

Review Form 1.7

Journal Name:	Journal of Education, Society and Behavioural Science
Manuscript Number:	Ms_JESBS_113814
Title of the Manuscript:	Storytelling as a Strategy to Attract Tourist Visiting to the Sunan Kalijaga's Penjamasan Pusaka Tourist Attraction
Type of the Article	Original Research Article

Review Form 1.7

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Compulsory REVISION comments</p> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>After thoroughly reviewing the document, I can provide an academic commentary with great detail and accuracy. The document presents an original research article on the use of storytelling as a strategy to attract tourists to the Sunan Kalijaga's "penjamasan pusaka" (heirloom washing) tourist attraction in Demak, Indonesia.</p> <p>Strengths:</p> <ol style="list-style-type: none"> 1. The research addresses a relevant issue in cultural tourism and proposes an innovative solution through storytelling, contributing to the body of knowledge in tourism management and cultural heritage preservation. 2. The comprehensive literature review covers relevant concepts such as storytelling, tourist attractions, and the "penjamasan pusaka" tradition, providing a solid theoretical foundation for the study. 3. The use of a phenomenological approach and interviews with key informants adds depth and credibility to the research, ensuring that the findings are grounded in the lived experiences of those closely involved with the "penjamasan pusaka" event. 4. The detailed explanation of the religious meanings and symbols associated with the "penjamasan pusaka" tradition is insightful and highlights the event's cultural significance. 5. The proposal to use storytelling as a strategy to convey these meanings and enhance the tourist experience is well-reasoned and supported by relevant literature on the effectiveness of storytelling in tourism. 6. The discussion on the effectiveness parameters of storytelling, such as return visit intentions and recommendations to others, provides a practical framework for evaluating the proposed strategy's success. 7. The article effectively connects the proposed storytelling strategy to the local community's potential economic and cultural benefits, emphasizing the importance of preserving the "penjamasan pusaka" tradition. <p>Potential Areas for Improvement:</p> <ol style="list-style-type: none"> 1. The methodology section could benefit from additional details on the data collection process, including the specific interview questions and any measures taken to ensure the validity and reliability of the data. 2. While the literature review is comprehensive, it could be further strengthened by including more recent and relevant studies on storytelling in cultural tourism, as the field is constantly evolving. 3. The results and discussion section could be more concise and focused, as some sections appear to be repetitive or tangential to the main research question. 4. The article could benefit from a more detailed discussion of the potential challenges and limitations associated with implementing the proposed storytelling strategy and strategies to 	

Review Form 1.7

	<p>mitigate these challenges.</p> <p>5. The conclusion section could be expanded to provide more specific recommendations for future research and practical implications for tourism stakeholders and policymakers.</p> <p>Overall, the article presents a well-researched and insightful exploration of a cultural tourism attraction and offers a promising solution through storytelling. However, there are some areas where the article could be further improved, particularly in terms of methodology, conciseness, and practical implications.</p>	
Minor REVISION comments		
1. Is language/English quality of the article suitable for scholarly communications?		
Optional/General comments		

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

Name:	Muthana Faaeq ALmasoodi
Department, University & Country	Universiti Sains Malaysia, Malaysia