Digital Discourse And Cultural Narratives: A Corpus-Based Analysis Of Coffee Tourism In Indonesia On Twitter

Moch Fuad Nasvian
Universitas Muhammadiyah Malang
nasvian@umm.ac.id

Hamdan Nafiatur Rosyida
Universitas Muhammadiyah Malang
hamdannafiatur@umm.ac.id

Christian Sri Kusuma Aditya
Universitas Muhammadiyah Malang
christianskaditya@umm.ac.id

Abstract:

Public discourse on social media can provide marketing communication strategists with deeper insights for crafting relevant and relatable content. This study explores how Indonesian Twitter users discursively construct narratives around coffee tourism through user-generated content (UGC). Using a corpus of 37,553 tweets posted between February 2024 and January 2025, the study applies computational content analysis, including keyword-in-context (KWIC), co-occurrence mapping, and collocate analysis via Voyant Tools. The findings show that the term "kopi" (coffee) frequently appears alongside affective and experiential keywords such as "enak" (delicious), "liburan" (holiday), and "kebun" (plantation), reflecting coffee's symbolic role in leisure, identity, and place-making. These discursive patterns highlight the shift from traditional promotion to participatory tourism storytelling. This study contributes to communication scholarship by illustrating how digital discourse reflects public meaning-making, and offers practical insights for destination branding through audience-centered content strategies rooted in cultural and emotional resonance.

Introduction

Coffee tourism is increasingly recognized as a multifaceted phenomenon that transcends mere economic importance, unveiling rich discourse around culture, community engagement, and sustainable development. This growing trend reflects a shift in tourism from consumption-driven experiences to those that emphasize relational dynamics and immersive encounters with local culture (Pine & Gilmore, 2011; Richards, 2011). Coffee tourism appeals to modern tourists' desire for authenticity, sensory engagement, and emotional connection—factors that are pivotal in experience-based tourism practices. Through visits to coffee farms, tasting sessions, and cultural events, travelers participate in meaningful interactions that deepen their understanding of place and identity.

The intersection of coffee and tourism is evident across various contexts, with destinations globally harnessing the allure of coffee to engage visitors in authentic experiences. Coffee is no longer just a beverage but a cultural symbol that fosters community connections and reflects the identity of a place (Chen, Wang, Morrison, et al., 2021). This aligns with the notion of the "experience economy," wherein contemporary tourists seek memorable experiences that resonate deeply and allow them to engage with local traditions and lifestyles (Chen, Wang, Morrison, et al., 2021). The emphasis on experiential engagement marks a departure from traditional tourist activities, transforming visits to coffee plantations into avenues for cultural exchange and understanding (Causing et al., 2025; E. Kastenholz et al., 2012). Coffee tourism also contributes to the diversification of rural economies, often integrating local arts, heritage storytelling, and culinary practices into touristic offerings.

Empirical evidence supports the potential of coffee tourism to yield both economic and cultural benefits. Studies indicate that visits to coffee-producing regions not only generate income for local farmers but also contribute to the cultural preservation of coffee-growing communities. For instance, Maspul notes that coffee tourism fosters appreciation for the coffee-making process, thus enhancing the cultural narrative surrounding coffee as a natural product intertwined with community life (Maspul, 2024). Furthermore, coffee tourism emerges as a conduit for sustainable practices, supporting both local economies and environmental stewardship through responsible tourism models (Wearing & Neil, 2000; Yeap et al., 2021). The sustainable tourism paradigm increasingly relies on meaningful

engagements that do not exploit local resources but rather empower stakeholders through ethical interaction and shared narratives.

Additionally, coffee tourism serves as a vital platform for local empowerment and community resilience. As outlined by Setiyorini et al., the cultivation of a coffee tourism narrative aids in the sustainability of agrotourism initiatives, promoting community participation and stakeholder collaboration in tourism development (Dinis et al., 2021; Setiyorini et al., 2023). By involving local populations in the tourism equation, destinations effectively harness local knowledge and traditions, thereby creating a more authentic and enriching visitor experience (Degarege & Lovelock, 2021). This community-based approach not only bolsters economic returns but also strengthens social bonds and heightens awareness of the importance of conservation and sustainable development goals (Madhyamapurush, 2023; Yeap et al., 2021). The participatory model of coffee tourism is also consistent with the broader goals of inclusive and regenerative tourism, a concept increasingly discussed in academic tourism discourse (Bramwell & Lane, 2011).

Indonesia is renowned worldwide as one of the largest producers of coffee, significantly contributing to its economy and agricultural identity. This prominence positions coffee as a strategic asset not only in exports but also in tourism, particularly gastronomic and heritage tourism. Gastronomic tourism offers immersive culinary experiences that connect visitors with local food traditions and cultural values. Coffee-related tourism in Indonesia includes farm tours, tastings, pop-up cafés, and cultural festivals that reflect regional diversity and identity (Vuksanović et al., 2024; Yuwafi et al., 2023).

Regions like Central Aceh Regency highlight the potential of coffee tourism as both an economic catalyst and cultural medium. During the COVID-19 pandemic, studies found that local coffee entrepreneurs in this area leveraged cultural heritage to maintain income through tourism, suggesting that coffee-themed attractions can be resilient forms of rural economic development (Ilham Satria et al., 2021; Vu et al., 2022). The success of local ventures such as Rehat Coffee illustrates how sustainability, local storytelling, and visitor engagement can merge to create thriving tourism models (Maspul, 2024).

Culinary tourism in Indonesia has seen a measurable rise in recent years, supported by increasing collaboration among local producers, hospitality businesses, and destination managers (Rohaendi & Herlinawati, 2024; Vuksanović et al., 2024). Coffee serves as a flagship product within this movement, with heritage tours and interactive experiences offering both economic potential and cultural preservation. Initiatives that position coffee as part of Indonesia's cultural identity—

rather than solely as a commodity—can strengthen regional branding and increase international interest (Rahmawati et al., 2024; Wailmi et al., 2024).

For this growth to be sustainable, stakeholders must adopt a strategic and participatory approach. Active cooperation among coffee farmers, tourism agencies, local governments, and policy designers is essential to building integrated experiences that highlight local narratives and ensure long-term community benefits (Ilham Satria et al., 2021; Kittichotsatsawat et al., 2021). In this way, Indonesia can harness its unique coffee culture not only to foster economic development but also to deepen visitors' understanding of its history, diversity, and traditions.

Digital communication theories provide critical insight into how tourism narratives are shaped and circulated in online environments. Concepts such as user-generated content (UGC), electronic word-of-mouth (eWOM), and dialogic communication frameworks illuminate how tourists participate in discourse creation. UGC has become an essential element in modern tourism marketing, offering authenticity and relatability that influence decision-making processes (Kim et al., 2021; Y. Liu et al., 2022). Electronic word-of-mouth—informal communication shared through online platforms—has been shown to significantly impact brand credibility, trust, and consumer intentions (Hussain et al., 2023; Jamu & Sari, 2022; Seijas-Díaz et al., 2023). In participatory media environments, tourists are no longer passive recipients of promotional content but active co-creators of meaning, often shaping destination reputations through their shared experiences (Khan et al., 2022; Santos, 2023; Satifa Putri & Widyastuti, 2023). These frameworks align with the dialogic theory of digital engagement, which emphasizes reciprocal communication and relationship building (Kredens & Vogt, 2023; Sagantoro et al., 2023). By applying these digital communication concepts, this study situates coffee tourism discourse on Twitter within broader media dynamics, offering insights into how digital narratives influence cultural representation, consumer trust, and tourism behavior.

Social media, especially Twitter, plays a pivotal role in promoting Indonesian tourism by enhancing real-time engagement and fostering direct connections between travelers and destinations. Twitter's ability to disseminate timely information and capture public sentiment significantly influences travel decisions (Purnama Harahap et al., 2024). The authenticity of user-generated content enhances trustworthiness and can shape tourist behavior (Dzulfikar Ihtifazhudin Zaky & Izza Mafruhah, 2024). Influencer marketing also plays a key role, they can amplify destination visibility and spark travel interest (Rahjasa et al., 2024). The Indonesian Ministry of Tourism's adaptive strategies during the pandemic,

focusing on relatable content, exemplify how social media can sustain tourism engagement in challenging times (Chloridiany, 2021). By integrating multi-platform strategies and embracing sustainable tourism, Indonesia effectively leverages social media to increase global visibility, foster trust, and encourage responsible travel practices (Wibisono & Lale, 2024).

Electronic word-of-mouth (eWOM) and user-generated content (UGC) further enhance the role of Twitter in tourism promotion. Research indicates that travelers often trust peer-generated narratives more than traditional marketing, particularly when such narratives are emotionally engaging and culturally grounded (Chen, Wang, & Morrison, 2021; Hua et al., 2024). Coffee tourism benefits significantly from such engagement, as travelers share sensory details, personal stories, and cultural insights that attract and inform future visitors. Twitter thereby becomes a discursive repository of tourism identity, where meanings are co-created and negotiated. This trust in eWOM has been confirmed across multiple studies in digital marketing and hospitality (Christou, 2016; Litvin et al., 2008).

In tourism communication research, the integration of discourse theories, such as thematic discourse analysis and corpus linguistics has enabled scholars to explore how meanings are constructed in digital environments. The analysis of large-scale digital texts through computational content analysis reveals not just frequency patterns, but also the latent themes that structure public perception and engagement (Baker, 2023; Partington, 2003). Within this framework, user discourse around coffee tourism on Twitter can be viewed as an evolving narrative that reflects broader socio-cultural dynamics and marketing effectiveness. Corpus-based approaches allow for both quantitative insight and qualitative interpretation, bridging digital humanities and communication science (McEnery & Hardie, 2012).

Based on this context, the present study aims to examine how coffee tourism is discursively constructed on social media, particularly Twitter, by Indonesian users. Specifically, it explores the linguistic patterns, thematic structures, and symbolic meanings embedded in user-generated content. The central research question guiding this inquiry is: "What dominant themes and discursive frames emerge in Twitter discourse about Indonesian coffee tourism?" This question is addressed through computational content analysis (CATA), incorporating corpus linguistics and thematic discourse analysis to identify patterns in language and meaning construction.
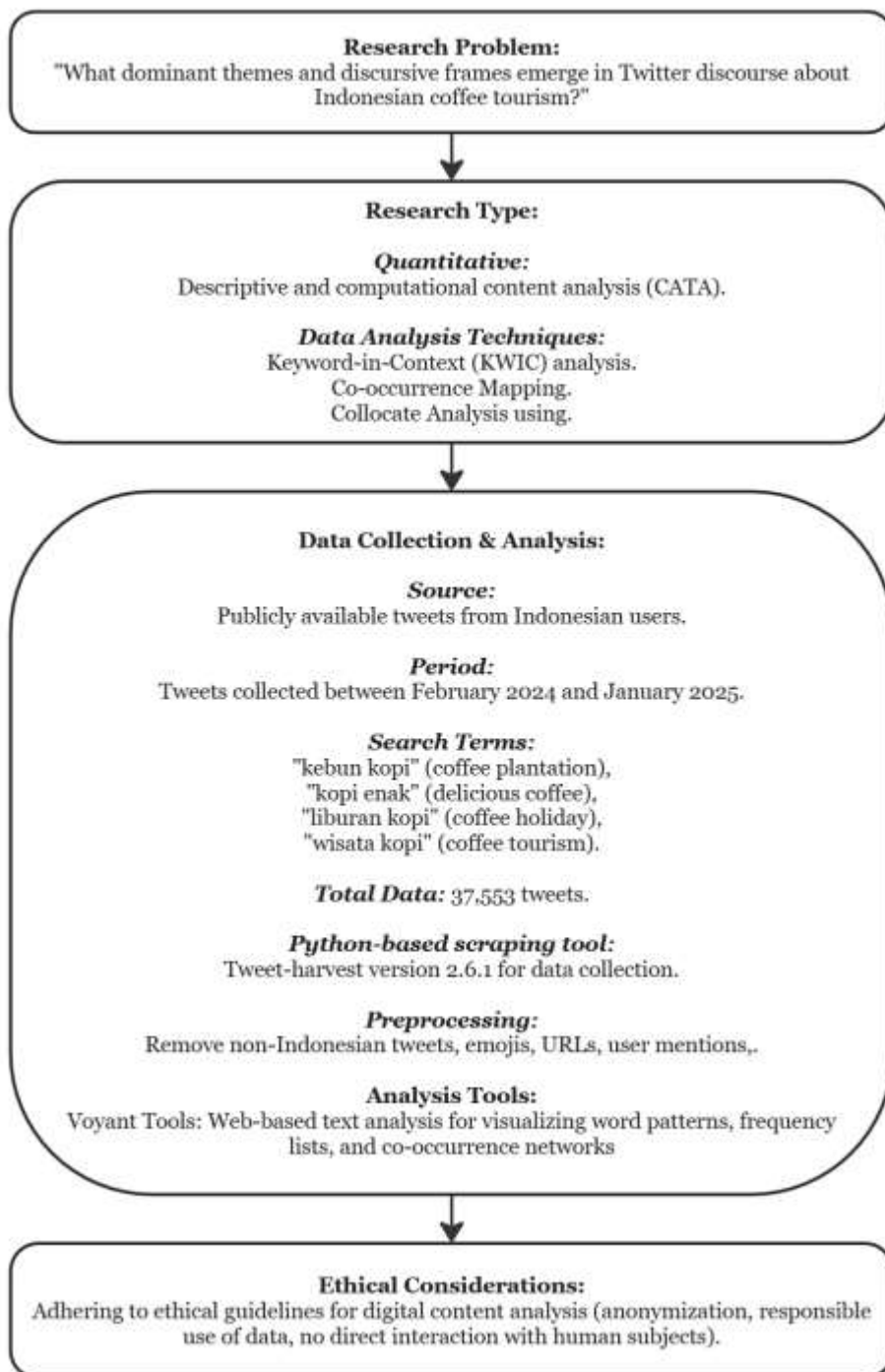
Overall, coffee tourism stands as a compelling model that not only stimulates economic growth but also enriches cultural understanding and

promotes sustainable practices. As tourism stakeholders navigate this dynamic landscape, fostering connections between local communities and tourists will be essential for cultivating memorable experiences that honor the essence of coffee culture. By exploring how this discourse unfolds in digital public spheres like Twitter, researchers and practitioners can better understand the symbolic and practical dimensions of coffee tourism, ultimately crafting a richer narrative that extends beyond mere economic gain. The application of interdisciplinary analytical methods strengthens this endeavor and opens new pathways for impactful communication strategies rooted in local identity and global connectivity.

This study contributes to communication science by examining how Indonesian Twitter users discursively construct the idea of coffee tourism through user-generated content. It reveals how social media users frame tourism experiences using symbolic language tied to sensory enjoyment, cultural identity, and sustainability. These patterns inform how meaning is co-produced by audiences in digital tourism communication. The study enhances discourse theory by showing how Twitter operates as a participatory space for constructing niche tourism narratives. It also offers practical insight into how tourism branding can benefit from audience-centered, discourse-based approaches. This research addresses the gap in the literature by exploring the under-explored role of digital discourse in Indonesian coffee tourism, particularly on Twitter. The study focuses on user-generated content between February 2024 and January 2025, examining how coffee tourism is discussed and framed in this context.

Research Method

This study employed a quantitative descriptive design integrated with computational content analysis to explore how Indonesian Twitter users engage with coffee tourism discourse. This methodological framework was selected for its strength in identifying word usage patterns, thematic clusters, and linguistic structures across large volumes of public text data, particularly within the domain of social media communication (Krippendorff, 2019; Neuendorf, 2017). Given the study's objective to understand naturally occurring language in user-generated content (UGC), a computational approach allowed for scalable and replicable insights into informal, real-time online discourse.

Research Problem:
"What dominant themes and discursive frames emerge in Twitter discourse about Indonesian coffee tourism?"

Research Type:

Quantitative:
Descriptive and computational content analysis (CATA).

Data Analysis Techniques:
Keyword-in-Context (KWIC) analysis.
Co-occurrence Mapping.
Collocate Analysis using.

Data Collection & Analysis:

Source:
Publicly available tweets from Indonesian users.

Period:
Tweets collected between February 2024 and January 2025.

Search Terms:
"kebun kopi" (coffee plantation),
"kopi enak" (delicious coffee),
"liburan kopi" (coffee holiday),
"wisata kopi" (coffee tourism).

Total Data: 37,553 tweets.

Python-based scraping tool:
Tweet-harvest version 2.6.1 for data collection.

Preprocessing:
Remove non-Indonesian tweets, emojis, URLs, user mentions,.

Analysis Tools:
Voyant Tools: Web-based text analysis for visualizing word patterns, frequency lists, and co-occurrence networks

Ethical Considerations:
Adhering to ethical guidelines for digital content analysis (anonymization, responsible use of data, no direct interaction with human subjects).

Figure 1. Research Design Diagram

The primary dataset consisted of publicly available tweets written in Bahasa Indonesia and posted between February 2024 and January 2025. Data collection was conducted using the Python-based scraping tool tweet-harvest version 2.6.1. The four keywords—'kebun kopi' (coffee plantation), 'kopi enak' (delicious coffee), 'liburan kopi' (coffee holiday), and 'wisata kopi' (coffee tourism)—were selected based on their frequency in an initial scan of tweets related to coffee tourism and their relevance to key themes in the study. A frequency threshold was applied to ensure the keywords were representative of commonly discussed topics within the coffee tourism discourse. A total of 37,553 tweets were collected for analysis.

Prior to analysis, the data underwent several preprocessing steps to ensure accuracy and quality. These included removing retweets, non-Indonesian tweets (using language detection filters), emojis, URLs, user mentions, punctuation, and duplicate entries. Common stopwords were also removed to focus the analysis on meaningful tokens. This cleaning process followed best practices in social media text preprocessing, as outlined in computational linguistics and text mining literature (Silge & Robinson, 2017).

Following preprocessing, the cleaned text data were imported into Voyant Tools, a widely used, web-based text analysis platform designed for exploratory and interpretive analysis in digital research. Voyant enables researchers to visualize text patterns through features such as frequency lists, word clouds, keyword-in-context (KWIC), and co-occurrence mapping (S. Sinclair & G. Rockwell, 2022). The tool's accessibility and built-in visualization features make it especially effective for researchers conducting interdisciplinary media analysis without advanced programming knowledge (Lamba & Madhusudhan, 2022).

This study did not involve direct interaction with human subjects, but it nonetheless adhered to ethical research standards in handling public social media content. All data analyzed were drawn from publicly accessible Twitter posts. Personal identifiers such as usernames and profile photos were excluded from the dataset, and findings are presented in aggregate form. The study complies with ethical guidelines for digital communication research, including principles of anonymization and responsible data use (Leanne Townsend & Claire Wallace, 2016).

To promote transparency and reproducibility, all data collection parameters, keyword queries, and analytical procedures are documented. The tools and versions used include Python with tweet-harvest v2.6.1 for data collection, and Voyant Tools (2024 web version) for text mining and visualization. Anonymized datasets and processing scripts are available from the corresponding author upon request for academic purposes.

Preprocessing of the data was conducted over a period of two weeks, during which non-Indonesian tweets, retweets, URLs, emojis, and duplicates were removed. This ensured that the dataset used for analysis was clean, relevant, and focused on the study's objectives. From the total of 37,553 tweets, 1,824 tweets were selected for keyword-in-context (KWIC) analysis based on their direct use of the four selected keywords. Tweets were filtered to ensure they were relevant, complete, and written in Bahasa Indonesia. Tweets with missing context or irrelevant content were excluded.

To better understand how digital discourse shapes narratives of Indonesian coffee tourism, a symmetric 5-word window was chosen for the KWIC analysis. This window size ensures balanced context around each keyword by capturing the words immediately preceding and following the keyword. This window size is commonly used in discourse analysis to capture relevant co-occurring terms while minimizing the noise from too broad a context (Sinclair & Carter, 2004; Tognini-Bonelli, 2001).

Result and Discussion

Word Cloud and Term Frequency Analysis
To investigate how Indonesian Twitter users discursively construct coffee tourism, a word cloud and term frequency analysis were conducted using Voyant Tools, focusing on the 50 most frequently occurring terms in the corpus. The findings provide insights into public perceptions, thematic associations, and linguistic patterns related to coffee tourism discourse.

Figure 2. Word Cloud Indonesian Coffee Tourism Discourse 2024-2025

The word cloud in Figure 2 illustrates the most frequent terms in the discourse surrounding Indonesian coffee tourism from 2024 to 2025. The term 'kopi' (coffee) emerges as the most dominant, appearing 1,659 times, reinforcing its central role in coffee-related discussions. The prominence of the word 'enak' (delicious), occurring 598 times, highlights the strong emphasis on sensorial appreciation, which remains a key aspect of coffee tourism narratives. The consistent appearance of affective language such as 'enak' further underscores the hedonic and experiential nature of coffee tourism, supporting research that emphasizes the emotional symbolism of coffee in contemporary consumer cultures (Yeap et al., 2021). This word cloud provides a visual representation of how coffee is not only a product but a significant sensory and emotional experience for those engaging with coffee tourism in Indonesia.

Closely following are terms like "liburan" (vacation), "kebun" (plantation), and "wisata" (tourism), with 443, 331, and 266 occurrences respectively. Their prevalence reflects how Twitter users connect coffee with leisure activities and travel destinations. This pattern underlines the shifting perception of coffee from a consumable good to a cultural and experiential attraction, resonating with former observations on the repositioning of coffee within agrotourism and eco-tourism contexts in Indonesia (Maspul, 2024).

The inclusion of terms such as "minum" (drink), "warung" (food stall), and "beli" (buy) points toward commercial and consumption-oriented discourse. These words indicate that users often talk about where to buy coffee or share experiences of drinking coffee in localized and informal venues. The reference to "warung" in particular foregrounds the authenticity and grassroots appeal of coffee experiences, supporting previous discussions on the role of everyday cultural settings in shaping meaningful tourist encounters (Kim et al., 2021).

In terms of product personalization and sensory, the presence of terms like "susu" (milk), "teh" (tea), and "es" (ice) illustrates a diverse range of consumer preferences and preparation styles. These references offer insights into how coffee is modified and contextualized within broader taste cultures, consistent with the concept of the "experience economy" (Chen, Wang, & Morrison, 2021). The co-occurrence of tea suggests that the discourse on coffee tourism occasionally overlaps with broader gastronomic tourism.

The analysis also reveals spatial and temporal dimensions within the discourse. Words such as "tempat" (place), "jalan" (road), "rumah" (home), "kota" (city), and "pabrik" (factory) highlight the spatial contexts in which coffee-related activities occur. Temporal expressions like "pagi" (morning), "hari" (day), and "malam" (night) indicate that coffee

consumption is embedded in daily routines and reflects lifestyle behaviors that are relevant to the planning of tourism experiences. These spatial-temporal markers enrich our understanding of how coffee tourism is integrated into everyday life and broader mobility patterns.

Furthermore, emotionally charged terms such as "merindukan" (longing), "emosional" (emotional), and "sentuhan" (touch) reveal an affective dimension in how coffee tourism is discussed. These words suggest that coffee is more than a beverage—it is a trigger for memory, nostalgia, and emotional resonance. This supports the findings of former research who argue that emotional narratives in UGC significantly shape consumer engagement and loyalty in digital tourism contexts (Fatimah et al., 2024; H. Liu et al., 2021).

Lastly, several terms point toward educational and exploratory themes. The words "pendidikan" (education), "eksplorasi" (exploration), and "penilaian" (evaluation) suggest that some users perceive coffee tourism as an opportunity for learning and critical reflection. These themes are consistent with former research who highlight the value of narrative construction in promoting cultural and heritage-based tourism (Setiyorini et al., 2023). Such expressions indicate a deeper layer of engagement where coffee functions not only as a leisure object but also as a medium for knowledge exchange and cultural interpretation.

Corpus Collocates Analysis

The corpus collocates analysis provides deeper insight into the co-occurrence of key terms within the Twitter discourse on Indonesian coffee tourism. By focusing on the top ten collocates identified through computational content analysis, this study emphasizes how digital audiences organically associate concepts in a participatory communication environment. The selection of the top ten collocates aligns with best practices in digital discourse and corpus linguistics research, which prioritize thematic clarity over exhaustive enumeration (Baker, 2023; Partington, 2003).

Term	Collocate	Count (context)
kopi	enak	549
enak	kopi	493
kopi	kopi	301
kebun	kopi	279
enak	enak	178
minum	kopi	158
wisata	kopi	128
liburan	kopi	126
kopi	liburan	125
kopi	kebun	108

Figure 3. Corpus Colocates Indonesian Coffee Tourism Discourse 2024-2025

The co-occurrence data presented in Figure 3 highlights the strong relationship between the terms 'kopi' (coffee) and 'enak' (delicious), with 549 co-occurrences. This reflects the central role of sensory discourse in coffee consumption narratives, indicating that Twitter users often associate taste with their discussions about coffee. The frequent pairing of these terms aligns with broader trends in gastronomy tourism, where flavor plays a pivotal role in shaping both identity and appeal (Vuksanović et al., 2024). The high frequency of this pair underscores the importance of hedonic descriptors in coffee-related digital discourse, emphasizing how sensory experiences are key to the promotion of coffee tourism online.

Similarly, the pairing "kopi" – "liburan" (coffee – vacation) with 125 co-occurrences suggests a discursive trend linking coffee consumption with leisure and travel. This relationship reinforces the experiential and recreational discourse of coffee tourism, where the beverage is positioned not merely as a commodity but as part of a broader lifestyle or travel experience. It resonates with the idea of destination branding through culturally embedded products, highlighting how tourists construct narratives around enjoyment and relaxation through local culinary identities (Chen, Wang, Morrison, et al., 2021).

The term "kebun" (plantation) was also strongly associated with "kopi", appearing together in 279 contexts. This pattern demonstrates users' recognition of the origin aspect of coffee tourism, tying the beverage to its agricultural roots. The pairing reinforces the visibility of the supply chain and production spaces in user-generated narratives, a phenomenon also noted in discussions of agrotourism (Ilham Satria et al., 2021; Maspul, 2024). Plantation visits are not only seen as experiential attractions but also as cultural and educational moments where users engage with sustainability, heritage, and community-based tourism (Yeap et al., 2021).

The collocate pair "wisata" – "kopi" (tourism – coffee) also reflects semantic convergence between tourism and coffee discourse, appearing in 128 contexts. It signals the rising discursive prominence of coffee tourism as a thematic concept in the digital public sphere. In these posts, coffee is framed as a tourist draw, often combined with local narratives, cultural identity, and eco-friendly values. This aligns with emerging research on niche tourism branding through sensory experiences and digital storytelling (Kim et al., 2021; Y. Liu et al., 2022).

Interestingly, "minum" – "kopi" (drink – coffee) with 158 instances also illustrates a performative discourse of coffee—foregrounding the act of drinking as a shared social and cultural activity. This verb-based pairing emphasizes ritualistic consumption and social bonding, two qualities that play a significant role in the marketing of coffee as part of travel narratives.

These elements contribute to the symbolic economy of tourism in which users co-create meaning through everyday actions tied to place-based experiences.

Collectively, these collocates reveal a strong thematic orientation toward sensory experience, leisure association, cultural origin, and ritualized consumption, which are central to understanding how Twitter users frame coffee tourism in Indonesia. This analysis highlights how digital discourse not only reflects but also constructs the appeal of coffee destinations through patterns of association and repetition, reinforcing the role of user-generated content (UGC) in shaping tourism narratives in online platforms (Hua et al., 2024; Santos, 2023).

Co-occurrence Analysis of Indonesian Coffee Tourism Discourse

The co-occurrence network visualization reflects key lexical relationships in user-generated content surrounding Indonesian coffee tourism on Twitter. The network analysis was derived from the most frequent term pairings (top 10) and represents the semantic landscape in which "kopi" (coffee) functions as the central node.
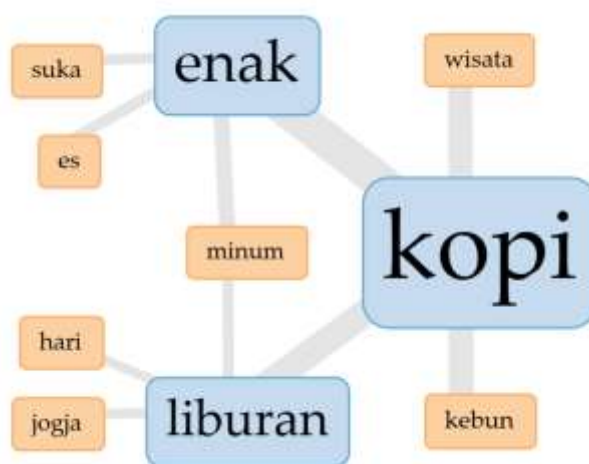
Figure 3. Co-occurrence Indonesian Coffee Tourism Discourse 2024-2025

Figure 3 illustrates the strongest co-occurrence between the terms 'kopi' (coffee) and 'enak' (delicious), which appear together 549 times. This highlights how discourse surrounding coffee in the dataset often centers on taste, reflecting affective and experiential engagement with the product. This pattern aligns with previous research in culinary and gastronomic tourism, where taste-related vocabulary is critical in constructing tourist value and memory (Richards, 2011). Additionally, the term 'kopi' co-

occurs with 'liburan' (vacation), 'wisata' (tourism), and 'kebun' (plantation), indicating that coffee is positioned not only as a consumable product but also as part of broader leisure and agro-tourism experiences. This supports the narrative presented in the introduction that coffee tourism in Indonesia integrates cultural, agricultural, and recreational dimensions (Ilham Satria et al., 2021; Maspul, 2024).

Interestingly, "minum" (drink) also appeared frequently in proximity to "kopi," signifying the performative act of consumption as a core theme. This pattern reflects the performative discourse of coffee tourism as both a social and individual ritual, aligning with the symbolic discourse of coffee experiences discussed in UGC literature (Kim et al., 2021; Y. Liu et al., 2022). The self-loop of "kopi" and "kopi" with high co-occurrence (493) might be attributed to emphasis, repetition, or branding conventions within tweets, which could be interpreted as intentional reinforcement of product identity or appeal strategies within digital discourse (Jamu & Sari, 2022). Similarly, the connection between "kopi" and "kebun" highlights the agro-tourism discourse of coffee narratives, emphasizing location-based authenticity and local production heritage. From a communication science lens, these co-occurrence patterns exemplify how Twitter operates as a participatory discursive space, where users collectively frame tourism narratives through recurring lexical associations (Pasquinelli & Trunfio, 2022). Such structures reflect embedded cultural values, affective orientations, and identity cues that shape audience engagement and destination perception.

Temporal Discourse Trends in Indonesian Coffee Tourism

The temporal distribution of key terms related to coffee tourism—kopi, enak, liburan, kebun, and wisata—reveals distinct patterns in how discourse unfolds across time on social media platforms. By examining monthly frequency trends from February 2024 to January 2025, we gain insight into the evolving attention and discourse of Indonesian coffee-related narratives. These shifts reflect public sentiment, seasonal travel behavior, and potential marketing impacts.

Figure 4. Trends Indonesian Coffee Tourism Discourse 2024-2025

Figure 4 illustrates the discourse trends surrounding 'kopi' (coffee) over the course of 2024-2025. The term 'kopi' consistently remains the dominant lexical focus throughout the year, with a noticeable surge in mentions toward December 2024 and January 2025. This trend suggests that coffee maintains a stable presence in digital conversations but experiences amplified visibility during the holiday season. The end-of-year peak may be attributed to factors such as the rise in domestic travel, cultural festivities, and the increased consumption of lifestyle content, which often features coffee experiences as symbols of relaxation and social interaction. These seasonal spikes highlight coffee's centrality not only in everyday routines but also as a feature of celebratory and leisure contexts, aligning with previous research findings that underscore coffee's symbolic and experiential appeal in digital tourism discourse

Similarly, the term enak (tasty/delicious) mirrors kopi's trend in late 2024, showing a dramatic rise in relative frequency in December and peaking in January 2025. This parallel movement reinforces the affective discourse of coffee as a pleasurable product, strongly associated with positive sensory evaluation. Rather than implying hedonistic behavior, the increased use of enak suggests that users highlight taste as a key dimension of tourism and culinary engagement, particularly during periods when consumers are more attuned to festive indulgence and leisure experiences. This aligns with studies on eWOM and gastronomic tourism, where sensory language is pivotal in shaping user narratives and influencing peer behavior (Kurnianto & Dhewi, 2022; Seijas-Díaz et al., 2023).

In contrast, liburan (holiday) displays a distinctive temporal pattern. It peaks early in the year and maintains prominence until mid-2024, after which it experiences a marked decline. This trend is indicative of holiday-related discourse that clusters around traditional vacation periods such as school breaks or national holidays. The early peaks in liburan coincide with higher public engagement in tourism content, during which coffee is framed within narratives of travel, escape, and relaxation. The decrease in the latter half of the year may reflect a shift in conversational priorities, potentially due to academic schedules or reduced travel activity.

The term kebun (plantation/garden), which frames coffee in terms of its agricultural and site-specific production context, remains relatively stable throughout the year, with slight peaks in September and November 2024. This suggests a modest but consistent interest in agro-tourism experiences that focus on authenticity, cultivation, and the origin of coffee. The timing of these increases may correlate with seasonal harvest periods or promotional campaigns highlighting sustainable tourism destinations,

aligning with literature that underscores the appeal of environmental narratives in travel discourse (Maspul, 2024; Setiyorini et al., 2023).

Meanwhile, wisata (tourism) shows intermittent peaks, particularly in July and again in November. This fluctuation may reflect the shifting nature of tourism conversations, possibly influenced by media coverage, marketing activities, or national tourism agendas. These surges support the notion that coffee is integrated into broader travel storytelling, especially when destinations or events receive renewed promotional attention. Notably, the convergence of terms like wisata, kopi, and enak during key months highlights how discourse clusters around themes of cultural consumption and local experience, reinforcing the integration of coffee tourism within Indonesia's broader tourism strategy.

Overall, the temporal analysis demonstrates that discourse surrounding Indonesian coffee tourism is not static but dynamically shaped by seasonal rhythms, consumption practices, and cultural cycles. The data support the argument that digital tourism narratives are sensitive to both temporal context and emotional resonance. The simultaneous rise of keywords such as kopi and enak during peak leisure months suggests a discursive strategy rooted in emotional engagement and experiential storytelling. In contrast, the relatively steadier patterns of kebun and wisata point to the ongoing integration of local production and cultural tourism into public conversation.

This temporal discourse offers strategic implications for destination branding and tourism communication. Understanding when and how certain keywords gain traction allows stakeholders to align promotional efforts with public interest and seasonal behavior. Tourism marketers, for instance, can leverage peaks in sensory and leisure-oriented terms to design campaigns that resonate emotionally during key travel windows. Likewise, the stability of origin-focused terms like kebun suggests opportunities for consistent storytelling around sustainability and heritage.

Keyword-in-Context Analysis

The keyword-in-context (KWIC) analysis reveals the centrality of the term kopi (coffee) within the discourse surrounding Indonesian coffee tourism. Using four initial query terms—kopi, kebun_kopi, liburan_kopi, and wisata_kopi—we extracted 1,824 tweets to explore how meaning is constructed through digital language practices. The data were preprocessed to remove non-linguistic noise such as emojis, links, usernames, and duplicates to ensure semantic clarity. Exact match filtering was applied, and a five-word window to the left and right of each keyword was used to maintain consistency across results.

Table 1. KWIC Indonesian Coffee Tourism Discourse 2024-2025

Left	Keyword	Right
enaknyaaa liburan ak hbis minum	kopi	jadinya melek bgt
nganterin nyokap jalan jalan hunting	kopi	sama nyokap. dunia gue isinya
nongki di kafe pesen menu	kopi	yg murah sama makanan 1
karena kalo malem suka minum	kopi	dan lihat bintang tapi ditempat
sore keluar bentar buat beli	kopi	dan gila macetnya luar biasa
tanggal merah minta sarapan di	kopi	klotok kaliurang gw mending tidur
bisa jaga nutrisi. Tapi minum	kopi	masih jalan ya? Hahahaha
di sana. Kalau Yaya suka	kopi	boleh kapan-kapan ke sana
yang sepi. Duduk dengan secangkir	kopi	Itulah liburan yang sebenarnya
rejeki liburan ke Tanjungpinang menikmati	kopi	atau teh tarik di pagi

Table 1 presents the KWIC (Keyword-in-Context) analysis of the term 'kopi' (coffee) in Indonesian coffee tourism discourse from 2024-2025. Across all queries, 'kopi' consistently emerges as the semantic core, co-occurring with expressive and contextually rich terms such as 'enak' (delicious), 'santai' (relaxing), 'hangat' (warm), and place-related words like 'gunung' (mountain), 'kebun' (plantation), and 'desa' (village). This lexical environment reveals a convergence of personal narratives and place-making, where the act of drinking coffee is not merely mentioned but discursively constructed as a meaningful and emotive experience. Rather than functioning solely as a noun, 'kopi' serves as a communicative anchor—symbolizing sensory pleasure, cultural familiarity, and a form of touristic escapism that ties individuals to both the sensory and cultural experiences of coffee tourism.

From a communication science perspective, this pattern supports the notion that language in user-generated content (UGC) is not just descriptive but performative and socially constructive. Tweets featuring kopi construct tourism experiences through personal, symbolic, and

affective registers, embedding emotional tones within otherwise mundane statements. This aligns with discourse analysis and corpus-assisted discourse studies (CADS), which view language as a key instrument in how publics shape shared realities and negotiate meaning within digital platforms (Baker, 2023; McEnery & Hardie, 2012).

Furthermore, the repetition of aesthetic and affective descriptors (e.g., nikmat, dingin, tenang) points to a discursive construction of coffee as a ritualized component of travel and leisure. These findings reinforce the role of e-WOM and dialogic communication in digital tourism, where micro-interactions on platforms like Twitter serve to validate, recommend, and reshape local destinations (Kim et al., 2021; Y. Liu et al., 2022). Kopi, in this light, is more than a product—it is a symbolic gateway through which users articulate lifestyle preferences, cultural pride, and community-based values.

Lastly, the dense recurrence of kopi in all query contexts—kebun, liburan, and wisata—suggests its role as a discursive bridge across agricultural, leisure, and cultural-touristic frames. Users invoke kopi not in isolation, but as part of composite expressions that blend personal experience with broader spatial and social imaginaries. The tweet-level discourse thus reveals how tourism communication is negotiated from the bottom up, with everyday users serving as narrative agents who mediate tourism branding and place identity through their linguistic choices.

Discussion

The findings from this study provide a deeper understanding of how digital discourse surrounding Indonesian coffee tourism is framed and constructed on social media platforms like Twitter. As illustrated in the figure 5 below, the centrality of 'kopi' (coffee) throughout the discourse reinforces the notion of coffee as a central cultural symbol, while also highlighting its role in shaping the tourist experience. The key themes identified in the figure—Sensory Satisfaction, Leisure Relaxation, Cultural Agricultural Context, and Emotional Connection—reflect how coffee tourism is perceived by social media users. Consistently associated with sensory terms such as 'enak' (delicious) and 'santai' (relaxing), coffee transcends its role as a consumable product, becoming an experiential and emotionally resonant symbol of leisure and relaxation. These discursive patterns underscore the shift from traditional promotional marketing to more participatory, experience-based storytelling in tourism, where coffee is not only consumed but also deeply embedded in the cultural and emotional fabric of the tourist's experience.
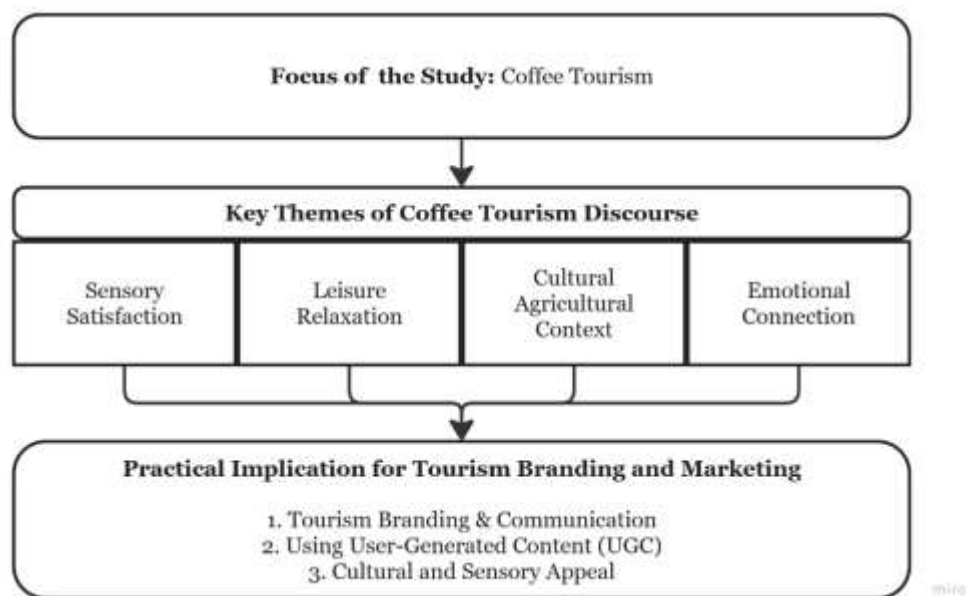
Figure 5. Result Summary Diagram

This centrality of coffee aligns with Pine and Gilmore's (2011) Experience Economy, suggesting that modern tourism is increasingly centered around experiential engagement rather than the mere consumption of material goods. Coffee tourism fits seamlessly into this model, where coffee is not simply consumed but becomes a medium through which tourists engage emotionally and socially with their environment. The association of coffee with terms such as 'kebun' (plantation), 'gunung' (mountain), and 'desa' (village) further deepens this connection, as it frames coffee as integral to the creation of place and the embodiment of local culture. By linking coffee to agricultural practices and landscapes, this discourse supports the notion that coffee tourism in Indonesia is not only about consumption but about immersion in authentic local culture and experiences.

The frequent pairing of 'kopi' with terms like 'enak' (delicious) and 'santai' (relaxing) further emphasizes the hedonic nature of coffee tourism. As Liu et al. (2022) and Kim et al. (2021) suggest, food and drink play a critical role in shaping emotional connections to destinations, positioning coffee as more than a product to be consumed. The emotional appeal of coffee, tied to sensory terms like 'hangat' (warm) and 'santai', reflects

broader trends in gastronomy tourism, where the aestheticization of food and drink creates significant leisure and relaxation experiences. This aligns with Hjalager (2002), who argues that sensory and emotional experiences in tourism contribute significantly to tourists' memories and identities. Coffee in this context is not just about the beverage but about creating moments of enjoyment and relaxation.

However, one of the more intriguing findings is the decline in 'liburan' (holiday) discourse post-mid-2024, a shift that contrasts with expectations of increased holiday-related discussions during peak travel seasons. This contradiction may be explained by several factors. Seasonality is an obvious contributor, as the mid-year period often coincides with the beginning of academic semesters in Indonesia, which might limit the travel opportunities of younger tourists or those with family commitments. The influence of academic schedules on tourism behavior cannot be overstated, particularly in a country like Indonesia, where academic calendars significantly shape the leisure time of large portions of the population.

Moreover, economic factors likely played a role. Fluctuations in the global economy, may have restricted disposable income for travel, thus influencing how and when people discuss holidays on social media. This economic reality is supported by Maspul (2024), who highlights how economic downturns often lead to shifts in travel behavior, including a focus on domestic tourism over international trips. It is possible that the decline in 'liburan' discourse reflects these economic constraints, with more attention paid to local or shorter-term travel rather than long vacations. Furthermore, this change could signify a shift towards more accessible or local tourism as tourists seek out less expensive, more culturally immersive experiences rather than traditional holidays.

Another significant aspect of this study is the role of social media in shaping and sharing tourism narratives. The use of emotive language and sensory terms in user-generated content on Twitter demonstrates the power of digital platforms in constructing destination identities and shaping tourist expectations. Twitter, as a platform for user-generated content, allows tourists and locals to contribute to the creation of tourism narratives, underscoring the role of digital discourse in contemporary tourism marketing. The increasing use of coffee-related hashtags and visual content signals how social media has become an essential tool for destination branding, where experiential content plays a crucial role in attracting travelers.

This study also contributes to the growing body of research on user-generated content and destination branding by demonstrating how coffee tourism is shaped by digital narratives. The emotional and sensory framing

of coffee in Twitter discourse is reflective of the broader trends in tourism marketing, where the promotion of experiences and the sharing of sensory moments through social media platforms is key to engaging modern tourists. As such, coffee tourism is not simply about selling a product but about creating a shared, experiential narrative that tourists want to engage with and share online.

The findings of this study have important implications for tourism stakeholders in Indonesia. The consistent association of coffee with sensory enjoyment and relaxation suggests that tourism campaigns should focus on the experiential and sensory aspects of coffee tourism. Marketing strategies should emphasize the pleasure and authenticity associated with local coffee, positioning it as not just a product to be consumed, but an experience that enhances the tourist's sense of place. Using sensory descriptors like 'enak' and 'santai' in promotional materials could strengthen the emotional connection with potential tourists, evoking feelings of comfort, relaxation, and authenticity.

Moreover, the growing use of social media in coffee tourism marketing emphasizes the importance of user-generated content in destination branding. Tourism marketers should consider integrating coffee experiences into their digital campaigns, leveraging platforms like Twitter to create engaging, visually appealing content that encourages tourists to share their own experiences. By tapping into the power of social media narratives, tourism brands can enhance their visibility and attract tourists seeking authentic and sensory-rich experiences.

Conclusion

This study examined the role of coffee in shaping digital discourse around Indonesian coffee tourism on social media platforms like Twitter. The findings highlight that coffee is consistently framed as more than a consumable product; it serves as a cultural symbol that shapes the tourist experience and connects tourists to authenticity, sensory pleasure, and local culture. The frequent pairing of 'kopi' (coffee) with sensory terms like 'enak' (delicious) and 'santai' (relaxing) aligns with Pine and Gilmore's (2011) Experience Economy, where products like coffee become part of a broader experiential engagement for modern tourists seeking meaningful travel experiences.

The association of coffee with local landmarks such as 'kebun' (plantation) and 'gunung' (mountain) further emphasizes coffee tourism as an experiential and gastronomy-focused activity. Coffee's role in place-making reflects broader trends in tourism, where food and drink are integral to constructing authentic travel memories (Hjalager, 2002). This study shows how coffee tourism is a key part of hedonic tourism, where

tourists seek emotional connections and sensory experiences that go beyond consumption, aligning with findings from Kim et al. (2021) and Liu et al. (2022).

An unexpected finding was the decline in 'liburan' (holiday) discourse after mid-2024, which may be linked to academic schedules and economic constraints. This shift underscores the importance of further research into how seasonality and economic shifts influence tourism behavior and digital discourse. Future studies should explore how these factors impact tourism patterns and the narratives shared on social media platforms.

For tourism marketers, this study highlights the need to focus on experiential marketing by emphasizing the sensory aspects of coffee and its connection to local culture. Social media platforms, particularly user-generated content, play a critical role in shaping tourism narratives and destination branding. Leveraging the emotional and sensory appeal of coffee, along with user-driven engagement, can enhance destination visibility and attract experience-driven tourists seeking authentic and immersive coffee tourism experiences. Finally, tourism strategies should incorporate the seasonal trends identified in this study. Since 'liburan' (holiday) discourse tends to peak during certain times of the year, marketing efforts could be tailored to specific seasons or academic breaks, ensuring that tourism campaigns are aligned with the most active periods for engagement.

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