awareness, and adventure creates an experience that allows visitors to connect deeply with both nature and the local community, making Sumber Maron a special destination.

Orange picking tours in Bedengan offer a unique cultural experience where visitors can learn about agriculture and connect with local communities. While exploring an orange grove, visitors can see first-hand the hard work behind growing different types of oranges, such as Orange keprok and Madu Siem, and experience the joy of picking fruit straight from the tree. Local farmers and guides teach guests about sustainable agriculture, showing how

the community protects the environment by promoting eco-friendly practices. The tour also directly supports the economy, as visitors can buy fresh oranges at farmer's prices. This combination of education, nature and support for the local economy makes the Orange Picking tour a meaningful and memorable destination for anyone interested in sustainable tourism.

#### 3.2.3 Description of Places

Place description refers to a detailed description that paints a vivid picture of a particular location, helping readers visualize its physical appearance, cultural significance, natural beauty, or unique qualities. This type of descriptive language often uses sensory details-such as sights, sounds and textures-to convey the essence of a place, so that readers can feel what it is like to be there. In sustainable tourism contexts such as Tiban Mosque and Sumber Maron, such descriptions highlight the unique features of the location and environmental or cultural sustainability, showing how the location preserves local traditions or natural resources. Descriptive language here can focus on aspects such as the intricate architecture of the Tiban Mosque that symbolizes religious harmony or the lush landscape of Sumber Maron, its clear water and environmentally-friendly hydroelectric power plant that supports the local community.

The Tiban Mosque is located in the district of Turen, Malang Regency, East Java. More specifically, it is located at Jl. KH. Wachid Hasyim Gg. Anggur No. 17 RT. 27 RW. 06 Sananrejo, Turen, Malang Regency. Although it is located in a residential area with relatively narrow streets, the mosque is a popular destination for religious tourism and attracts many visitors every year. The mosque is located in a lowland area at an altitude of about 500 meters above sea level. The area surrounding the mosque offers beautiful views of rice fields and hills, providing a peaceful and scenic backdrop. The mosque is generally easy to visit as it can be accessed by both public and private vehicles. From Malang city center, tourists can

reach the Tiban Mosque by private vehicles or public transport such as buses or cabs. By private car, the trip usually takes 1 to 2 hours, depending on traffic conditions.

Sumber Maron is a beautiful water tourism destination located in Karangsuko Village, Pagelaran District, Malang, East Java. Known for its refreshing natural spring water, Sumber Maron offers a unique experience for visitors to swim in the clear water, enjoy fish therapy, and even do river tubing through the stunning scenery. The place is equipped with convenient facilities such as food stalls, toilets, and changing rooms, making it family-friendly and accessible to everyone. One of the highlights is the Grojogan Sewu waterfall, which cascades 6 meters high, providing a beautiful place to swim and relax. Visitors can learn about renewable energy at the nearby hydroelectric power plant, which supplies electricity to local villages. With its rich history of local legends and affordable entrance fees, Sumber Maron is not only a place to have fun but also an opportunity to appreciate nature and learn about the importance of water conservation.

Malang City, located in East Java, is famous for its fruit picking tours, especially orange picking. The area is famous for its cool climate and fertile soil, making it an ideal location for citrus cultivation. Visitors can enjoy the excitement of picking fresh oranges at various locations, such as Selorejo Orange Picking Tour and Petungsewu Bedengan Orange Picking Tour. These locations allow tourists to pick different varieties of oranges, such as Orange Siem and Keprok, while learning about orange farming from local experts. This experience is perfect for families and friends, offering a chance to bond while enjoying the beautiful scenery of the orange plantations and surrounding hills. The entry fee is affordable, so visitors can pick as many oranges as they want and take home their favorites at a reasonable price. With its blend of agriculture, education and stunning nature, orange picking in Malang is a unique and fun destination for all ages.

## 3.2.4 Project Timeline

Date	Description
• 1-2 September 2024	Visiting Tiban Mosque
• 9 September 2024	• First consultation and discussed how to write chapter 1 –
• 12 – 13 September	3
• 16 – 17 September	Visiting Sumber Maron
• 18 – 19 September	Visiting Orange Picking Tour, Bedengan and Selorejo
• 20 September – 25 October	• Writing Chapter 1 -3
2024	
• 28 October 2024	Second consultation via online discussed about the title
	of my thesis
• 29 October 2024	• Third consultation revising and finishing chapter 1- 3
• 30 October – 4 November	Writing and finishing travel blog
2024	
• 6 December	Fourth consultation discussed about the writing format of
	my thesis

#### CHAPTER IV PROCESS NOTES

#### 4.1. Conceptualization

The lessons that I acquired in the tourism course last semester are what ignited my interest in the topic about "Promotion of Sustainable Tourism in Malang through Creative Storytelling." There, I learned many interesting things, such as travel writing, how to explain tourist attractions (tour interpretation), and how to be a good tour guide. I feel that travel writing and being a tour guide are my passions. I love meeting new people from different countries and learning about their culture and language. Moreover, in English Literature, we not only learn about literature, but also other fun things, such as being a tour guide, travel writing, and even entrepreneurship. Because English literature is so broad, we can develop our talents in the areas we like the most.

I chose to focus on sustainable tourism in Malang because I was born and raised here. I want to highlight hidden tourism potentials such as Tiban Mosque, Sumber Maron, and Bedengan Orange picking tour as examples of sustainable tourism in Malang. Unfortunately, these beautiful places are less well known, especially by foreign tourists. Information about these places is very rare, especially in English. Unlike popular tourist attractions such as Mount Bromo and Tumpak Sewu Waterfall that are widely reviewed on the internet, these places receive less recognition. For example, there are many articles about Bromo and Tumpak Sewu in English, but not the places I mentioned. The lack of information in English makes it difficult for foreign tourists to find some of these unique destinations. In fact, if places like Masjid Tiban, Sumber Maron, and Wisata Petik Oranges were promoted through articles and blogs in English, the potential for foreign tourist visits would be huge. English is the most widely spoken international language, so the range of visitors would be much wider.

#### 4.2. Emphasizing Sustainability

My study on creative storytelling significance is not just about tourism promotion, it is about inspiring tourists by travel writing that contains GSTC (sustainable tourism standard) principles which are sustainable management, Socio-Economic Sustainability, Cultural Sustainability and Environmental Sustainability. Specifically, to structure the promotion of Tiban Mosque, Natural Spring Water (Sumber Maron), and Orange Picking tour as a sustainable tourism in the Malang Regency by using digital tools like creating and managing official websites that provide valid Information, The GSTC standards prioritize sustainability in four critical areas such as sustainable management, socioeconomic effect, cultural impact, and environmental impact. These are consistent with my goal of promoting sustainable tourism in Malang Regency as a tourism attraction that supports local culture, economic growth, and community development. Using the GSTC as a critical theory, my thesis will discuss how these three destinations use the GSTC criteria to guide my current sustainable tourism writing.

#### 4.3. Reflections

Writing this creative thesis was quite a journey, full of valuable lessons and some tricky parts, especially when I tried to weave in the idea of sustainable tourism. When I first started, I mostly just described places like the Tiban Mosque, Sumber Maron, and the Bedengan Orange Picking Tour. But then, after getting feedback from my advisors I realized something important. The project wasn't just about describing places, It was about showing how these places connect with sustainable tourism. This meant I had to change my approach and rewrite parts of my thesis to highlight sustainability principles clearly.

One of the biggest challenges was including all the different parts of sustainable tourism like sustainable management, Socio-Economic Sustainability, Cultural Sustainability, but also Environmental sutainability. I really wanted the travel blog to stay fun and interesting for readers. So, I worked on finding a good balance between sharing important information and telling an exciting stories. This led me to add things like local people's perspectives, old cultural legends, and details into my creative writing thesis. This made each story both educational and easy to connect with emotionally. Another important change happened when my advisor Pak. Wawan suggested simplifying my project title. At first, I had a hard time coming up with a title that showed both the academic side and the creative side of my work. In the end, I chose a much clearer title: "More Than Just a Tourist's Destination: Promoting Malang's Sustainable Tourism Through Creative Storytelling" This title really captured what the project was all about.

However, writing this creative thesis taught me how important it is to be flexible, to listen to feedback, and to have a clear goal in mind. Creating travel stories that followed the GSTC principles wasn't easy and also it truly helped me understand more deeply how tourism can positively give a good impact for local people. It also reminded me of the amazing power of storytelling to People from all walks of life, from students to local travelers to international visitors, can understand and appreciate these tourism places in Malang regency.

## CHAPTER V CONCLUSSION & SUGGESTION

#### 5.1 Conclusion

This creative thesis demonstrates that travel writing can not only promote tourist destinations but also inspire and educate individuals about the significance of sustainable tourism. By using storytelling to highlight local culture, and natural beauty of places like the Tiban Mosque, Sumber Maron, and the Orange Picking Tour in Bedengan, I aimed to show how tourism can support local communities, protect the environment, and keep cultural traditions alive. Using the GSTC (Global Sustainable Tourism Council) as a guide, I explored how each destination can be promoted not only for enjoyment but also for readers who don't know what sustainable tourism is. This includes making sure tourism is well known and has benefits for the local economy, appreciate the culture, and protects environmental beauty. Writing this thesis has helped me understand the challenges like combining creativity with meaningful messages. It also taught me how powerful storytelling can be connected with readers and spreading awareness about responsible tourism. However, through this process, time by time I learned that creative travel writing is not just about beautiful words but it's about using those words to make a positive impact like promote Malang's sustainable tourism trough this way by making travel blog.

#### **5.2 Suggestions**

Based on the findings and experiences throughout this creative thesis, several recommendations are provided to encourage sustainable tourism awareness and creative storytelling as a tool for tourism promotion that I would like to address:

#### 5.2.1 For General

In addition to supporting local communities, protecting cultural heritage, and preserving the environment, tourism should be seen as a leisure activity by the general

public. When travelers choose sustainable tourist destinations and are conscious of their behavior while traveling, they can contribute positively to the places they visit.

## 5.2.2 For English Global and Creative Communication of Universitas Ma Chung

English Letters should continue to encourage students to combine different subjects in their creative projects. It's especially good when they connect literature, storytelling, and realworld topics like sustainability tourism especially when they study in tourism field. They could do this through creative writing formats like travel blogs or other digital content. This would give students more chances to use their writing skills in their fields.

#### **5.2.3** For Students

Students must see creative writing as more than just an art form. It's also a great way to share important messages. When they write about real places, real people, and their local wisdom around them their work can become truly meaningful. Moreover, integrating global issues such as sustainability into creative projects can make their work more relevant, valuable, and aligned with the needs of today's world.

#### References

- AdelardJibriL. (2018). *Wisata Alam Sumber Maron*. Tripadvisor.

  https://www.tripadvisor.co.id/ShowUserReviews-g297710-d8595443-r342487750-Sumber Maron-Malang East Java Java.html
- Best Places to Visit in Bromo Tengger Semeru National Park | Authentic Indonesia Blog.

  (2024, July 8). Authentic Indonesia. https://authentic-indonesia.com/blog/best-places-to-visit-in-bromo-tengger-semeru-national-park/
- Bromo Huge Adventures: Cool Things to Do around Bromo Volcano Indonesia Travel.

  (2024). Indonesia.travel. https://www.indonesia.travel/gb/en/trip-ideas/bromo-huge-adventures-cool-things-to-do-around-bromo-volcano.html
- Ferri, M. A., & Aiello, L. (2017). Tourism destination management in sustainability development perspective, the role of entrepreneurship and networking ability: Tourist Kit. World Review of Entrepreneurship, Management and Sustainable Development, 13(5/6), 647. https://doi.org/10.1504/wremsd.2017.086334
- I Dewa Gde Satrya. (2023). Storytelling of Destinations Through Travel Writing.

  \*International Journal of Global Operations Research, 4(2), 88–94.

  https://doi.org/10.47194/ijgor.v4i2.219
- Info Tempat Wisata Sumber Maron di Malang Travel Malang. (2020, April). Travel Malang

  ID. https://www.travelmalang.id/info-tempat-wisata-sumber-maron-di-malang/
- Izzah Putri Jurianto. (2023, March 29). Sekilas tentang Masjid Tiban Malang yang "Tibatiba" Ada. Detikjatim; detikcom. https://www.detik.com/jatim/wisata/d6644344/sekilas-tentang-masjid-tiban-malang-yang-tiba-tiba-ada
- Khodijah Siti. (2019, February 27). *The Tumpak Sewu Waterfall, The Indonesian Niagara Falls*. The Tumpak Sewu Waterfall, the Indonesian Niagara Falls TIMES Indonesia; TIMES Indonesia. https://timesindonesia.co.id/english/202740/the-tumpak-sewuwaterfall-the-indonesian-niagara-falls

- Masjid Tiban, Dibangun Atas Dasar Petunjuk Sang Khaliq | Dunia Masjid :: Jakarta Islamic Centre. (2024). Islamic-Center.or.id. https://duniamasjid.islamic-center.or.id/158/masjid-tiban-dibangun-atas-dasar-petunjuk-sang-khaliq/
- Nikasius Jonet Sinangjoyo, & Fian Damasdino. (2018). *Pemanfaatan Travel Writing Sebagai Sumber Informasi Bagi Wisatawan Nusantara*. *16*(1), 287599. https://doi.org/10.36276/mws.v16i1.253
- Putri, A. C. G., Muhammad, M., & Fandeli, C. (2021). Strategi pengelolaan pariwisata berkelanjutan di kawasan wisata alam sumber maron, kabupaten Malang. *Jurnal Teknosains*, 11(1), 51. https://doi.org/10.22146/teknosains.59115
- Ratnasari Cenreng. (2024, May 4). Sumber Maron, Tempat Wisata Air Sekaligus Edukasi di Malang. Detikjatim; detikcom. https://www.detik.com/jatim/wisata/d-7323586/sumber-maron-tempat-wisata-air-sekaligus-edukasi-di-malang
- Soemohadiwidjojo, A. T. (2017). Travel Writing is Fun. Rasibook.
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable Tourism Development and competitiveness: the Systematic Literature Review. Sustainable Development, 29(1), 259–271.
- Temukan Pengalaman Baru. (2025). Traveloka.com. https://www.traveloka.com/id-id/explore/activities/
- UNWTO. (2020). *Tourism and Culture* | *UNWTO*. Www.unwto.org. https://www.unwto.org/tourism-and-culture
- Wisata Masjid Tiban Turen di Malang Tiket Masuk & Fasilitas. (2024, July 20). Labiru Tour. https://labirutour.com/obyek-wisata/malang-masjid-tiban-turen-malang

#### **APPENDICES**

1. Harmony in Diversity (Tiban Mosque):

https://ratihguidingtechnicforfun.blogspot.com/2024/07/harmony-indiversity.html

2. The Eco Adventure

https://ratihguidingtechnicforfun.blogspot.com/2024/10/the-eco-adventure-experience-why-sumber.html

3. Orange Picking Tour :

https://ratihguidingtechnicforfun.blogspot.com/2024/11/orange-picking-adventures-exploring.html

# UNIVERSITAS MA CHUNG