

Local Wisdom-Based Marketing Strategies for Enhancing the Attractiveness of Dayak Cultural Tourism: Evidence from the 40th Pekan Gawai Dayak in 2026

Samuel¹, Stanislaus²

^{1,2} Department of Finance and Banking, Grha Arta Khatulistiwa Academy of Finance and Banking, Indonesia

Abstrak

Why does the author raise this topic? Essentially, this study aims to describe and analyze local wisdom-based marketing strategies in enhancing the attractiveness of Dayak cultural tourism at the 40th Pekan Gawai Dayak in 2026. This research employs a qualitative approach using a descriptive literature study method. Research data were obtained through the examination of various literature sources, including scientific journal articles, reference books, cultural documents, tourism reports, media publications, and digital promotional materials related to Dayak culture and cultural tourism development. Data analysis was conducted using content analysis techniques through the stages of source identification, data reduction, theme categorization, interpretation, and conclusion drawing. The findings indicate that local wisdom-based marketing strategies at Pekan Gawai Dayak can be developed through several main approaches, namely cultural branding, cultural storytelling, digital cultural marketing, and community-based marketing. Dayak local wisdom, reflected in customary values, cultural symbols, traditional arts, rituals, culinary heritage, and the philosophy of community life, serves as cultural capital in building tourism identity and attractiveness. Furthermore, the involvement of indigenous communities and cultural practitioners plays an important role in maintaining cultural authenticity while strengthening the image of a sustainable tourism destination. This study concludes that the integration of local wisdom into marketing strategies functions not only as a tourism promotion instrument but also as a strategy for preserving Dayak cultural identity amid the development of the modern tourism industry. This culture-based marketing model can serve as a reference for local governments, cultural event organizers, and tourism stakeholders in developing cultural tourism destinations that are authentic, competitive, and sustainable.

Keywords: local wisdom-based marketing strategy; cultural tourism; cultural branding; cultural storytelling; destination branding; Dayak culture; Pekan Gawai Dayak.

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✉ Corresponding author :

Email Address : samuebjp@gmail.com

INTRODUCTION

The development of the tourism industry today indicates a shift from mass tourism orientation toward experience-based tourism and local cultural identity. Modern tourists are no longer merely seeking visually attractive destinations; they are

also searching for authentic experiences that reflect the values, traditions, and wisdom of local communities. In this context, local culture becomes a strategic asset that can be utilized as a marketing strength for tourism destinations. The concept of cultural marketing positions cultural elements as the primary identity in building a destination's image while creating differentiation that is difficult for other regions to imitate.

West Kalimantan (Kalimantan Barat) possesses diverse cultural richness, one of which is Dayak culture, which continues to live and develop through various rituals, performing arts, traditional cuisine, and customary values passed down from generation to generation. One of the largest cultural events representing this identity is Pekan Gawai Dayak. This event functions not only as an expression of gratitude for the harvest but also as a means of cultural preservation and the promotion of Dayak cultural tourism to the broader public. According to Suara Nusantara, the 40th Pekan Gawai Dayak was held at Rumah Radakng Pontianak and adopted the customs and traditions of Dayak Ketapang Regency as the main identity of the annual cultural celebration. Meanwhile, Pontianak Informasi reported that cultural parades and various traditional performances became the main attractions showcasing the richness of Dayak culture to local communities and tourists alike.

According to Philip Kotler (2024), modern marketing emphasizes the importance of integrating technology, experience, and human values in building relationships with consumers. This perspective indicates that tourism promotion is no longer sufficient if it merely presents tourism products; it must also deliver meaningful cultural experiences. In the context of Dayak cultural tourism, such experiences can be realized through customary rituals, performing arts, traditional cuisine, and direct interaction with cultural communities. In line with this view, a study by Rahman and Sari (2023) states that cultural authenticity is an important factor influencing tourists' interest in cultural destinations. Tourists tend to be more attracted to destinations that are able to preserve the originality of local traditions and cultural values. This finding is relevant to Pekan Gawai Dayak, which publicly presents various elements of Dayak culture directly and openly to visitors. Furthermore, Pratama and Hidayat (2024) argue that the integration of local cultural symbols into destination branding can enhance both the image and attractiveness of a tourism destination. The use of Dayak motifs, traditional ornaments, local languages, and cultural narratives in promotional media can strengthen destination identity. This argument is reinforced by Lestari (2024), who states that digital promotion based on cultural storytelling is effective in expanding the market reach of cultural tourism and building emotional attachment with prospective tourists.

On the other hand, the success of cultural marketing strategies is also influenced by the involvement of local communities. Wibowo and Kurniawan (2025) emphasize that the participation of indigenous communities is a key factor in maintaining the authenticity of cultural destinations while simultaneously increasing tourist trust. The involvement of customary leaders, art studios, and cultural MSME actors in Pekan Gawai Dayak demonstrates that this cultural event is not merely an entertainment agenda, but also a collaborative space for communities to preserve the

Dayak cultural identity. Various news portals in 2026 also indicate that Pekan Gawai Dayak has significant potential as a cultural tourism destination. Corong Kasus reported that the 40th Gawai Dayak represented the peak celebration of the cultural traditions of West Kalimantan and succeeded in attracting public attention from various regions. In addition, Indonesia Travel explained that Pekan Gawai Dayak has become one of the leading cultural events of West Kalimantan, featuring cultural parades, traditional art performances, and exhibitions of Dayak handicrafts. Meanwhile, Infopublik assessed that Dayak cultural events play a strategic role in strengthening the image of West Kalimantan's cultural tourism at the national level.

Nevertheless, studies examining local wisdom-based marketing strategies at Pekan Gawai Dayak remain relatively limited. Most previous research has focused on cultural preservation, customary values, or the economic impact of cultural events, whereas the marketing aspect that integrates local wisdom as an instrument for enhancing tourism attractiveness has not been extensively explored. In fact, Pekan Gawai Dayak possesses substantial potential as a model for developing cultural tourism based on local identity that can compete at both national and international levels. Based on these conditions, this study is important for describing and analyzing how Dayak local wisdom is utilized as a marketing strategy to enhance the attractiveness of cultural tourism at the 40th Pekan Gawai Dayak in 2026. Through a descriptive literature study approach, this research is expected to provide a more comprehensive understanding of the relationship between cultural preservation, marketing strategies, and the sustainable development of cultural tourism in West Kalimantan.

LITERATURE REVIEW

Marketing Strategy in Cultural Tourism Development

Marketing strategy refers to a series of planning and implementation processes of marketing activities carried out by organizations to create value, build relationships with consumers, and achieve specific objectives. In the context of tourism, marketing strategy is not merely oriented toward promotional activities, but also encompasses how a destination constructs its identity, creates experiences, and builds positive perceptions in the minds of tourists. Philip Kotler et al. (2024) explain that modern marketing has undergone a transformation from a product-oriented approach to an experience- and value-oriented approach. In the tourism sector, tourists do not simply purchase a trip, they seek experiences that possess emotional, social, and cultural meaning. Therefore, tourism destinations need to develop marketing strategies that are capable of connecting local values with the needs of modern tourists.

According to Pike and Page (2023), destination marketing plays an important role in building the image of a region through consistent communication regarding the uniqueness, values, and experiences offered. Destinations that possess a strong cultural identity can gain a competitive advantage because they offer experiences that are not easily found elsewhere. In the context of Pekan Gawai Dayak, marketing strategy functions not only to increase the number of tourist visits, but also to introduce the philosophical values of Dayak culture to a wider audience. Through a

cultural marketing approach, the event can be developed as a tourism experience that integrates educational, entertainment, and cultural preservation aspects.

The Concept of Local Wisdom from a Cultural Perspective

Local wisdom refers to the knowledge, values, norms, and life practices that develop within a community and are transmitted from generation to generation. Local wisdom is not merely associated with traditions of the past, but also serves as a source of identity that can be developed to respond to the needs of modern society. According to Sibarani (2023), local wisdom represents cultural values that embody the wisdom of a community in regulating the relationships between humans and other humans, humans and nature, and humans and spiritual values. Thus, local wisdom functions both as a guideline for life and as a social identity of a community.

In Dayak culture, local wisdom is reflected in various aspects of life, such as the values of togetherness, respect for nature, kinship relations, customary rituals, traditional arts, and cultural symbols. These values constitute the primary strength that distinguishes Dayak culture from other cultures. Research by Lestari and Pranoto (2024) demonstrates that the development of tourism based on local culture must preserve authentic values in order to avoid losing its cultural meaning. Therefore, the utilization of local wisdom as a marketing strategy should be conducted prudently so that culture does not become merely an economic commodity, but remains the identity of the community that owns the culture.

Local Wisdom-Based Marketing

Local wisdom-based marketing is a marketing approach that uses cultural values, traditions, symbols, and the identity of local communities as the foundation for building marketing communication. This approach positions culture not merely as an object of promotion, but as a source of value that creates distinctive experiences for consumers or tourists. According to Philip Kotler and Hermawan Kartajaya (2024), current marketing developments indicate that consumers increasingly appreciate brands or products that possess authentic values, compelling stories, and emotional connections. In the context of cultural tourism, these authentic values originate from history, traditions, local communities, and the cultural experiences offered.

Local wisdom-based marketing can be implemented through several approaches, including cultural branding, the use of local symbols in promotional media, storytelling about cultural traditions, and community involvement in tourism activities. By integrating these elements, tourism destinations can build a stronger identity and create memorable experiences for visitors. In the case of Pekan Gawai Dayak, local wisdom-based marketing may be reflected through the use of Dayak motifs and ornaments in promotional materials, the presentation of narratives regarding the meaning of Gawai rituals, the introduction of traditional culinary heritage, and the active participation of indigenous communities in cultural performances and exhibitions. Such strategies not only enhance tourism attractiveness but also strengthen the preservation and transmission of Dayak cultural values to wider audiences.

Local wisdom-based marketing strategies can be implemented through several approaches, namely:

1. Cultural Branding

This approach involves the use of cultural identity as the primary image of a tourism destination. In the context of Dayak culture, branding can be manifested through customary symbols, the traditional longhouse (Rumah Radakng), traditional clothing, distinctive motifs, and various forms of cultural art. By emphasizing these cultural elements, a destination can develop a unique identity that distinguishes it from competing destinations.

2. Cultural Storytelling

This strategy focuses on conveying stories related to history, philosophy, and cultural values to tourists. Storytelling is capable of creating emotional connections, enabling visitors not only to observe cultural expressions but also to understand the meanings and values embedded within them. Through compelling narratives, cultural experiences become more memorable and meaningful for tourists.

3. Digital Cultural Promotion

This approach utilizes digital media such as social media platforms, websites, and video-sharing platforms to introduce local culture to a broader audience. Digital promotion allows cultural tourism destinations to reach potential visitors beyond regional boundaries while simultaneously enhancing visibility and engagement in the digital environment.

4. Community-Based Marketing

This strategy involves local communities as the main actors in the cultural marketing process, ensuring that promotional activities maintain legitimacy and authenticity. The participation of indigenous communities, cultural practitioners, artisans, and local entrepreneurs strengthens the credibility of the destination while empowering local stakeholders in the development of cultural tourism.

Cultural Tourism Attractiveness

Tourism attractiveness refers to the factors that encourage individuals to visit a particular destination. In cultural tourism, attractiveness is derived not only from the beauty of a place, but also from its historical value, the uniqueness of its traditions, social experiences, and interactions with local communities.

According to Cooper et al. (2023), cultural tourism attractiveness consists of several main elements, namely:

1. Cultural Attraction

These include traditions, rituals, performing arts, cultural buildings, and historical heritage.

2. Authenticity

The level of cultural originality perceived by tourists.

3. **Tourism Experience**

The emotional experiences and knowledge gained by tourists during their participation in cultural activities.

4. **Cultural Interpretation**

The ability of organizers to explain the meaning of cultural elements to visitors.

Pekan Gawai Dayak possesses all of these elements, ranging from customary rituals, traditional dances, sape' music performances, traditional attire, and distinctive culinary traditions to direct interaction with local communities. These characteristics make the event highly potential as an experience-based cultural tourism destination.

Cultural Events as a Medium for Tourism Promotion

Cultural events have a strategic function in introducing regional identity while simultaneously enhancing tourism attractiveness. Events are not merely entertainment activities; they also serve as a medium of cultural communication between local communities and visitors. Getz and Page (2023) explain that cultural events can become important instruments in destination development because they are capable of creating unique experiences, enhancing regional image, and strengthening social relationships within the community. Well-managed cultural events can become sustainable tourism attractions. Pekan Gawai Dayak, as an annual cultural event, plays an important role in strengthening the existence of Dayak culture in West Kalimantan. Through this event, cultural values are not only transmitted to younger generations, but are also communicated to the wider public through a tourism-oriented approach.

Research Conceptual Framework

Based on the theoretical review above, this study employs a conceptual framework that views Dayak local wisdom as a potential source of cultural marketing resources. These cultural values are then translated into marketing strategies through cultural branding, storytelling, digital promotion, and community involvement. These strategies subsequently contribute to enhancing the attractiveness of Dayak cultural tourism by creating authentic experiences for tourists.

Conceptually, the framework can be illustrated as follows:



This framework indicates that the stronger the integration of Dayak local wisdom into culture-based marketing strategies, the greater the potential for enhancing the attractiveness of Dayak cultural tourism through unique, authentic, and meaningful tourism experiences.

METHOD

Research Type and Approach

This study employs a library research method with a descriptive qualitative approach. Library research is a research method conducted through the process of collecting, reviewing, and analyzing various literature sources relevant to the research topic. This approach was selected because the study does not focus on statistically measuring relationships between variables, rather, it aims to understand and describe in depth local wisdom-based marketing strategies in enhancing the attractiveness of Dayak cultural tourism at the 40th Pekan Gawai Dayak in 2026. According to Snyder (2023), library research is a research approach that enables researchers to synthesize various literature sources in order to obtain a more comprehensive understanding of a particular phenomenon. Through this approach, the study can identify concepts, patterns, and findings from previous research related to cultural marketing, local wisdom, and the development of cultural tourism.

Research Object and Focus

The object of this study is the local wisdom-based marketing strategy in the development of Dayak cultural tourism at the 40th Pekan Gawai Dayak in 2026.

The research focus is directed toward three main aspects:

1. Dayak Local Wisdom

This includes customary values, cultural symbols, traditional arts, traditions, philosophy of life, and the social values of Dayak communities that have the potential to serve as a cultural marketing identity.

2. Culture-Based Marketing Strategies

This encompasses cultural branding, cultural storytelling, digital promotion, the utilization of communication media, and the involvement of local communities in introducing Dayak culture.

3. Dayak Cultural Tourism Attractiveness

This includes the aspects of cultural uniqueness, authenticity of experience, educational value, destination image, and the sustainability potential of cultural tourism.

Types and Sources of Data

The data used in this study consist of secondary data obtained from various relevant literature sources.

The research data sources include:

a. Scientific Literature

a.1. The scientific literature used in this study includes:

- a.1.1. cultural marketing,
- a.1.2. cultural tourism,
- a.1.3. destination branding,
- a.1.4. local wisdom,
- a.1.5. experiential tourism,
- a.1.6. community-based tourism.

b. Reference Books

The reference books used in this study are related to:

- b.1. modern marketing theory,
- b.2. tourism marketing,
- b.3. destination management, and
- b.4. culture and local wisdom.

c. Official Documents and Publications

The documentary sources include:

- c.1. publications of the 40th Pekan Gawai Dayak in 2026 (Sekberkesda website),
- c.2. local government information related to cultural tourism (government publications),
- c.3. promotional materials for the event (materials provided by the organizing committee),
- c.4. mass media news reports (local news coverage), and
- c.5. digital content related to the implementation of Pekan Gawai Dayak (official social media accounts of the Sekberkesda organizing committee).

Data Collection Techniques

Data collection was conducted through documentation and literature study. The researcher carried out the processes of searching, selecting, and reviewing various sources related to the focus of the study.

The stages of data collection include:

1. **Identification of Literature Sources**

The researcher identified various scientific sources and documentary materials relevant to the research theme.

2. **Literature Selection**

Literature was selected based on topic relevance, source credibility, and the currency of the information.

3. **Data Classification**

Data were categorized according to the research themes, namely local wisdom, culture-based marketing strategies, and cultural tourism attractiveness.

4. **Data Interpretation**

The classified data were subsequently analyzed to identify conceptual relationships among the research themes.

Data Analysis Techniques

Data analysis in this study employed content analysis techniques. According to Krippendorff (2023), content analysis is a systematic method for interpreting the meaning of various documents or texts based on specific categories.

The data analysis process was conducted through four main stages:

1. **Data Reduction**

The researcher selected and simplified information from various sources relevant to the study.

2. **Data Categorization**

Data were grouped according to the main themes, beginning with Dayak local wisdom, followed by culture-based marketing strategies, and subsequently the development of cultural tourism attractiveness.

3. **Data Interpretation**

The researcher analyzed the relationship between local cultural values and tourism marketing strategies.

4. **Drawing Conclusions**

The final stage involved constructing a conceptual understanding of how local wisdom-based marketing strategies can support the enhancement of Dayak cultural tourism attractiveness.

5. Validity

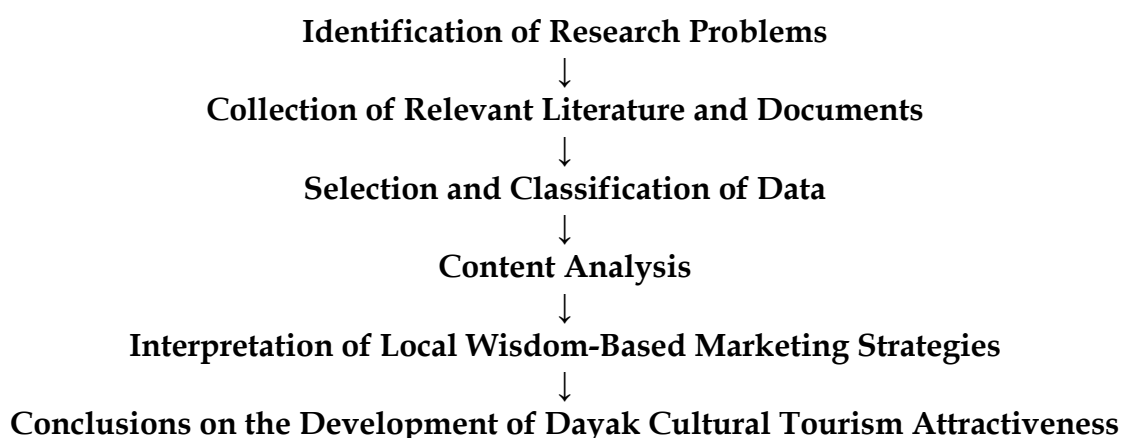
To maintain the validity of the study, source triangulation was applied by comparing various references derived from scientific journals, academic books, official documents, and media publications. According to John W. Creswell and J. David Creswell (2023), qualitative research requires a process of data verification through the examination of multiple sources of information in order to ensure a high level of credibility in the research interpretation.

In this study, triangulation was conducted by comparing:

- theories of cultural marketing,
- previous studies on cultural tourism,
- documentation of Pekan Gawai Dayak, and
- publications related to Dayak culture.

Research Flow

The stages of the research can be illustrated as follows:



This research flow demonstrates a systematic process beginning with problem identification, followed by literature collection and data analysis, and concluding with the formulation of conceptual conclusions regarding the role of local wisdom-based marketing strategies in enhancing the attractiveness of Dayak cultural tourism.

Table 1. Summary of Research Methods

Component	Description
Type of research	Library Research
Approach	Descriptive qualitative
Research object	Dayak local wisdom-based marketing strategies
Data sources	

	Journals, books, official documents, news reports, and digital publications
Data collection techniques	Documentation and literature study
Data analysis technique	Content Analysis
Data validity	Source triangulation

Local Wisdom-Based Marketing Strategies at the 40th Pekan Gawai Dayak in 2026

Based on the results of the literature analysis, local wisdom-based marketing strategies in cultural events can be developed through several main approaches, namely cultural branding, cultural storytelling, digital promotion, and community involvement.

1. Cultural Branding: Building Cultural Identity as a Tourism Brand

Cultural branding is a strategy that utilizes cultural values as the primary identity of a product or destination. In the context of Pekan Gawai Dayak, Dayak culture becomes the central element that creates differentiation for the event. The use of cultural symbols such as the Rumah Radakng (Dayak longhouse), traditional attire, Dayak motifs, traditional music, and cultural rituals forms part of the visual communication that strengthens the identity of the event. This branding conveys the message that Pekan Gawai Dayak is not merely an entertainment festival, but a cultural experience with historical and philosophical significance. According to Pratama and Hidayat (2024), the incorporation of cultural identity into destination branding can enhance tourism attractiveness because tourists tend to seek experiences that possess distinctive and authentic characteristics.

2. Cultural Storytelling: Presenting the Meaning Behind Culture

Cultural marketing strategies should not be limited to displaying cultural symbols; they must also be able to explain the meanings embedded within them. Storytelling becomes an important approach because it helps tourists understand the philosophical values of a culture.

In Pekan Gawai Dayak, storytelling can be implemented through narratives concerning:

- a. the history of Gawai Dayak;
- b. the philosophy of customary rituals;
- c. the meaning of cultural symbols;
- d. stories of the Dayak community; and

- e. the relationship between humans and nature.

According to Lestari (2024), cultural storytelling through digital media is capable of creating emotional connections between tourists and destinations. Tourists become not only visitors, but also participants in the cultural experience being offered.

3. Digital Cultural Promotion: Expanding the Reach of Cultural Tourism

The development of digital technology provides significant opportunities for cultural marketing. Social media enables local cultural events to become known to wider audiences beyond geographical boundaries.

Digital marketing strategies can be implemented through:

- a. cultural video content,
- b. event documentation,
- c. promotion through social media,
- d. collaboration with content creators, and
- e. digital publications.

The utilization of digital technology is important because contemporary tourists obtain much of their destination information through digital platforms. Therefore, digital transformation has become an essential component in maintaining the relevance of cultural events.

4. Community Involvement: Society as the Driver of Culture

The success of cultural tourism marketing is highly dependent on the involvement of local communities. The community is not merely an object of performance, but becomes the main actor in preserving cultural authenticity. The participation of customary leaders, art communities, cultural MSMEs, and the younger Dayak generation provides legitimacy that the culture being presented is a living culture. Wibowo and Kurniawan (2025) explain that local community participation is an important factor in building sustainable cultural tourism because communities serve as guardians of cultural values and identity.

Local Wisdom-Based Marketing Strategies in Enhancing the Attractiveness of Dayak Cultural Tourism

Based on the literature review, local wisdom-based marketing strategies play an important role in enhancing the attractiveness of cultural tourism because they are capable of connecting cultural values with the needs of modern tourists who increasingly seek authentic experiences. In the context of the 40th Pekan Gawai Dayak in 2026, marketing strategies are not understood merely as promotional activities, but as a process of constructing meaning, identity, and cultural experiences that become embedded in tourists' perceptions.

Current developments in tourism indicate that tourists no longer consider only the physical aspects of a destination; they also seek emotional value and distinctive experiences. According to Philip Kotler et al. (2024), modern marketing places experience and value as the primary elements in building relationships between products and consumers. In cultural tourism, such experiences are formed through tourists' interactions with traditions, local communities, and the cultural values being presented. In the context of Pekan Gawai Dayak, local wisdom-based marketing strategies can enhance tourism attractiveness through several aspects as follows.

1. Enhancing the Uniqueness of Cultural Destinations

Uniqueness is one of the main factors that differentiates one tourism destination from another. Dayak culture possesses distinctive characteristics through its customary symbols, traditional arts, value systems, and harmonious relationship with nature. Pekan Gawai Dayak presents various cultural elements with a high degree of differentiation, such as the Rumah Radakng, traditional dances, sape' music, traditional attire, distinctive Dayak carvings, and various cultural rituals. These elements form the identity that shapes the unique image of West Kalimantan as a cultural tourism destination.

According to Pike and Page (2023), a tourism destination will possess competitiveness if it is able to develop a strong identity that differs from other destinations. In this regard, Dayak local wisdom serves as the primary asset in creating a distinctive cultural tourism positioning. Consequently, culture-based marketing strategies transform Pekan Gawai Dayak from merely an annual event into a representation of cultural identity with significant tourism value.

2. Building the Authenticity of Tourism Experiences

Authenticity is an important aspect of cultural tourism because modern tourists increasingly value experiences that are perceived as genuine and meaningful. Culture that is packaged merely as a performance without understanding its philosophical values risks losing its cultural essence. Pekan Gawai Dayak possesses a strong sense of authenticity because it involves cultural communities as the main actors. Cultural activities are not presented solely for tourists, but constitute part of the social expression of the Dayak community.

Rahman and Sari (2023) explain that cultural authenticity is closely related to tourists' interest in cultural destinations. The stronger the authentic values perceived by visitors, the greater the likelihood that tourists will have positive experiences with the destination.

From a marketing perspective, such authenticity becomes an added value that can be communicated through various promotional media. Narratives concerning the philosophy of Gawai Dayak, the meaning of customary rituals, and the life values of Dayak society can serve as key messages in tourism communication strategies.

3. Creating Emotionally Engaging Tourism Experiences

Culture-based marketing strategies are not intended merely to provide information, but also to create emotional experiences for tourists. Experiential marketing explains that experience is a crucial factor in building relationships between consumers and a product or destination. According to Bernd Schmitt (2023), experiential marketing emphasizes five dimensions of experience: sense, feel, think, act, and relate. In the context of Dayak cultural tourism, these dimensions can be manifested through:

- a. Sense: the experience of seeing traditional attire, hearing sape' music, and enjoying traditional cuisine.
- b. Feel: emotional experiences generated through cultural stories and interactions with local communities.
- c. Think: understanding the philosophy and cultural values of the Dayak people.
- d. Act: tourists' participation in cultural activities.
- e. Relate: social connections established between tourists and local communities.

Through this approach, Pekan Gawai Dayak can create a deeper and more meaningful tourism experience than a simple visit to a cultural event.

4. Strengthening the Cultural Destination Image of West Kalimantan (Kalbar)

Destination image refers to the perception formed in tourists' minds regarding a particular region. Local wisdom-based marketing strategies can help build a positive image of West Kalimantan as a region rich in unique cultural traditions and heritage. Media coverage throughout 2026 indicates that Pekan Gawai Dayak has increasingly been recognized as one of the important cultural events that introduces the identity of West Kalimantan. Through digital publications and mass media exposure, the event has not only reached local communities but has also gained the potential to attract tourists from outside the region. Strong destination branding can position Dayak culture as a primary identity of West Kalimantan. This is consistent with the view of Cooper et al. (2023), who argue that the success of cultural destinations is strongly influenced by a region's ability to communicate its values and distinctive characteristics effectively.

Conceptual Model of Dayak Local Wisdom-Based Marketing Strategies

Based on the literature review and analysis of various sources, this study develops a conceptual model of local wisdom-based marketing strategies for enhancing the attractiveness of Dayak cultural tourism. The model explains that Dayak local wisdom serves as the primary source for building culture-based marketing strategies. Cultural values embedded in traditions, symbols, arts, and the philosophy of life are subsequently translated through modern marketing approaches.

Conceptually, the relationship can be described as follows:

Dayak Local Wisdom

customary values, cultural symbols, traditional arts, rituals, philosophy of life
(*Nilai adat, simbol budaya, seni tradisional, tradisi, filosofi kehidupan*)



Modern Marketing Approaches

Cultural Branding, Cultural Storytelling, Digital Promotion, Community
Involvement



Dayak Cultural Tourism Attractiveness

uniqueness, authenticity, emotional experience, destination image, sustainability
potential

This conceptual model demonstrates that the integration of local wisdom into modern marketing strategies contributes to the creation of unique, authentic, and meaningful cultural tourism experiences, which ultimately enhance the attractiveness and competitiveness of Dayak cultural tourism destinations. From a marketing management perspective, the Pekan Gawai Dayak in 2026 can be regarded as an example of the implementation of local wisdom-based cultural marketing, namely a marketing strategy that utilizes local cultural identity as a competitive advantage in enhancing tourism attractiveness.

RESULTS AND DISCUSSION

General Overview of the 40th Pekan Gawai Dayak in 2026 as a Cultural Tourism Event

Pekan Gawai Dayak is one of the cultural representations of the Dayak community that possesses strong historical, social, and philosophical values. Originally, Gawai Dayak was an expression of gratitude for agricultural harvests as well as a form of respect for the relationship between humans, nature, and spiritual values. Over time, the event has undergone a transformation into a cultural event with broader dimensions, functioning as a space for cultural preservation, public education, regional identity strengthening, and the development of cultural tourism. The 40th Pekan Gawai Dayak in 2026 became an important momentum because it demonstrated how local culture can be packaged into an event capable of attracting broad public attention. Various cultural elements, such as the Rumah Radakng, traditional attire, dance performances, traditional music, distinctive culinary traditions, handicrafts, and a variety of cultural activities, became essential components in creating a tourism experience.

Based on the review of various literature sources and event documentation, it was found that Pekan Gawai Dayak functions not only as a cultural festival but also as a medium of cultural communication. The event serves as a platform for introducing Dayak identity to the wider public while simultaneously building the image of West Kalimantan as a region rich in cultural tourism resources. These findings indicate that cultural events occupy a strategic position in tourism development because they are capable of integrating cultural elements, visitor experiences, and destination promotion.

Analytical Findings: Dayak Local Wisdom as Cultural Tourism Marketing Capital

Based on the analysis of literature, cultural documents, and various publications concerning Pekan Gawai Dayak, this study found that Dayak local wisdom functions as cultural capital that can be developed into a tourism marketing strategy. Dayak local wisdom is not limited to cultural products that are physically visible; it also encompasses values and philosophies of life that constitute the identity of the community. In the context of tourism marketing, these values provide distinctive characteristics that differentiate Dayak culture from other cultural destinations. The analysis identified four main forms of local wisdom that possess strong potential as marketing assets for cultural tourism.

1. Philosophical Cultural Values as a Tourism Identity

The first finding indicates that the philosophical values of the Dayak community constitute an important element in building the identity of cultural tourism. Values such as togetherness, respect for nature, social relationships, and the balance of life are deeply embedded in various Dayak cultural practices. These values are highly relevant to the development of modern tourism, which increasingly emphasizes meaningful experiences. Tourists are not only attracted to the visual forms of culture, but also seek to understand the values and philosophies that underlie those cultural expressions. Sibarani (2023) explains that local wisdom represents a value system containing the knowledge and wisdom of a community in regulating social and environmental relationships. Therefore, the philosophical values of Dayak culture can become a powerful marketing narrative that strengthens tourism attractiveness.

2. Cultural Symbols as Elements of Cultural Branding

The second finding indicates that Dayak cultural symbols possess strong potential as tourism branding elements. Symbols such as the Rumah Radakng, carved motifs, traditional attire, the sape' musical instrument, and traditional Dayak Ketapang gong ornaments (the host identity for the 2026 event) have strong visual value for building destination identity. From a marketing perspective, cultural symbols function as recognizable signs that can create particular associations in tourists' minds. The consistent use of cultural symbols in promotional media can strengthen the image of Pekan Gawai Dayak as a distinctive cultural event. This finding is consistent with Pratama and Hidayat (2024), who argue that the integration of local cultural symbols into branding strategies can enhance tourists' perceptions of a destination's uniqueness.

3. Traditional Arts and Rituals as Authentic Tourism Experiences

The third finding indicates that traditional arts and cultural activities are important components in creating tourism experiences. Dance performances, traditional music, cultural rituals, and distinctive culinary traditions provide tourists with opportunities to experience the culture directly. This transforms cultural tourism from merely seeing into experiencing. Rahman and Sari (2023) state that cultural authenticity is a crucial factor in generating tourists' interest in cultural destinations. The more authentic the experience obtained by tourists, the stronger the emotional connection formed with the destination.

4. Local Communities as Guardians of Cultural Authenticity

The fourth finding indicates that local communities occupy a vital position in the success of cultural tourism marketing. Customary leaders, cultural communities, artists, and the younger Dayak generation act as the main actors in ensuring that the culture remains alive and does not lose its meaning. Community involvement transforms Pekan Gawai Dayak from merely a cultural performance into a cultural expression that originates from the community that owns the tradition. This finding supports the view of Wibowo and Kurniawan (2025), who argue that local community participation is an important factor in the development of sustainable cultural tourism.

5. Analytical Findings: Local Wisdom-Based Marketing Strategies at Pekan Gawai Dayak

The analysis results indicate that local wisdom-based marketing strategies at Pekan Gawai Dayak can be categorized into four main strategies.

5.1. Cultural Branding as an Identity-Building Strategy

The findings show that Dayak culture functions as the primary identity in building the image of Pekan Gawai Dayak.

Cultural branding is implemented through:

- a. the use of Dayak symbols,
- b. cultural themes,
- c. promotional visuals, and
- d. narratives of Dayak community identity.

This strategy gives Pekan Gawai Dayak a clear positioning as a distinctive cultural event of West Kalimantan.

5.2. Cultural Storytelling as a Cultural Communication Strategy

The next finding indicates that the delivery of cultural narratives is an important factor in tourism marketing.

Culture should not merely be displayed; it also needs to be explained through stories concerning:

- a. the history of Gawai Dayak,
- b. the philosophy of customary traditions,
- c. the meaning of cultural symbols, and
- d. the life of the Dayak community.

Storytelling enables tourists to understand cultural values, making the tourism experience more meaningful.

5.3.Digital Cultural Marketing as an Expansion of Promotion

The analysis results show that the use of digital media has become an important strategy for expanding promotional reach. Social media, cultural videos, digital documentation, and online publications enable Dayak culture to be recognized by wider audiences. Lestari (2024) states that digital storytelling can increase the reach of cultural promotion because it is capable of building emotional connections with audiences.

5.4. Community-Based Marketing as a Sustainability Strategy

The final finding indicates that community involvement is an important factor in maintaining the sustainability of cultural marketing strategies. The community functions not merely as an object of promotion, but as the main actor responsible for preserving cultural values and maintaining cultural authenticity.

Discussion: The Contribution of Marketing Strategies to Enhancing the Attractiveness of Dayak Cultural Tourism

Based on the research findings, local wisdom-based marketing strategies contribute to enhancing the attractiveness of cultural tourism through several aspects. First, these strategies increase destination uniqueness because Dayak culture possesses characteristics that differ from those of other cultural destinations. Second, they strengthen tourism authenticity, as the experiences offered originate from the culture of the indigenous community. Third, they create emotional experiences for tourists through direct interaction with cultural practices. Fourth, they reinforce the destination image of West Kalimantan as a cultural tourism region. The results of the observation and analysis indicate that effective cultural marketing is not merely about attracting tourists, but also about creating a meaningful relationship between tourists and the cultural values being offered.

Research Findings Model: Local Wisdom-Based Cultural Marketing Model

Based on the analysis results, this study proposes the following conceptual model:

Dayak Local Wisdom

customary values, cultural symbols, arts, traditions, philosophy of life
(nilai adat, simbol budaya, seni, tradisi, filosofi kehidupan)



Cultural Capital



Culture-Based Marketing Strategies

Cultural Branding

Cultural Storytelling

Digital Cultural Marketing

Community-Based Marketing



Authentic Tourism Experience



Dayak Cultural Tourism Attractiveness

Keunikan destinasi (Destination uniqueness)

Autentisitas budaya (Cultural authenticity)

Pengalaman wisata (Tourism experience)

Citra destinasi (Destination image)



Strengthening the Destination Branding of West Kalimantan (Kalbar)

The model demonstrates that Dayak local wisdom serves as cultural capital that is transformed through culture-based marketing strategies, resulting in authentic tourism experiences that ultimately enhance the attractiveness of Dayak cultural tourism and strengthen the destination branding of West Kalimantan.

Synthesis of the Discussion Results

Based on the overall analysis, it can be understood that local wisdom-based marketing strategies have three main functions in the development of Dayak cultural tourism, namely:

- a. Identity function, which involves building the image of Dayak culture as the primary strength of the destination.

- b. Communication function, which involves conveying cultural values and stories to tourists.
- c. Economic and sustainability function, which involves creating opportunities for tourism development while simultaneously preserving the existence of local culture.

Therefore, the 40th Pekan Gawai Dayak in 2026 (hosted by the Dayak Ketapang community in 2026) serves not only as a cultural festival, but also as a strategic platform for building a sustainable local wisdom-based cultural tourism ecosystem.

CONCLUSION

Based on the results of the review and discussion regarding Local Wisdom-Based Marketing Strategies in Enhancing the Attractiveness of Dayak Cultural Tourism at the 40th Pekan Gawai Dayak in 2026, it can be concluded that local wisdom plays a strategic role as the primary foundation for the development of cultural tourism marketing. Through a descriptive literature study approach, this research demonstrates that Dayak cultural values function not only as cultural heritage that must be preserved, but also as marketing resources capable of creating destination differentiation and competitiveness.

The 40th Pekan Gawai Dayak in 2026 represents a cultural event with significant potential as a cultural tourism attraction because it presents various authentic elements, including customary values, cultural symbols, traditional arts, music, cuisine, and the philosophy of Dayak life. These elements constitute the main strength in building cultural identity while reinforcing the image of West Kalimantan as a destination based on local cultural tourism. Local wisdom-based marketing strategies can be implemented through several main approaches, namely cultural branding, cultural storytelling, digital cultural promotion, and community involvement. Cultural branding plays a role in constructing the visual identity and cultural image of the Dayak people; storytelling helps communicate the philosophical meanings behind cultural traditions; digital promotion expands communication reach to broader audiences; while the involvement of local communities ensures that cultural marketing maintains authenticity and sustainability.

The findings also indicate that local wisdom-based marketing strategies contribute to enhancing cultural tourism attractiveness through four main aspects: increasing destination uniqueness, strengthening the authenticity of tourism experiences, creating emotional experiences for tourists, and building a positive destination image. Consequently, Dayak culture is not merely an object of tourism performance, but becomes a source of values capable of creating emotional connections between tourists and the destination.

This study emphasizes that the development of cultural tourism cannot rely solely on promotional activities; it requires marketing strategies rooted in local identity. The 40th Pekan Gawai Dayak in 2026 can serve as a model of local wisdom-based cultural marketing, an approach that integrates local cultural values with modern marketing strategies to create cultural tourism that is authentic, competitive,

and sustainable. Practically, this research provides implications for local governments, organizers of Pekan Gawai Dayak, indigenous communities, and tourism industry stakeholders to continue developing cultural marketing strategies that are not only oriented toward increasing tourist arrivals, but also pay attention to cultural preservation and the empowerment of local communities.

For future research, studies on local wisdom-based marketing strategies may be expanded through empirical approaches involving tourists, indigenous communities, cultural MSME actors, and event organizers in order to examine perceptions, experiences, and the economic impacts of cultural events such as Pekan Gawai Dayak. Such future studies would provide a more comprehensive understanding of the sustainability of Dayak cultural tourism in the face of the development of the modern tourism industry.

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