

ABSTRAK

Diplomasi digital menjadi instrumen dalam memperkenalkan identitas budaya lokal kepada audiens internasional melalui pemanfaatan media digital dan pengalaman wisata berbasis pembelajaran. Rumah Batik Bintan di Desa Ekan Aculai memiliki potensi sebagai ruang pelestarian budaya, ekonomi kreatif, dan eduwisata, tetapi promosi globalnya masih menghadapi keterbatasan integrasi kanal digital, konsistensi konten, layanan bilingual, serta penguatan kemitraan. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian meliputi pemilik Rumah Batik Bintan, fasilitator eduwisata, mitra pemerintah, serta wisatawan. Data dianalisis menggunakan model interaktif Miles, Huberman, dan Saldaña (2014) melalui tahap pengumpulan data, kondensasi data, penyajian data, serta penarikan dan verifikasi kesimpulan, disertai triangulasi sumber dan teknik. Analisis penelitian berlandaskan teori diplomasi digital serta didukung konsep eduwisata, creative tourism, dan pemasaran destinasi digital untuk menilai komunikasi budaya, keterlibatan audiens, pengalaman wisata, dan jangkauan promosi. Hasil penelitian menunjukkan bahwa Rumah Batik Bintan memanfaatkan Instagram, TikTok, Facebook, dan WhatsApp untuk menyebarkan narasi budaya Batik Manes, mempromosikan praktik membatik, serta membangun kerja sama dengan hotel, agen perjalanan, dan pemerintah daerah. Pengalaman eduwisata mencakup pengenalan motif, pembuatan pola, mencanting, pewarnaan, pelorotan, hingga membawa pulang karya. Penelitian menyimpulkan bahwa strategi diplomasi digital perlu diperkuat melalui kanal resmi terintegrasi, konten bilingual, sistem pemesanan daring, peningkatan kapasitas sumber daya manusia, perlindungan kekayaan intelektual, dan kolaborasi lintas aktor guna meningkatkan visibilitas, kepercayaan, keterlibatan, serta kunjungan eduwisata pada pasar nasional dan internasional secara berkelanjutan.

Kata Kunci: Diplomasi Digital; Eduwisata; Rumah Batik Bintan; Promosi Budaya; Pemasaran Destinasi Digital

ABSTRACT

Digital diplomacy is an instrument for introducing cultural identities to international audiences through digital media and learning-based tourism experiences. Rumah Batik Bintan in Ekang Anculai Village has potential as a center for cultural preservation, the creative economy, and educational tourism; however, its promotion remains constrained by fragmented digital channels, inconsistent content, limited bilingual services, and insufficient partnerships. This study employed a qualitative method, with data collected through interviews, observation, and documentation. Informants included the owner of Rumah Batik Bintan, educational tourism facilitators, government partners, and tourists. Data were analyzed using the interactive model of Miles, Huberman, and Saldaña (2014), comprising data collection, condensation, display, and conclusion drawing and verification, supported by triangulation. The analysis applied digital diplomacy theory and the concepts of educational tourism, creative tourism, and digital destination marketing to examine communication, audience engagement, tourism experiences, and promotional reach. The findings show that Rumah Batik Bintan uses Instagram, TikTok, Facebook, and WhatsApp to disseminate Batik Manes cultural narratives, promote batik-making activities, and establish cooperation with hotels, travel agents, and government. Its educational tourism experience includes motif introduction, pattern design, waxing, coloring, wax removal, and opportunities for visitors to take their creations home. The study concludes that integrated official channels, bilingual content, online booking, human resource development, intellectual property protection, and cross-actor collaboration are required to strengthen visibility, trust, engagement, and sustainable tourism visits in domestic and international markets.

Keywords: Digital Diplomacy; Edutourism; Rumah Batik Bintan; Cultural Promotion; Digital Destination Marketing