Pertanika J. Soc. Sci. & Hum. 34 (S5): 191 - 212 (2026)

PERTANIKA JOURNALS

SOCIAL SCIENCES & HUMANITIES

Journal homepage: http://www.pertanika.upm.edu.my/

Preserving Heritage Through Integrated Marketing Communication: Enhancing Local Businesses and Tourist Interest in *Keris* Village

Syamsul Arifin[1]*, W.N. Jazmina W. Ariffin[2], Farah Syazrah Mohd Ghazalli[3], Nur Inna Alfiyah[1], and Evi Dwi Hastri[4]

[1]Faculty of Social and Political Sciences, Universitas Wiraraja, Kabupaten Sumenep, 69451 Jawa Timur, Indonesia
[2]Faculty of Applied Social Sciences, Universiti Sultan Zainal Abidin, 21300 Kuala Nerus, Terengganu, Malaysia
[3]Faculty of General Studies and Advanced Education, Universiti Sultan Zainal Abidin, 21300 Kuala Nerus, Terengganu, Malaysia
[4]Faculty of Law, Universitas Wiraraja, Kabupaten Sumenep, 69451 Jawa Timur, Indonesia

ABSTRACT

Preservation *keris* culture is crucial as a symbol of the community's historical, artistic, and cultural identity. Integrated Marketing Communication (IMC) can be a new strategy for raising cultural awareness, maintaining heritage sustainability, and promoting socioeconomic benefits and inclusive growth for local communities. This study aims to: (1) explore how communication channels are integrated to deliver culturally relevant, consistent, and impactful messages; (2) examine informants' perceptions of the impact of IMC on tourist interest, *keris* heritage preservation, and craft product sales; and (3) identify the challenges stakeholders face in implementing IMC strategies. Using a qualitative approach, this study employed semi-structured interviews with 15 informants selected through purposive sampling, comprising five representatives each from the government, private sector, and local community. All informants had actively participated in IMC-related activities in *Keris* Village, Madura, Indonesia, in the past two years. The findings indicate that integrating communication channels facilitates the coordinated promotion of *keris* heritage and its cultural significance. Informants perceive IMC as contributing to increased tourist interest and economic benefits while supporting efforts to preserve and promote the *keris* as a cultural icon. However, key challenges include limited resources, insufficient understanding of communication integration, gaps in digital technology adoption, and difficulties in content creation and coordination across communication channels. This study highlights the importance of aligning IMC strategies with heritage preservation efforts to promote the long-term

ARTICLE INFO

Article history:
Received: 05 September 2025
Accepted: 28 October 2026
Published: 20 November 2026

DOI: https://doi.org/10.47836/pjssh.34.S5.09

E-mail addresses:
syamsularifin@wiraraja.ac.id (Syamsul Arifin)
wnjazmina@unisza.edu.my (W.N. Jazmina W. Ariffin)
farahsyazrah@unisza.edu.my (Farah Syazrah Mohd Ghazalli)
nurinna@wiraraja.ac.id (Nur Inna Alfiyah)
evidwihastri@wiraraja.ac.id (Evi Dwi Hastri)
* Corresponding author

© Universiti Putra Malaysia Press

sustainability of *Keris* Village and foster inclusive local development. Findings reflect informants' perceptions not independently measured outcomes.

Keywords: Cultural sustainability, heritage preservation, integrated marketing communication, *Keris* Village, tourist interest

INTRODUCTION

Cultural heritage plays a crucial role in shaping societal identity (Spennemann, 2023). In Indonesia, the diversity of cultural heritage, expressed through art, traditions, and handicrafts, reflects the nation's long history and cultural richness, including its heritage associated with the *keris*. Some communities believe that the *keris* possesses a spiritual power that can protect its owner and ensure their safety (Zafri et al., 2023). Beyond its perceived spiritual significance, the *keris* serves as an integral element in various traditional ceremonies and historical events across the Indonesian archipelago. It is also distinguished by its unique design and profound symbolism.

Over time, the *keris* and other forms of cultural heritage have faced increasing threats, partly driven by the rapid pace of modernisation. Folorunso (2021) explains that globalisation has contributed to the destruction of cultural heritage properties over the past two decades. Despite its significant cultural and scholarly value, interest in the *keris* among younger generations has reportedly declined (Wibawa et al., 2024). This situation presents a particular challenge for villages that have long served as centres of *keris* craftsmanship and are deeply rooted in the historical tradition of *keris* making.

Aeng Tong-Tong Village, located in Saronggi District, Sumenep Regency, Indonesia, hereafter referred to as *Keris* Village, is widely recognised for its concentration of *keris* craftsmen (Anugerah et al., 2023). The village exemplifies the close relationship between cultural heritage, traditional craftsmanship, and community identity. It is recognised not only as a centre of *keris* production but also as a custodian of the knowledge, skills, and artistry associated with *keris* making, which have been passed down through generations. Despite its considerable potential for cultural heritage preservation, *Keris* Village faces several challenges that threaten the continuity of this tradition.

Within this context, Integrated Marketing Communication (IMC) offers a strategic approach to addressing these challenges. Rehman et al. (2022) describe IMC in terms of the holistic and strategic management of marketing communications. IMC aligns multiple communication channels to deliver consistent and impactful messages to target audiences. Its objectives include raising awareness, fostering interest, and encouraging audience engagement. In *Keris* Village, IMC may also create opportunities for local communities to develop their businesses by promoting *keris* products and other traditional crafts.

Through a coordinated communication strategy that incorporates social media, digital campaigns, cultural events, and partnerships with tourism stakeholders, the village can strengthen its public image and communicate its distinctive cultural identity more effectively.

Beyond its promotional function, the use of IMC for cultural heritage preservation requires an understanding of how local cultural resources can contribute to a sustainable community economy. Sustainable development encompasses economic, social, and environmental dimensions (Rahman et al., 2022). Economic sustainability concerns the capacity to maintain economic activity and long-term growth while taking account of its social and environmental implications. Cultural heritage can also serve as an economic resource by generating income and strengthening social capital (W. Ariffin et al., 2023). Consequently, integrating cultural preservation with local economic development can provide a basis for sustaining traditional practices while creating opportunities for community welfare.

Traditional crafts play an important role in expressing a country's culture and traditions while providing employment opportunities that may require relatively low levels of initial capital investment (Curkovic, 2021). Nevertheless, traditional crafts and craftsmanship as expressions of local cultural heritage face numerous challenges (Duan et al., 2023). In *Keris* Village, preserving and developing *keris*-making practices could support local enterprises, create employment opportunities, and strengthen the community's connection to its cultural roots. Accordingly, IMC may contribute to the development of new business opportunities in tourism and traditional craft production, while supporting the long-term sustainability of the local economy.

Achieving these objectives requires cooperation among government institutions, local communities, business owners, and tourism stakeholders in developing and implementing effective IMC strategies. Collaboration is closely connected to communication because its success depends substantially on the quality of knowledge sharing and the trust established among participating actors (Thornhill-Miller et al., 2023). In this context, communication can also encourage communities to understand and participate in government-led development programmes and initiatives (Arifin et al., 2025). Without effective collaboration and sustained support from relevant stakeholders, efforts to preserve cultural heritage and strengthen local enterprises in *Keris* Village may not achieve their full potential.

Given the importance of IMC in this context, an initial step is to identify potential gaps between audiences' expectations concerning the cultural significance of the *keris* and the messages they actually receive or understand. Understanding these gaps can help stakeholders design more focused and relevant communication strategies to convey the importance of *keris* heritage preservation. Existing literature on IMC has

predominantly examined its applications in marketing and tourism. However, Porcu et al. (2019) and Serie et al. (2015) indicate the potential for applying IMC in other contexts. This provides a basis for examining how IMC can be applied to cultural heritage preservation, particularly in traditional craft communities.

Accordingly, this study aims to: explore how communication channels are integrated to deliver culturally relevant, consistent, and impactful messages about *keris* heritage preservation; examine stakeholders' perceptions of IMC's influence on tourist interest, *keris* heritage preservation, and craft product sales; and identify the challenges stakeholders encounter in implementing IMC strategies in *Keris* Village, Aeng Tong-Tong, Sumenep Regency, Indonesia. In this study, tourist interest refers to informants' perceptions of tourists' curiosity about the village and their intention to visit. Tourist arrivals refers to informants' accounts of visits to the village, rather than independently verified visitor numbers. Tourist attractions refers to destination features that may draw visitors, particularly the *keris* and the village's associated cultural activities. These terms are used distinctly and are not treated as interchangeable concepts.

The contribution of this study is primarily empirical and practical rather than theoretical. Rather than proposing an extension of existing theoretical models of IMC, heritage studies, or cultural sustainability, the study provides a grounded, multi-stakeholder account of how IMC is understood and implemented in a traditional craft village. Its value lies in documenting the contextual dynamics of heritage communication in a setting that has received comparatively limited scholarly attention, thereby providing an empirical foundation for future conceptual and theoretical development. Specifically, the study contributes (i) an account of how stakeholders from three sectors perceive and navigate the balance between cultural authenticity and commercial promotion; (ii) an examination of communication challenges in a traditional heritage craft village, as reported by stakeholders; and (iii) context-specific practical implications for strengthening IMC practices in *Keris* Village.

LITERATURE REVIEW

Definition of Preserving Heritage

Heritage preservation is a systematic effort to protect, maintain, and pass on cultural, historical, and natural assets and values so that they remain meaningful for present and future generations. The understanding of heritage has evolved from a conventional historical perspective to a more inclusive approach, recognising the cultural expressions and experiences of groups previously underrepresented in dominant historical narratives (Nilson & Thorell, 2018). Cultural heritage encompasses traditions, beliefs, values, and knowledge that represent the collective identity, traditions, beliefs, and historical experiences of societies across generations (Qureshi et al., 2026).

Furthermore, heritage preservation requires an inclusive and participatory approach involving various stakeholders. Involving diverse communities allows for a more comprehensive representation of history and culture while strengthening equity in heritage management (Zhang et al., 2024). Preservation involving active community participation also contributes to social sustainability (Usmaedi et al., 2024). Furthermore, documenting and raising awareness for the preservation of this unique community's cultural heritage needs to be prioritised (Ghahramani et al., 2020). Thus, heritage preservation can be understood as a continuous process to protect heritage assets and values through protection, knowledge transmission, and inclusive community involvement. This approach not only maintains the existence of heritage but also strengthens collective identity and social sustainability across generations.

Challenges in *Keris* Heritage Preservation

The *keris* is a unique cultural heirloom that holds profound historical, philosophical, and spiritual significance across the Indonesian archipelago. It is a work of art that emerged from the creative inspiration of various ethnic groups across the archipelago and is characterised by intricate craftsmanship, high cultural value, and rich aesthetic elements (Yusof et al., 2022). Al-Mudra (2004) also emphasises that the *keris* represents a distinctive cultural heritage shared by communities across the Indonesian archipelago and Malaysia. Nevertheless, efforts to safeguard the *keris* face growing challenges, largely driven by modernisation and a shift towards more pragmatic, economically oriented ways of life.

Changes in societal values and priorities have contributed to declining engagement in *keris* production and heritage preservation. The expansion of modern economic activities can marginalise traditional cultural practices, creating significant obstacles for villages that have historically served as centres of *keris* craftsmanship. One factor contributing to the neglect of cultural heritage is the declining willingness of younger generations to engage with and inherit their ancestral traditions, a phenomenon influenced by globalisation (Nahak, 2019). Ullah and Ming (2021) further highlight how the long-term effects of globalisation can contribute to deculturation and the erosion of cultural identity, potentially leading to an identity crisis. Consequently, more comprehensive cultural preservation strategies are needed. These strategies should extend beyond conventional approaches by integrating contemporary and contextually appropriate communication tools and frameworks to ensure the long-term sustainability of *keris* heritage and facilitate the transmission of traditional knowledge and craftsmanship across generations.

Implementation of Integrated Marketing Communication

Integrated Marketing Communication (IMC) is a marketing-oriented approach that integrates the various communication and

marketing activities of an organisation into a coherent and consistent whole (Gordon-Isasi et al., 2021). In the context of tourism and cultural preservation, IMC plays an important role in shaping a compelling and distinctive image for cultural destinations such as *Keris* Village. According to Palazzo et al. (2021), IMC can contribute to economic and social development. Through integrated communication strategies, IMC can help raise public awareness, strengthen collaboration among stakeholders, promote cultural heritage, encourage local business development, and support heritage preservation.

IMC facilitates the delivery of coordinated and consistent messages across multiple communication channels (Kitchen & Burgmann, 2010). One of its key strengths lies in its ability to communicate the cultural significance of the *keris* through clear and consistent messaging, potentially enhancing its appeal to tourists. A coordinated communication strategy incorporating social media, partnerships with travel agencies, and cultural events may help increase tourist interest while introducing local crafts to wider audiences. The effective use of IMC has been recognised as an important means of achieving marketing objectives (Kushwaha et al., 2020). When implemented strategically, IMC can help promote the *keris* as a cultural artefact to wider national and international audiences while supporting efforts to preserve its cultural significance and generate economic opportunities for the local community. In this way, IMC can serve as a link between cultural heritage preservation and local economic development.

This study is particularly relevant given the limited research explicitly examining the application of IMC to cultural heritage preservation, particularly in traditional villages such as *Keris* Village. Rakhmawati et al., (2022) examined the *keris* as a basis for destination branding in Aeng Tong-Tong Village, Sumenep Regency, and highlighted its relevance to marketing communication research. This previous study provides a useful foundation for further investigation into the role of integrated communication in promoting traditional cultural heritage.

Although the studies reviewed above suggest that IMC can support destination visibility, tourist interest, and local economic activity, much of the existing literature approaches IMC primarily from a functional and managerial perspective. The application of IMC as a coordinated communication approach within small-scale, artisan-led traditional villages remains an area that warrants further investigation, particularly in relation to the interaction between cultural preservation and commercial promotion. This study addresses this research gap by examining how stakeholders from the government, private sector, and local community engage in IMC practices in *Keris* Village. Specifically, it explores how these stakeholders coordinate communication activities and navigate the balance between maintaining cultural authenticity and meeting the practical demands of tourism promotion and craft-product marketing.

METHODS

This study employed a qualitative research approach. Qualitative research can be defined as a systematic and subjective approach to describing and understanding lived experiences and interpreting their meanings (Delgado-Hito & Romero-García, 2021). A case study is a qualitative research design in which researchers investigate a programme, event, activity, process, or individual in depth (Priya, 2021). This study adopted a qualitative case study design to explore cultural heritage preservation and the implementation of Integrated Marketing Communication (IMC) in *Keris* Village (Aeng Tong-Tong Village), Madura, Indonesia, a centre of traditional *keris* craftsmanship associated with historical values, artistic expression, and community identity.

The case study approach enabled an in-depth examination of IMC implementation and communication dynamics among key stakeholders, including government institutions, the private sector, and the local community. Data were collected through semi-structured interviews with 15 informants selected using purposive sampling. The informants comprised five representatives from the government sector, five from the private sector, and five from the local community. They were selected based on their direct involvement in IMC-related communication and promotional activities associated with *keris* heritage preservation in *Keris* Village during the preceding two years. The interview guide was developed based on a review of literature on IMC and cultural heritage preservation, complemented by preliminary discussions with experts in communication and tourism.

Purposive sampling was employed to ensure that the selected informants possessed relevant, first-hand experience of IMC implementation in *Keris* Village. This sampling technique enabled the inclusion of stakeholders with direct knowledge of communication practices, promotional activities, and cultural heritage preservation initiatives. The interview data were analysed using thematic analysis to identify recurring patterns of meaning across the participants' accounts. This approach enabled the findings to be organised into themes corresponding to the research questions, including communication channel integration, stakeholders' perceptions of IMC, and challenges in implementing IMC strategies for cultural heritage preservation.

As shown in Table 1, the informants comprised government decision-makers, local entrepreneurs, and community members involved in IMC-related activities. None of the informants was identified as an active *keris* craftsman. Therefore, the experiences and challenges faced by *keris* craftsmen, as discussed in this study, reflect stakeholders' perceptions rather than the craftsmen's first-hand accounts.

The interview guide covered key topics related to the roles and contributions of different stakeholder groups in implementing Integrated Marketing Communication (IMC), the communication challenges encountered in promoting cultural tourism, and potential strategies for strengthening

Table 1
Demographic information of the informants

No.	Informants	Category	Position	Age
1	Informant 1	Government Sector	Decision maker	56
2	Informant 2	Government Sector	Decision maker	45
3	Informant 3	Government Sector	Decision maker	51
4	Informant 4	Government Sector	Decision maker	38
5	Informant 5	Government Sector	Decision maker	37
6	Informant 6	Private Sector	Local entrepreneur	45
7	Informant 7	Private Sector	Local entrepreneur	38
8	Informant 8	Private Sector	Local entrepreneur	48
9	Informant 9	Private Sector	Local entrepreneur	34
10	Informant 10	Private Sector	Local entrepreneur	37
11	Informant 11	Local Community	Local resident	25
12	Informant 12	Local Community	Local resident	31
13	Informant 13	Local Community	Local resident	23
14	Informant 14	Local Community	Local resident	27
15	Informant 15	Local Community	Local resident	39

Source: Authors' own work

collaboration to preserve *keris* heritage and support local economic development. Before its use, the interview guide was reviewed by two experts in communication and qualitative research to assess its content relevance and clarity. Their feedback was subsequently incorporated to improve the clarity, appropriateness, and contextual relevance of the interview questions.

The interviews were conducted in Madurese, the language familiar to the informants, with each interview lasting approximately 25-40 minutes. Data collection was conducted iteratively until thematic saturation was reached. After the tenth interview, no substantially new themes emerged. Nevertheless, five additional interviews were conducted to confirm the consistency, depth, and adequacy of the emerging themes. To protect the informants' privacy, confidentiality was maintained throughout the research process. With the informants' consent, the interviews were audio-recorded, transcribed verbatim, and subsequently translated from Madurese into Indonesian and then into English to facilitate analysis and reporting.

To preserve the original meanings conveyed by the informants, interview excerpts presented in this study were translated into English through a two-stage process. First, the original Madurese statements were translated into Indonesian and subsequently into English. Second, the English translations were reviewed for contextual accuracy to ensure that the intended meanings were retained. Idiomatic expressions were translated as closely



Figure 1. Map of Aeng Tongtong Village
Source(s): Google Earth (2026)

as possible to their original meanings rather than being reformulated into overly formal academic language. Informal and colloquial expressions were also retained wherever possible, provided that they did not compromise clarity, to represent the informants' voices more authentically.

The resulting themes were subsequently organised in accordance with the research questions to ensure analytical coherence and relevance. Semi-structured interviews constituted the sole source of empirical data analysed in this study. No systematic field observations were conducted or reported. Therefore, the findings were based exclusively on informants' accounts and perceptions rather than directly observed practices. The study was conducted after obtaining approval from the relevant Research Ethics Committee for research involving human participants. The geographical location of Aeng Tong-Tong Village is illustrated in the map (Figure 1).

RESULTS AND DISCUSSION

Culturally Relevant, Consistent, and Impactful Messages

The implementation of an integrated communication strategy in *Keris* Village, Aeng Tong-Tong, Sumenep Regency, aims to strengthen cultural heritage preservation while simultaneously promoting tourism development rooted in local cultural values. A key component of this strategy is the use of multiple, well-coordinated communication channels, including social media, advertising, sales promotion, and public relations. Integrating these channels is intended to deliver more coherent and consistent messages to a broader and more diverse audience. Informants' accounts suggest that an integrated communication approach can help address the challenges associated with using communication channels independently. In their view, uncoordinated communication often leads to inconsistent messaging, thereby reducing

its overall impact and effectiveness. By contrast, combining multiple channels is perceived to enable messages to be conveyed more clearly, purposefully, and accessibly to target audiences.

> …The coordinated use of various communication channels has proven crucial in ensuring that the message about cultural heritage preservation reaches the local community and a global audience. Effective communication strategies also foster stronger collaboration between local authorities, tourism agencies, and cultural institutions, amplifying the impact of the message… (Informant 1)

As noted by Informant 1, this approach highlights the crucial role of integrated communication in conveying the importance of cultural heritage preservation. In *Keris* Village, this strategy aims to strengthen the village's image as an attractive cultural tourism destination. Bolton et al., (2021) suggest that relationships characterised by shared goals, shared knowledge, and mutual respect tend to facilitate frequent, timely, and accurate communication focused on problem-solving, thereby enabling stakeholders to coordinate their activities more effectively. This strategy extends beyond message dissemination to include the development of a credible and sustainable destination image. Through coordination across different communication channels, messages about cultural heritage preservation and the potential of culture-based tourism can reach broader audiences at both local and international levels.

According to the informants, the primary strength of this approach lies in its ability to create synergy among different communication channels, thereby reinforcing the positioning of *Keris* Village as a cultural tourism destination. Effective coordination among these channels can help prevent inconsistent messaging that might confuse audiences and diminish the long-term impact of promotional activities. Furthermore, stakeholders emphasised the importance of coordination among the parties involved in strengthening the local system (Beltramo et al., 2021). From the informants' perspective, therefore, an integrated communication approach represents a potentially valuable strategy for supporting cultural heritage preservation while promoting the development of culture-based tourism in the region. Informan accounts provide specific examples of how coordination among stakeholders and communication channels is understood to operate. However, because these findings are based on interviews and no systematic observations were conducted, they reflect informants' understandings of stakeholder coordination rather than independently verified coordination practices.

The delivery of culturally relevant messages is also an essential component of efforts to communicate the significance of the *keris* as a symbol of local culture with profound historical and philosophical value. Messages about the *keris* should reflect the cultural values of *Keris* Village and convey the richness of its traditions, which have been preserved across generations. The aim is to help domestic and international

audiences understand the significance of the *keris* as an important element of the region's cultural heritage. Communicating these values effectively may foster an emotional connection with audiences while encouraging greater respect for and appreciation of the cultural legacy represented by the *keris*. As expressed by Informant 12, a member of the local community:

> …As members of the local community, we feel proud of the efforts to preserve the *keris* and our cultural heritage… (Informant 12)

Sensitivity to the local cultural context is also crucial when designing messages for broader audiences. Communicating content that reflects local cultural values can enrich audience experiences while helping to prevent misunderstandings and the loss of cultural meaning. In this way, communication can deepen audiences' understanding of *Keris* Village's cultural heritage while fostering a sense of pride and raising awareness of the importance of cultural preservation among both local communities and international visitors.

> …The challenge, of course, lies in ensuring that the message remains consistent and true to the village's heritage, but when we successfully align our communication efforts, the impact is undeniable… (Informant 8)

According to a representative from the private sector, consistency in message delivery across different communication channels plays an important role in building a strong and recognisable image among audiences. In the context of culture-based tourism development in *Keris* Village, consistent messaging helps promote *keris* products and the destination itself while reinforcing audiences' understanding of the cultural values associated with the *keris*. Maintaining consistent messages across communication channels can establish a clear and coherent identity, making it easier for audiences to recognise *Keris* Village as a destination characterised by distinctive and authentic cultural heritage.

Delivering messages that are both culturally relevant and consistent can help raise public awareness of the importance of safeguarding the *keris* as a valuable element of cultural heritage. Furthermore, informants expect that effectively communicated messages can increase tourist interest in visiting *Keris* Village as a cultural tourism destination. Thus, culturally relevant messaging may create opportunities for *Keris* Village to gain wider recognition, particularly among international audiences seeking authentic cultural experiences.

Informants anticipate that consistent and culturally relevant messaging may generate significant long-term benefits. A well-structured communication strategy is perceived by informants as having the potential to increase tourist arrivals in *Keris* Village, thereby creating opportunities to strengthen the local economy and support the long-term sustainability of *keris* heritage preservation. Increased interest in the village

as a cultural destination is also expected to contribute to the continued preservation of its cultural heritage, encompassing both tangible elements and the cultural meanings associated with them. According to the informants, the perceived benefits of IMC implementation in *Keris* Village include greater public awareness of the village as a cultural tourism destination and stronger recognition of the *keris* as a cultural heritage object with significant historical and philosophical value.

However, implementing IMC also presents several challenges, particularly in maintaining message consistency across communication channels. Limited resources can hinder the simultaneous and effective management of these channels. Another challenge involves establishing effective partnerships with travel agents and other relevant stakeholders to ensure that promotional messages remain consistent with the cultural values being preserved. Addressing these challenges requires a more coordinated and systematic communication framework. Establishing a collaborative platform for stakeholders is therefore important for developing an aligned and effective communication strategy that enables messages to reach their intended audiences more effectively.

Taken together, the perspectives of informants from the government, private sector, and local community suggest a broadly shared understanding of the importance of culturally relevant and consistent messaging, although priorities differ across stakeholder groups. Government and private sector informants tend to emphasise coordination and integration across communication platforms, whereas community informants place greater emphasis on the emotional and identity-related dimensions of cultural authenticity. This convergence in communication goals, alongside differences in stakeholder priorities, suggests that culturally relevant and consistent messaging in *Keris* Village may depend less on a single, unified strategy than on an ongoing process of negotiation among stakeholders with complementary yet distinct concerns.

A concrete example of this negotiation emerges from the account of Informant 8, a private-sector representative, who describes the challenge of ensuring that the message "remains consistent and true to the village's heritage" while coordinating communication efforts. In this account, the commercial need for consistent promotion and the cultural need to remain faithful to local heritage are treated as interconnected objectives. Informant 12, a community representative, highlights another dimension by expressing pride in heritage preservation efforts, which provides the message with its cultural substance. Informant 1 adds that collaboration among local authorities, tourism agencies, and cultural institutions can amplify the message. Taken together, these accounts suggest that stakeholders regard fidelity to local heritage as a guiding principle for aligning promotional messages with cultural values. However, these findings reflect how informants describe the preservation of cultural values in promotional activities rather than practices verified through direct observation.

These findings can be compared with the studies discussed earlier. The informants' emphasis on coordinated and consistent messaging is consistent with Kitchen and Burgmann's (2010) argument that IMC facilitates the coordination of messages across communication channels. Similarly, their accounts of collaboration among local authorities, tourism agencies, and cultural institutions align with Palazzo et al. (2021), who examine the adoption of IMC in tourism promotion along the Amalfi Coast as a shift from fragmentation towards collaboration. References to shared goals and cooperation also resonate with Bolton et al.'s (2021) argument that shared goals, shared knowledge, and mutual respect facilitate coordination. Furthermore, they are consistent with Beltramo et al.'s (2021) observation that stakeholders emphasise coordination as a means of strengthening local systems, although relational coordination was not directly measured in the present study.

The findings from *Keris* Village extend this discussion by suggesting that, in a traditional heritage craft setting, consistency is understood not merely as alignment across communication channels but also as fidelity to local cultural heritage. From the informants' perspectives, commercial promotion and the preservation of cultural meaning are therefore interconnected concerns that require ongoing negotiation among stakeholders.

The Perceived Impact of IMC on Tourist Interest, *Keris* Heritage Preservation, and Craft Product Sales in *Keris* Village

The implementation of an integrated marketing communication (IMC) strategy in *Keris* Village is perceived by informants to have generated benefits across several strategic areas. These include increased tourist interest and arrivals, enhanced cultural heritage preservation efforts, improved marketability and sales of traditional crafts, and the promotion of local economic development.

Informants perceive IMC as an effective approach to raising public awareness of the cultural value of the *keris*. Integrated campaigns conducted through various communication channels are considered instrumental in helping the public better understand the *keris* as a cultural symbol that must be preserved. In the informants' view, the active involvement of various stakeholders, including the government, local communities, and the private sector, strengthens collective commitment to preserving the *keris* as an integral part of *Keris* Village's cultural identity. Informants also emphasise that synergy among these stakeholders plays an important role in establishing a strong foundation for the long-term preservation of the *keris*.

> …The IMC campaigns have made it easier for us, the local community, to understand the significance of the *keris* and how we can all play a role in preserving it… (Informant 14)

The statement from Informant 14 indicates that the Integrated Marketing Communication (IMC) campaign plays a role in enhancing the local community's understanding of the cultural value of the *keris* and the importance of preserving cultural heritage. The campaign also encourages public awareness to participate actively in safeguarding and preserving the *keris* tradition as a local cultural identity.

> …IMC strategies have significantly helped in raising awareness and increasing demand for our craft products, especially through e-commerce and social media… (Informant 9)

The statement from Informant 9 indicates that an Integrated Marketing Communication (IMC) strategy contributes to increasing market awareness and demand for *keris* (traditional dagger) craft products through the use of digital platforms. The utilisation of e-commerce, social media, and websites enables craftspeople to expand the reach of their promotions, enhance product visibility, and connect with consumers both nationally and internationally. These findings suggest that the integration of digital communication channels can open up broader marketing opportunities for local craftspeople. However, the reported increase in sales in this context is still based on the informant's perception and has not been verified through quantitative sales data.

The strategic use of multiple, integrated communication channels, including social media platforms, advertising initiatives, and cultural event promotions, the IMC approach is perceived by informants to have helped establish *Keris* Village as a distinctive and appealing cultural tourism destination. Social media platforms such as TikTok, Instagram, and Facebook are widely used by the tourism industry to promote tourist destinations (Arifin et al., 2023). According to the informants, promotional activities that emphasise the *keris* as the village's main attraction have attracted not only domestic audiences but also international audiences, contributing to increased tourist interest.

> ...By using social media is a good idea because it can increase visitor numbers... (Informant 6)

This response highlights the view that, in the digital era, social media platforms such as Instagram, Facebook, and YouTube play a significant role in introducing the *keris* as an integral part of *Keris* Village's cultural heritage while offering a unique tourism experience. When used effectively, these platforms can make meaningful contributions to marketing, commerce, networking, and the expansion of social connections (Infante & Mardikaningsih, 2022). Informants perceive that digital marketing broadens the reach of information and increases tourist interest among both domestic and international audiences.

Promotional initiatives featuring discounts or special offers on craft products during cultural festivals or seasonal events were perceived as enhancing product appeal and encouraging consumer purchases. From the informants' perspective, IMC not only

broadens market reach and enhances the competitiveness of local crafts but also reinforces the *keris* as an integral element of *Keris* Village's cultural identity. Informants viewed this contribution as potentially supporting the preservation of the *keris* tradition for future generations.

These reported outcomes appear to be associated with the specific characteristics of the IMC strategies employed rather than with promotional activities in general. The combination of visually engaging digital content on social media and more established communication channels, such as direct community engagement and word-of-mouth promotion, may help explain the reported improvements in visibility and sales. Digital channels can potentially reach audiences who might not otherwise encounter *keris* products, while community engagement and word of mouth promotion may help reinforce trust among audiences familiar with the craft through existing offline relationships. This suggests that the perceived effectiveness of IMC in this context may stem less from any single communication channel than from the complementary use of digital reach and community-based credibility. However, this explanation represents the authors' tentative interpretation of the informants' accounts; it was not empirically tested through comparisons between communication channels or measurements of their individual effects.

Compared with previous studies, the informants' emphasis on social media and e-commerce is consistent with Infante and Mardikaningsih (2022) and Arifin et al. (2023), discuss the role of social media in promoting businesses and tourist destinations, respectively. It also aligns with Kushwaha et al. (2020), who identify social and digital media as emerging components of IMC. The informants' perception that IMC supports local economic activity is likewise consistent with Palazzo et al. (2021), who discuss the positive effects of IMC on economic and social development, as well as with the studies by Porcu et al. (2019) and Serie et al. (2015) on the role of IMC in hospitality settings. The findings from *Keris* Village extend this body of research to the context of a heritage craft village, highlighting the perceived connection between promotional activities and cultural heritage preservation. However, because the outcomes examined in this study are based on informants' perceptions rather than independently verified measurements, the findings indicate the plausibility of these relationships rather than establishing definitive causal effects.

Challenges Faced by Craftsmen in Implementing IMC Strategies: Informants' Perspectives

The implementation of an integrated marketing communication (IMC) strategy in *Keris* Village faces several challenges that, according to the informants, limit its effectiveness. One major barrier identified by the informants is the limited understanding of IMC concepts and principles among local *keris* craftsmen. Although much of their attention is devoted to craftsmanship and the production process, the strategic role of communication in promoting

their products to broader markets is often overlooked. This limited understanding may constrain their ability to optimise the use of integrated communication channels, thereby preventing the full marketing potential of *keris* products from being realised.

> …Many are more focused on preserving the traditional craft itself, which is admirable, but they often lack the resources and knowledge to effectively promote their products… (Informant 5)

Craftsmen in *Keris* Village are also described by informants as facing difficulties in managing the various communication channels required for an IMC strategy, including social media, websites, and cultural event promotions. According to the informants, craftsmen often lack the skills and resources necessary to use both digital and conventional communication channels effectively. Time and human resource constraints, arising from the craftsmen's primary focus on *keris* production, further limit their capacity to implement effective communication strategies. Consequently, marketing initiatives may remain suboptimal, and the potential of digital marketing may not be fully realised.

In addition to these limitations in skills and resources, financial constraints pose another significant challenge for local craftsmen. According to the informants, craftsmen primarily operate as small-scale enterprises, and many face limited access to capital. Activities such as social media campaigns, the development of marketing materials, and the organisation of cultural events require financial investment that may be difficult for these small-scale enterprises to sustain. These financial constraints may further hinder efforts to promote *keris* products to broader domestic and international markets.

Beyond these internal limitations, external factors, including weak coordination and collaboration among craftsmen, government institutions, and other stakeholders, also contribute to these challenges. Arifin et al. (2024) argue that collaboration is important form of interaction that facilitates cooperation among various parties in implementing activities or programmes. Without adequate support and synergy among stakeholders, craftsmen may struggle to implement IMC strategies effectively. This lack of collaboration may consequently limit *Keris* Village's ability to realise its full potential as a recognised cultural tourism destination.

> …We, as a community, need to encourage more collaboration with the government and private sector to provide them with the necessary support to promote their products to a global audience… (Informant 13)

Externally, *keris* craftsmen also face competition from modern craft products that are easier to market and better aligned with contemporary consumer preferences, according to the informants. Products featuring more innovative designs and appealing marketing strategies may put traditional *keris* products at a competitive

disadvantage in terms of design and promotion. This competition may make it more challenging for craftsmen to market their products effectively through modern and flexible IMC channels that can help them reach broader and more diverse audiences.

> …As entrepreneurs, we need to help bridge this gap by sharing knowledge and collaborating with local craftsmen. However, this requires a shift in mindset and an investment in both time and technology to modernise the way we market these cultural products… (Informant 7)

Traditional marketing methods, such as word of mouth promotion and local community-based marketing, on which craftsmen still rely, may be effective on a small scale but are insufficient to reach international audiences. Craftsmen who depend primarily on these methods may not fully exploit the potential of IMC, thereby limiting innovation in the marketing of *keris* products.

Some senior craftsmen, who are accustomed to traditional business practices, are reportedly reluctant to adopt the digital technologies required to implement IMC strategies. This limited capacity to use digital platforms and modern marketing tools may restrict their ability to expand their market reach and reduce the overall effectiveness of their promotional activities.

Another challenge lies in the difficulty craftsmen face in developing marketing messages that are both consistent and aligned with the cultural identity of the *keris*. According to the informants, many craftsmen struggle to communicate the cultural, historical, and distinctive values of the *keris* clearly and persuasively. This task is further complicated by the need to adapt messages to the specific characteristics of different communication channels, each of which may target a different audience.

Craftsmen seeking to introduce *keris* products to international markets are also perceived as facing difficulties in understanding overseas consumer preferences and behaviour. Developing an effective IMC strategy for international markets requires an in-depth understanding of diverse market dynamics. Without adequate knowledge of international markets and global marketing practices, craftsmen may find it difficult to tailor their strategies and engage effectively with audiences worldwide.

Among the challenges outlined above, limited digital literacy and financial constraints may be particularly consequential because they appear to restrict craftsmen's ability to pursue opportunities identified elsewhere in the findings, such as expanding their use of digital marketing and entering international markets. This assessment represents the authors' interpretation of how the informants' accounts connect these constraints with other barriers. For example, Informant 5 referred to a lack of the resources and knowledge needed to promote products, while Informant 7 highlighted the time and technological investment required to modernise marketing practices. This assessment is not based on a

ranking provided by the informants or on a count of how frequently each challenge was mentioned and should therefore be regarded as tentative. By contrast, difficulties in maintaining message consistency and resistance to change across generations appear, in the authors' interpretation, to compound the primary constraints and make them more difficult to address. These observations suggest that interventions aimed at strengthening digital skills and improving access to capital could potentially enhance craftsmen's capacity to engage in IMC-based promotion. However, this proposition was not tested in the present study.

Compared with previous studies, the informants' accounts are consistent with Duan et al. (2023), who discuss the challenges faced by traditional crafts, and with Arifin et al. (2024, 2025), who identify collaboration as an important mechanism for cooperation in tourism communication, including on Madura Island. The informants' emphasis on closer collaboration among government institutions, the private sector, and local communities therefore aligns with this body of literature. The findings from *Keris* Village extend this discussion by providing a more specific account of the barriers perceived by stakeholders, including limited understanding of IMC, inadequate digital skills, financial constraints, and difficulties in maintaining consistency between marketing messages and cultural identity. To the authors' knowledge, the studies reviewed here have not specifically examined these challenges in the context of *keris* craftsmen. Nevertheless, because the craftsmen themselves were not interviewed, these perceived barriers require further investigation and should be validated against the craftsmen's own experiences and accounts.

CONCLUSION

The findings of this study contribute empirically to understanding how integrated marketing communication (IMC) is implemented in the promotion of cultural heritage, such as the *keris*, rather than extending IMC theory itself. Beyond reaffirming the established importance of consistent messaging, stakeholder coordination, and digital promotion, the study provides insights into how these elements are negotiated between cultural fidelity and commercial objectives in a heritage craft village. It also identifies barriers as perceived by stakeholders rather than directly reported by craftsmen and offers context-specific recommendations for *Keris* Village.

From the informants' perspective, integrating diverse communication channels plays an important role in expanding the reach of information about the *keris* at both national and international levels. A key recommendation is to establish clear and well-structured coordination mechanisms among stakeholders, including government institutions, the private sector, and local communities, to ensure consistent and effective messaging. Through the use of multiple platforms, such as social media, websites, and integrated promotional

campaigns, informants perceive that IMC can strengthen the image of the *keris* as a cultural artefact of significant historical and artistic value. Furthermore, informants believe that IMC can stimulate tourist interest and, in turn, contribute to the local economy, particularly in the tourism and handicraft sectors.

At the same time, informants identified several challenges, including limited resources and an incomplete understanding of integrated communication, that may hinder the effective implementation of IMC. To address these barriers, the findings highlight the potential value of targeted training and capacity-building initiatives focused on digital technologies. Such initiatives could help bridge existing knowledge and skills gaps. Furthermore, IMC strategies should be aligned with broader cultural preservation objectives to ensure that promoting the *keris* supports heritage conservation while contributing to sustainable social and economic development in *Keris* Village.

In practical terms, the recommendations respond directly to the challenges identified in the findings. Weak coordination among government institutions, private-sector actors, and local communities, together with difficulties in maintaining consistent messaging, could be addressed through structured mechanisms, such as regular multi-stakeholder communication forums and shared communication guidelines. These guidelines could establish core messages about the cultural significance of the *keris* and provide guidance on how these messages should be communicated across different channels. In *Keris* Village, the forum could be convened by relevant local government institutions, such as the regency's tourism and culture authorities, in collaboration with the village government. Private-sector entrepreneurs and community representatives could contribute their promotional expertise and cultural knowledge.

Limited understanding of IMC and gaps in digital skills could be addressed through targeted capacity-building programmes focusing on practical competencies, such as basic digital marketing, social media content creation, and e-commerce management, rather than general digital literacy alone. Informant 7's suggestion that entrepreneurs share their knowledge with local craftsmen indicates that experienced local entrepreneurs could serve as mentors, while government institutions could provide training facilities and facilitate coordination. Given the reported financial constraints, training programmes should also prioritise low-cost tools and collaborative activities, such as joint content production, to reduce the financial burden on individual craftsmen.

Future research should address questions that remain unresolved by this study. Most importantly, because the benefits discussed here reflect informants' perceptions, longitudinal research combining visitor records, sales data, and heritage preservation indicators, such as the number of active *keris* makers and apprentices, is needed to determine whether these perceived benefits translate into sustained tourism growth, economic gains, and heritage preservation

outcomes. Studies involving active *keris* craftsmen as informants would provide a clearer understanding of their experiences in implementing IMC and help validate the stakeholder perceptions reported in this study. In addition, direct observation of promotional activities and stakeholder meetings could reveal how coordination operates in practice. Finally, comparative research across other heritage craft villages could help assess the transferability of these findings to different cultural and institutional contexts.

ACKNOWLEDGEMENT

The authors would like to thank the institute for Research and Community Service (LPPM) Universitas Wiraraja, for Funding this research under its international collaboration programme.

REFERENCES

Al-Mudra, M. (2004). *Keris dan budaya Melayu*. Balai Kajian.

Anugerah, A. D., Hujairi, A. W., Arifin, S., Andiriyanto, A., Ghufrony, A., & Rachmad, T. H. (2023). Visualizing the keris through a documentary video: A initiative to raise awareness among the youth of Aeng Tong-Tong Village about the keris of Sumenep. *Jurnal Spektrum Komunikasi, 11*(4). https://doi.org/10.37826/spektrum.v11i4.592

Arifin, S., Azinuddin, M., Mat Som, A. P., Ibrahim, A., & Hanafiah, M. H. (2025). Collaborative communication for sustainable tourism in Asia: A case study from Madura Island. *Worldwide Hospitality and Tourism Themes*. https://doi.org/10.1108/WHATT-01-2025-0042

Arifin, S., Hastri, E. D., Pathorrahman, & Rasaili, W. (2023). Digitalisasi wisata Pantai Ekasoghi Sumenep melalui media sosial. *Nawasena: Jurnal Ilmiah Pariwisata, 2*(1), 110-118. https://doi.org/10.56910/nawasena.v2i1.889

Arifin, S., Tini, D. L. R., Azinuddin, M. B., Rachmad, T. H., & Triandika, L. S. (2024). Collaborative communication strategies in preventing conflicts of interest in the management of Gili Iyang Oxygen Tourism. *Ekspresi dan Persepsi: Jurnal Ilmu Komunikasi, 7*(2), 340-353. https://doi.org/10.33822/jep.v7i1.6093

Beltramo, R., Peira, G., & Bonadonna, A. (2021). Creating a tourism destination through local heritage: The stakeholders' priorities in the Canavese area (Northwest Italy). *Land, 10*(3), Article 260. https://doi.org/10.3390/land10030260

Bolton, R., Logan, C., & Gittell, J. H. (2021). Revisiting relational coordination: A systematic review. *The Journal of Applied Behavioral Science, 57*(3), 290-322. https://doi.org/10.1177/0021886321991597

Curkovic, D. M. (2021). The role of the traditional crafts as intangible heritage on the global tourist market. *SHS Web of Conferences, 92*, Article 06005. https://doi.org/10.1051/shsconf/20219206005

Delgado-Hito, P., & Romero-García, M. (2021). Elaboration of a research project using qualitative methodology. *Enfermería Intensiva (English Ed.), 32*(3), 164-169. https://doi.org/10.1016/j.enfie.2021.03.001

Duan, Z. Y., Tan, S. K., Choon, S. W., & Zhang, M. Y. (2023). Crafting a place-based souvenir for sustaining cultural heritage. *Heliyon, 9*(5), Article e15761. https://doi.org/10.1016/j.heliyon.2023.e15761

Folorunso, C. A. (2021). Globalization, cultural heritage management and the sustainable development goals in Sub-Saharan Africa: The case of Nigeria. *Heritage, 4*(3), 1703-1715. https://doi.org/10.3390/heritage4030094

Ghahramani, L., McArdle, K., & Fatorić, S. (2020). Minority community resilience and cultural heritage preservation: A case study of the Gullah Geechee community. *Sustainability, 12*(6), Article 2266. https://doi.org/10.3390/su12062266

Gordon-Isasi, J., Narvaiza, L., & Gibaja, J. J. (2021). Revisiting integrated marketing communication (IMC): A scale to assess IMC in higher education (HE). *Journal of Marketing for Higher Education, 31*(1), 58-90. https://doi.org/10.1080/08841241.2020.1758283

Infante, A., & Mardikaningsih, R. (2022). The potential of social media as a means of online business promotion. *Journal of Social Science Studies, 2*(2), 45-49. https://jos3journals.id/index.php/jos3/article/view/25

Kitchen, P. J., & Burgmann, I. (2010). Integrated marketing communication. In J. Sheth & N. Malhotra (Eds.), *Wiley international encyclopedia of marketing*. Wiley. https://doi.org/10.1002/9781444316568.wiem04001

Kushwaha, B. P., Singh, R. K., Varghese, N., & Singh, V. N. (2020). Integrating social media and digital media as new elements of integrated marketing communication for creating. *Journal of Content, Community and Communication, 10*(6), 52-64. https://ww1.amity.edu/gurugram/jccc/pdf/june_05.pdf

Nahak, H. M. (2019). Upaya melestarikan budaya Indonesia di era globalisasi. *Jurnal Sosiologi Nusantara, 5*(1), 65-76. https://doi.org/10.33369/jsn.5.1.65-76

Nilson, T., & Thorell, K. (2018). *Cultural heritage preservation: The past, the present and the future*. Halmstad University Press.

Palazzo, M., Vollero, A., Siano, A., & Foroudi, P. (2021). From fragmentation to collaboration in tourism promotion: An analysis of the adoption of IMC in the Amalfi Coast. *Current Issues in Tourism, 24*(4), 567-589. https://doi.org/10.1080/13683500.2020.1782856

Porcu, L., del Barrio-García, S., Alcántara-Pilar, J. M., & Crespo-Almendros, E. (2019). Analyzing the influence of firm-wide integrated marketing communication on market performance in the hospitality industry. International *Journal of Hospitality Management, 80*, 13-24. https://doi.org/10.1016/j.ijhm.2019.01.008

Priya, A. (2021). Case study methodology of qualitative research: Key attributes and navigating the conundrums in its application. *Sociological Bulletin, 70*(1), 94-110. https://doi.org/10.1177/0038022920970318

Qureshi, A. R., Morris, D. K., & Rahman, S. N. (2026). Community participation in heritage conservation: Strengthening cultural identity through local engagement. *Journal of Humanities and Social Thought, 2*(6), 14-17. https://doi.org/10.21474/JNHST01/144

Rahman, M. K., Masud, M. M., Akhtar, R., & Hossain, M. M. (2022). Impact of community participation on sustainable development of marine protected areas: Assessment of ecotourism development. *International Journal of Tourism Research, 24*(1), 33-43. https://doi.org/10.1002/jtr.2480

Rakhmawati, Y., Kurniasari, N. D., & Subastian, R. M. (2022). Keris as branding destination tourism: Indonesian heritage daggers from Madura. *Komunikator, 14*(1), 42-52. https://doi.org/10.18196/jkm.12818

Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the integrated marketing communication (IMC) through social media (SM): The modern marketing communication approach. *SAGE Open, 12*(2), 1-23. https://doi.org/10.1177/21582440221099936

Serie, M., Gil-Saura, I., & Ozretić-Dosen, D. (2015). Insights on integrated marketing communications: Implementation and impact in hotel companies. *International Journal of Contemporary Hospitality Management, 27*(5), 958-979. https://doi.org/10.1108/IJCHM-12-2013-0568

Spennemann, D. H. R. (2023). ChatGPT and the generation of digitally born "knowledge": How does a generative AI language model interpret cultural heritage values? *Knowledge, 3*(3), 480-512. https://doi.org/10.3390/knowledge3030032

Thornhill-Miller, B., Camarda, A., Mercier, M., Burkhardt, J. M., Morisseau, T., Bourgeois-Bougrine, S., Vinchon, F., El Hayek, S., Augereau-Landais, M., Mourey, F., Feybesse, C., Sundquist, D., & Lubart, T. (2023). Creativity, critical thinking, communication, and collaboration: Assessment, certification, and promotion of 21st century skills for the future of work and education. *Journal of Intelligence, 11*(3), Article 54. https://doi.org/10.3390/jintelligence11030054

Ullah, A. K. M. A., & Ho, H. M. Y. (2021). Globalisation and cultures in Southeast Asia: Demise, fragmentation, transformation. *Global Society, 35*(2), 191-206. https://doi.org/10.1080/13600826.2020.1747992

Usmaedi, Lansiwi, M. A., Studyanto, A. B., Gymnastiar, I. A., & Amin, F. (2024). Cultural heritage preservation through community engagement: A new paradigm for social sustainability. *Indonesian Journal of Studies on Humanities, Social Sciences, and Education (IJHSED), 1*(2), 1-23. https://doi.org/10.54783/cv5q0011

W. Ariffin, W. J., Shahfiq, S., Ibrahim, A., Mohd Pauzi, H., & Md Rami, A. A. (2023). Preservation of craft heritage and its potential in youth economic empowerment. *Planning Malaysia, 21*(30). https://doi.org/10.21837/pm.v21i30.1393

Wibawa, A. P., Handayani, A. N., Rukantala, M. R. M., Ferdyan, M., Budi, L. A. P., Utama, A. B. P., & Dwiyanto, F. A. (2024). Decoding and preserving Indonesia's iconic Keris via A CNN-based classification. *Telematics and Informatics Reports*, *13*(October 2023), 100120. https://doi.org/10.1016/j.teler.2024.100120

Yusof, N. A., Haron, H., Keng, L. K., & Mamat, M. (2022). The philosophy of keris design in Malay civilization. *International Journal of Academic Research in Business and Social Sciences, 12*(11), 2266-2286. https://doi.org/10.6007/IJARBSS/v12-i11/15302

Zafri, M. M., Hamdan, R., Sujud, A., & Ahmad, A. M. @ Z. (2023). Inclination of keris research theme according to colonial scholars' perspective. *International Journal of Academic Research in Progressive Education and Development, 12*(2), 1636-1645. https://doi.org/10.6007/IJARPED/v12-i2/17532

Zhang, Y., Ikiz Kaya, D., van Wesemael, P., & Colenbrander, B. J. (2024). Youth participation in cultural heritage management: A conceptual framework. *International Journal of Heritage Studies, 30*(1), 56-80. https://doi.org/10.1080/13527258.2023.2275261