Research Article

Emotional Experience and Self-Identity as the Key in Memorable Tourism Experience of Cigeuntis Waterfall Tourism, Karawang Regency

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Abstract: The Covid-19 pandemic has had a significant impact on changes in the number of domestic tourists in Indone-sia. This study aims to analyze the influence of Emotional Experience and Self-Identity on Memorable Tourism Experience at Curug Cigeuntis, Karawang Regency. A quantitative method with a verification approach was applied, involving 160 respondents who filled out a question-naire regarding emotional experience, Self- Identi-ty, and MTE. The collected data were analyzed using Structural Equation Modeling (SEM) using SmartPLS-3. The results showed that emotional experience has a significant positive effect on tourists' self-identity, which further contributes to increasing MTE. These findings indicate the importance of emotional experience and self-identity in creating an immer-sive tourism experience and increasing destination attractiveness, as well as contributing to the devel-opment of tourism marketing strategies in Karawang.

1. Introduction

The Covid-19 pandemic has had a significant impact on various sectors, one of which is tourism in Indonesia (egsaugm, 2021) . The Covid-19 pandemic has had a significant impact on changes in the number of domestic tourists in Indonesia (Kompasiana, 2022) . Based on data from the Central Statistics Agency (BPS), in 2019, the total number of domestic tourist trips in 34 provinces reached 722,158,733 people. However, in 2020, after Covid-19 began to spread in Indonesia, this figure experienced a drastic decline of 203,569,771 trips, leaving only 518,588,962 trips. The decline of almost half of the total trips from the previous year shows the major impact of the pandemic on the domestic tourism sector (Kemenparaekraf, 2023) .

Figure 1 Number of Domestic Tourist Trips in the Last 5 Years

Source: (Central Statistics Agency (BPS), 2023)

After the pandemic subsided, the tourism sector in Indonesia began to recover gradually (Nasywa Aurellia, 2023) . The government, through the Ministry of Tourism and Creative Economy (Kemenparekraf), implemented various strategies to revive the tourism industry (Kemenparekraf/Baparekraf RI, 2021) . One important step is the implementation of the CHSE (Cleanliness , Health , Safety , and Environmental Sustainability) protocol in various tourist destinations to provide a sense of security for tourists. In addition, tourist destinations were reopened gradually supported by massive promotional efforts, such as the implementation of the Virtual Travel Fair and the provision of incentives in the form of discounts on tour packages and MICE (Meeting , Incentive , Convention , and Exhibition) activities (Kemenparekraf/Baparekraf RI, 2021) . The impact of this initiative can be seen from the increasing number of domestic tourists, driven by public enthusiasm for safe and affordable local tourist destinations. This policy also accelerates economic recovery in a number of regions that depend on income from the tourism sector (Ministry of Tourism and Creative Economy/Baparekraf RI, 2021) .

Karawang is a district in West Java Province, which has several potential tourist attractions to support the recovery of the tourism sector after Covid-19. Although better known as the national rice barn and industrial area, Karawang also has various interesting tourist destinations. Tourist destinations in Karawang include marine tourism along the north coast, historical sites such as the Batujaya Site and the Rengasdengklok Determination Monument, as well as stunning natural attractions, such as waterfalls. Among the various waterfalls spread across the Karawang area, Curug Cigeuntis is a famous natural tourism icon. However, other waterfalls are no less charming, such as Curug Penganten, Curug Lalay, Curug Cikoleangkak, Curug Cikarapyak, and Curug Cipanundaan which are located in Mekarbuana, Tegalwaru, Mekarbuana, Karawang Regency, West Java, are one of the main attractions for tourists who are looking for peace in the midst of beautiful nature and far from the hustle and bustle of the city (Argenti & Purnamasari, 2021) .

The Loji area in Karawang offers captivating natural beauty, with lush tropical forests and hidden waterfalls. One of the main attractions in Loji is the Cigeuntis waterfall which provides a unique experience for tourists. Easy access by land, including from the toll road, makes Curug Cigeuntis an ideal destination for local tourists who want to enjoy a vacation without having to travel by road (Putri Anindya Sari, 2024) . In addition to its natural beauty, Loji offers a calmer and more authentic atmosphere compared to more commercial tourist destinations. Tourists can experience local culture, taste traditional cuisine, and interact directly with local people who still maintain their customs (Oktaviyanti et al., 2023) . This experience creates a deep emotional bond and provides Memorable Tourism Experiences (MTE) that leave a deep impression on visitors.

In 2020 to 2023, the number of visitors coming to Curug Cigeuntis fluctuated. The decline in visitor interest in 2023, so it is a challenge for Curug Cigeuntis managers to find

out the factors that influence changes in fluctuations and take quick and appropriate steps to increase visitor interest in the future. The decline in the number of visitors is due to low-quality or less attractive attractions.

Table 1 . Total Visitors Domestic in Object Nature and Tourism Culture Karawang Regency 2020-2023

Recreation areas	Number of Visitors			
	2020	**2021**	**2022**	**2023**
Panganten Waterfall	3.100	997	997	1,853
Lalay Waterfall	1,820	318	281	315
Cigeuntis Waterfall	95,260	12.151	47,555	42,937
Cikoleangkak Waterfall	3.215	284	384	396
Cikarapyak Waterfall	900	159	259	263
Cipanundaan Waterfall	850	337	437	488

Source: (BPS, 2024)

Based on Table 1, there is a fluctuation in the recovery of the tourism sector post-pandemic, where tourist interest began to recover after mass vaccination and strict implementation of health protocols (Binus University, 2024) . There was a slight decline in 2023, the number of visitors to the destination as a whole remained higher than during the pandemic. This shows that natural destinations such as waterfalls with comfortable facilities make tourists feel comfortable to visit again.

Tourist experiences are not only limited to physical aspects, such as natural scenery or facilities, but also include emotional aspects (Abrian et al., 2023) . Tourists tend to look for experiences that are not only enjoyable but also provide a sense of personal connection. Meaningful experiences like this can increase tourist satisfaction and create deep memories of a destination (Pujiastuti, 2020) . Emotional involvement in the tourism experience also affects how tourists remember and share their experiences. Positive emotions, such as joy and satisfaction, can increase the attractiveness of a destination and encourage word-of-mouth promotion (Salsabila & Ernawadi, 2024) . Conversely, negative emotions can reduce tourists' desire to return, making emotions a key factor in the success of a tourist destination.

In addition to emotions, tourists' self-identity also plays a role in influencing the tourism experience. When a tourist destination and activities are in line with tourists' self-identity, this can increase tourism satisfaction and provide a sense of achievement (Liap et al., 2023) . In Loji, Karawang Regency, natural beauty and cultural richness offer great potential to create a strong and emotionally authentic tourism experience. Further research is needed to understand how emotions and self-identity are interrelated in the tourism experience in this area.

This study aims to analyze the influence of emotional experiences and self-identity of tourists on the formation of memorable tourism experiences (MTE) at Curug Cigeuntis

tourism in Karawang Regency, a destination that is still rarely studied compared to other popular tourist destinations. Research is an activity that is carried out intentionally with the aim of finding, perfecting, and proving the truth of knowledge through the use of scientific methods (Manulu, H., Ramly, F., Djodding, I. Farida, E., Triadinda, D., Sritutur, FF, Hidayaty, DE, Sopingi, I., Santoso, A., Azalia, ANF, Dani, R., Norman, E., Syariani, E., Widayanti, R., Alfifto, Sofyan, NN, Arina, F., & Sari, 2021). The purpose of this study is to understand the extent of the emotional experiences of tourists and the relationship between self-identity and destinations that create deep bonds and increase the attractiveness of the Curug Cigeuntis destination. In addition, this study also aims to identify significant emotional factors in forming memorable tourism. experiences (MTE) and the role of tourist self-identity in enriching tourism experiences, can be expected to contribute to the development of tourism marketing strategies that focus on improving tourism experiences in Karawang.

2. Literature Review

2.1 Marketing Management

Adrie Charviandi, SE, (2023) marketing management is an effort to plan, implement, organize, coordinate, and control marketing activities in an organization in order to achieve organizational goals efficiently and effectively. Activities can be supported by physical evidence aimed at meeting customer needs or desires, thereby supporting the achievement of company goals (Savitri & Anggela, 2020) .

2.2 Emotional

Emotional is influencing tourist satisfaction and intention to recommend a destination, when someone evaluates their experience at a destination, emotions are formed which then influence their memory of the event and influence the tourist's next behavioral intention (Sitanggang et al., 2020) . The factors used to characterize emotions are determined by 4 dimensions: joy, love, positive surprise, fear and displeasure. (Abhijeet Vikramaditya Tiwari, 2023).

2.3 Self-Identity

According to Ari Ramdhanu & Sunarya, (2019) self-identity , or self-identity can influence life principles, perspectives, and opinions that shape how a person lives their life. In the process of searching for self-identity, individuals will explore the world around them to fulfill cognitive needs, satisfy their sense of freedom, and their feelings. They will also experiment with various roles to understand who they are, what makes them unique, what their strengths are, and their life goals (Gardiner et al., 2023) . According to Alrawadieh et al., (2019) the dimensions consist of self-identification with site, overall satisfaction, destination loyalty, visitor engagement, to visit the site .

2.4 Memorable Tourism Experience (MTE)

Aninda Maharaniputri, (2021) defines a tourism experience that remains remembered after the event has passed, and is formed selectively based on an individual's assessment of the experience. MTE functions to strengthen and reinforce memories of pleasant memories at a destination (Guleria et al., 2024) . Research by Aninda Maharaniputri, (2021) revealed that individuals who experience memorable tourism experiences tend to remember seven important dimensions, namely hedonism , novelty , local culture , refreshment , meaningfulness, knowledge , involvement.
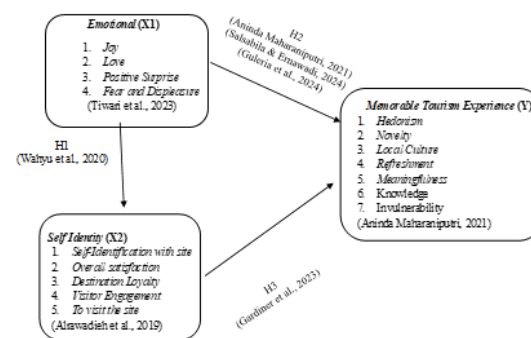
3. Research Model

Figure 2. Research Model

4. Research Hypothesis

H1 : Emotions have a positive and significant influence on Self-Identity

H2 : Emotions have a positive and significant influence on Memorable Tourism Experience

H3 : Self-Identity has a positive and significant effect on Memorable Tourism Experience

5. Method

This study uses a quantitative method with a descriptive verification approach. The population of this study were local or domestic tourists who had visited the Curug Cigeuntis tourist attraction, Karawang, totaling 42,937 visitors in 2023 (Central Statistics Agency of Karawang, 2024) . The sampling technique used in this study was a non-probability sampling technique with an accidental sampling determination method . The number of samples was determined using the Hair formula, where the sample can be calculated based on the number of statement indicators multiplied by 5-10 the number of indicators (Cahyaning Utami & Citra Savitri 2024) . So that the number of indicators is 10 times 16 as follows n = 10 x 16 = 160 so that the sample used was 160 tourist respondents. who have visited Curug Cigeuntis. Data analysis was conducted using the SEM method with the Party Least Square (PLS) approach, which consists of an outer model , inner model , and hypothesis testing. to see the influence of both independent variables on the dependent variable. The results of the study are expected

to reveal the extent to which emotional experiences and self-identity create memorable tourism experiences.

6. Results and Discussion

The following is an explanation of the research results and data analysis obtained through the distribution of questionnaires.

6.1 Respondent Profile

The following is the respondent characteristic data from the questionnaire that has been distributed:

Table 2. Characteristics Respondents

Characteristics	Frequency
Gender	
Man	73
Woman	87
Total	160
Age	
15 − 20 years	28
21 − 25 years	72
26 − 35 years	37
>36 years	23
Total	160
Work	
Student	21
Student	48
Employee	43
Businessman	23
Other	25
Total	160

Source: Processed by Researchers (2024)

Based on data from 160 respondents, the majority of visitors to Curug Cigeuntis are women. The appeal of the waterfall as a tourist destination that offers natural beauty, a calm atmosphere, and a light adventure experience, which is very popular with female tourists. In addition, the majority of visitors are in the 21-25 year age range, which shows the high interest of this age group in nature tourism. This can be attributed to the characteristics of those who are in an active life phase, full of curiosity, and like to explore new experiences (Tina Rahmadayanti 2020) . The natural beauty of Curug Cigeuntis, combined with light physical

activity, is the main attraction because it suits their lifestyle who seek a balance between exploration and relaxation. In addition, the majority of respondents who visit Curug Cigeuntis are students, who tend to be interested in nature tourism as a way to reduce stress due to busy academic activities. The natural beauty and calm atmosphere offered by Curug Cigeuntis provide an effective relaxation experience for students, in accordance with research (Herni, 2022) which states that nature tourism can provide psychological benefits by creating space for mental recovery.

Table 3. Description of Emotional Variables (X1)

Variables	Item	Mean
Emotional (X1)	X1.1	3,669
	X1.10	3,894
	X1.11	3,731
	X1.12	3,669
	X1.13	3,569
	X1.14	3,694
	X1.15	3,731
	X1.16	3,756
	X1.2	3,725
	X1.3	3,781
	X1.4	3,831
	X1.5	3,738
	X1.6	3,944
	X1.7	3,744
	X1.8	3,788
	X1.9	3,844
	X2.1	3,856

Source : Researcher Data Processing (2024)

Based on table 3, the Emotional variable (X1) obtained an average value of 3.763. Reflecting a positive assessment from respondents, there is an Emotional variable , the dimension with the highest value is the " Love (X1.6)" dimension with a value of 3.944, this shows that these aspects are highly appreciated by respondents. While the dimension with the lowest value is the " Fear and Displeasure (X1.13)" dimension of 3.569, although the value in this dimension is lower than other dimensions, the results are still relatively positive overall. The emotional experience of tourists plays an important role in influencing the level of satisfaction, and the intention of tourists to come back and recommend tourism to others (Quynh et al., 2021) .

Table 4. Description of Self-Identity Variable (X2)

Self Identity (X2)		
	X2.10	3,813
	X2.11	**3,681**
	X2.12	**3,819**
	X2.13	**3,831**
	X2.14	**3,856**
	X2.15	**3,844**
	X2.16	**3,956**
	X2.17	**3,869**
	X2.18	**3,944**
	X2.19	**3,919**
	X2.2	**3,844**
	X2.20	**3,806**
	X2.21	**3,838**
	X2.22	**3,863**
	X2.23	**3,831**
	X2.3	**3,863**
	X2.4	**3,844**
	X2.5	**3,888**
	X2.6	**3,863**
	X2.7	**3,969**
	X2.8	**3,988**
	X2.9	**3,856**

Source : Researcher Data Processing (2024)

Based on table 4, the Self-Identity variable (X2) obtained an average value of 3.695. Reflecting a positive assessment from respondents is the Self-Identity variable , the dimension with the highest value is the " Overall Satisfaction " dimension.   (X2.8)" with a value of 3.988, this shows that these aspects are highly appreciated by respondents regarding self-development while traveling. While the dimension with the lowest value in the dimension of " Destination Loyalty (X2.11)" is 3.681, Although the value in this dimension is lower than other dimensions, the results are still relatively positive overall. This is a self-identity combined with life principles, views, and opinions that shape the way a person lives his life. Self-identity combined with life principles, views, and opinions that shape the way a person lives his life (Ari Ramdhanu & Sunarya, 2019) .

Table 5. Memorable Experience Tourism (Y)

Memorable Experience Tourism (Y)		
	Y 1	3,956
	Y10	**3,831**
	Y11	**3,850**
	Y12	**3,756**
	Y13	**3,994**
	Y2	**3,969**

Y3	**4,013**
Y4	**4,069**
Y5	**3,931**
Y6	**3,919**
Y7	**3,969**

Source : Researcher Data Processing (2024)

Based on table 5, the Memorable Experience Tourism variable (Y) obtained an average value of 3.940. Reflecting a positive assessment from respondents is the Memorable Experience Tourism variable , the dimension with the highest value is the " Novelty " dimension.   (Y3)" with a value of 4.069, this shows that these aspects are highly appreciated by respondents who have had memorable travel experiences. Meanwhile, the dimension with the lowest value in the " Knowledge (Y12)" dimension is 3.756. Although the value in this dimension is lower than other dimensions, the results are still relatively positive overall. MTE functions to strengthen and reinforce memories of pleasant memories at a destination (Guleria et al., 2024) .

6.2 Outer Model
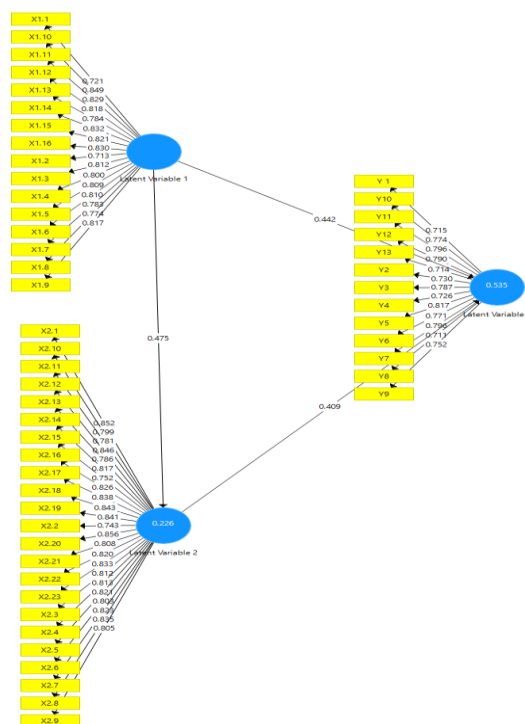
Figure 2 First Structural Analysis Model

Source: Processed Research (2024)

Based on Figure 3, it shows that the Emotional variable has 16 indicators that have been tested using the SmartPLS-3 algorithm application. with the following results: 16 indicators that meet the convergent validity value standard. The self-identity variable has 23 indicators that have been tested algorithmically on the SmartPLS-3 application with the results of 23 indicators that affect the convergent validity value standard. The Memorable Tourism

Experience variable has 14 indicators that have been tested algorithmically on the SmartPLS-3 application with the results of 14 indicators that meet the convergent validity value standard.

6.3 Validity Test

6.3.1 Convergent Validity

Table 6. Construct Reliability and Validity

	Average Variance Extracted (AVE)
Emotional	**0.642**
Self-Identity	**0.666**
Memorable Tourism Experience	**0.579**

Source: SmartPLS-3 Processed Results

Based on table 6 above, the emotional variable has an AVE value of 0.642, the self-identity variable has a value of 0.666 and the MTE variable is 0.579. All variables have a cross-loading correlation value of 0.50 so they are declared valid.

Table 7. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability
Emotional	**0.963**	**0.966**
Self Identity	**0.977**	**0.979**
MTE	**0.939**	**0.947**

Source: SmartPLS-3 Processed Results

Table 7 shows that the test results obtained from Cronbach's alpha emotional variables , self-identity , and MTE exceed the value above 0.60. In the study (Savitri & Maemunah, 2021) the value obtained from the composite reliability on the emotional variables , self-identity , and MTE with a value above 0.60. So, from this explanation it can be synthesized that the variables in the study have met the criteria for measuring reliability and the reliability value can be said to be reliable.

Table 8. Fornel Larcker Criterion

	Emotional	**Self Identity**	**MTE**
Emotional	**0.801**		
Self Identity	**0.475**	**0.816**	
MTE	**0.637**	**0.619**	**0.761**

Source: SmartPLS-3 Processed Results

The Fornell Larcker Criterion value is obtained for each variable. The value of the Emotional variable is 0.801 higher than its correlation with the Memorable Tourism Experience variable , but the correlation value is lower than the Self-Identity variable. The value of the Self-Identity variable is 0.816 higher than its correlation with the Self-Identity and MTE variables. and the value of the MTE variable is 0.761 lower than the Self-Identity

and MTE variables. Thus, these findings indicate that all variables have values that are in accordance with the discriminant validity criteria.

Table 9. Cross Loading

	Emotional	Self Identity	MTE
X1.1	0.721	0.261	0.382
X1.10	0.849	0.484	0.554
X1.11	0.829	0.394	0.501
X1.12	0.818	0.372	0.560
X1.13	0.784	0.416	0.553
X1.14	0.832	0.473	0.564
X1.15	0.821	0.499	0.518
X1.16	0.830	0.347	0.522
X1.2	0.713	0.228	0.393
X1.3	0.812	0.277	0.509
X1.4	0.800	0.342	0.457
X1.5	0.809	0.377	0.529
X1.6	0.810	0.283	0.426
X1.7	0.783	0.338	0.544
X1.8	0.774	0.376	0.505
X1.9	0.817	0.473	0.552
X2.1	0.396	0.852	0.476
X2.10	0.405	0.799	0.520
X2.11	0.366	0.781	0.506
X2.12	0.383	0.846	0.496
X2.13	0.313	0.786	0.392
X2.14	0.435	0.817	0.485
X2.15	0.323	0.752	0.407
X2.16	0.439	0.826	0.569
X2.17	0.439	0.838	0.589
X2.18	0.384	0.843	0.553
X2.19	0.387	0.841	0.514
X2.2	0.328	0.743	0.444
X2.20	0.400	0.856	0.555
X2.21	0.351	0.808	0.575
X2.22	0.401	0.820	0.596
X2.23	0.368	0.833	0.494
X2.3	0.345	0.812	0.435
X2.4	0.378	0.813	0.447
X2.5	0.378	0.821	0.512
X2.6	0.427	0.803	0.450
X2.7	0.395	0.823	0.501
X2.8	0.414	0.835	0.495

X2.9	**0.410**	**0.805**	**0.516**
Y 1	**0.449**	**0.384**	**0.715**
Y10	**0.463**	**0.533**	**0.774**
Y11	**0.609**	**0.582**	**0.796**
Y12	**0.572**	**0.621**	**0.790**
Y13	**0.429**	**0.434**	**0.714**
Y2	**0.358**	**0.368**	**0.730**
Y3	**0.568**	**0.579**	**0.787**
Y4	**0.467**	**0.386**	**0.726**
Y5	**0.518**	**0.466**	**0.817**
Y6	**0.478**	**0.440**	**0.771**
Y7	**0.455**	**0.438**	**0.796**
Y8	**0.417**	**0.346**	**0.711**
Y9	**0.399**	**0.396**	**0.752**

Source: SmartPLS-3 Processed Results

Table 9. shows that the cross loading of each indicator measured by its variable has a value of > 0.70 and has a large value compared to the cross loading of the indicator measured by other variables. This can be synthesized that each variable has a correlation according to the discriminant validity measurement criteria.

Table 10. R-Square

	R Square	R Square Adjusted
Self Identity	**0.226**	**0.221**
MTE	**0.537**	**0.529**

Source: SmartPLS-3 Processed Results

Based on table 10 above, the r square value of the self-identity variable is 0.226, meaning that this variable can be influenced by emotional variables and MTE is 22.6% while the rest is influenced by other variables. Meanwhile, the r square value of the MTE variable is 0.537, meaning that this variable can be influenced by emotional and self-identity variables by 53.7%, while the rest is influenced by other variables.

Table 11. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Emotional > Self-Identity	0.475	0.481	0.082	5,815	**0,00**
Emotional > MTE	0.442	0.448	0.087	5,078	**0,00**
Self-Identity > MTE	0.409	0.403	0.098	4,169	**0,00**

Source: SmartPLS-3 Processed Results

Based on table 11, the research results show that the results of the hypothesis testing are explained as follows:

a. Emotional variable with the Self-Identity variable through path coefficients of 0.475 with a t-statistic value of 5.815 which is higher than the significance of 5% or 1.96 so that it can be stated that the Emotional variable with the Self-Identity variable has an influence or is positive.

b. Emotional variable with the MTE variable through path coefficients of 0.442 with a t-statistic value of 5.078 which is higher than the significance of 5% or 1.96 so that it can be stated that the emotional variable with the MTE variable has an influence or is positive.

c. Self-Identity variable with the MTE variable through path coefficients of 0.409 with a t-statistic value of 4.169 which is higher than the significance of 5% or 1.96 so that it can be stated that the Self-Identity variable has a positive effect on the MTE variable.

7. Discussion

7.1 Emotional Has a Positive and Significant Influence on Self-Identity

From the results of the hypothesis testing that has been explained, it can be synthesized that emotional variables have a positive and significant effect on self-identity . This finding shows that the emotions experienced by tourists during their visit contribute significantly to shaping their self-identity. Emotions such as happiness, amazement, or even fear can create memorable experiences and strengthen the way tourists view themselves. Previous research by (Wahyu et al., 2020) in this regard, confirms that emotions not only have an impact on short-term tourism experiences but also play a role in the formation of long-term self-identity. Self-identity that develops from the experience of individual tourist values and preferences.

7.2 Emotional Positive and Significant Influence on Memorable Tourism Experience

From the results of the hypothesis testing that has been explained, it can be synthesized that emotional variables have a positive and significant effect on the memorable tourism experience variable . This shows that the emotions felt by tourists during the tour play an important role in creating a memorable tourism experience. Previous research by (Guleria et al., 2024), also emphasized the importance of emotions in making a tourist destination not only provide a pleasant direct experience but also build deep emotions.

7.3 Self-Identity Has a Positive and Significant Influence on Memorable Tourism Experience

From the results of the hypothesis testing that has been explained, it can be synthesized that the self-identity variable has a positive and significant effect on the memorable tourism experience variable . This finding indicates that self-identity plays an important role in shaping memorable tourism experiences. Previous research by (Gardiner et al., 2023) Tourists tend to

associate their tourism experiences with the process of forming self-identity, especially when they engage in unique and authentic activities, such as interacting with local culture or exploring new traditions. MTE is not only measured by the attractiveness of the destination, but also by how the experience affects the development of tourists' sense of self and connection with their environment.

8. Conclusion and Implications

This study shows that emotional experience and self-identity have a significant influence on the formation of Memorable Tourism Experiences (MTE) at Curug Cigeuntis, Karawang Regency. Tourists' emotional experiences, especially those related to comfort, natural beauty, and light physical activity, are the most appreciated aspects, while the relevance of the destination to tourists' self-identity also contributes to creating a deep impression. These findings indicate the importance of managing destination appeals that not only focus on physical facilities, but also emotional aspects and personalization of tourism experiences. Marketing strategies that utilize the results of this study are expected to increase the appeal of Curug Cigeuntis, support the recovery of the tourism sector, and provide a positive contribution to the development of tourist destinations in Karawang.

Destination managers should focus on providing experiences that can evoke positive emotions, such as happiness or awe, through innovative attractions, superior service, and interaction with local culture. This aims to create a memorable tourism experience while strengthening tourists' self-identity. In marketing strategies, it is important to highlight emotional and authentic elements through visualizations and narratives that describe tourists' in-depth experiences. Future research can expand the study of the relationship between emotions, self-identity, tourist loyalty, and revisit intention, including exploring their effects across destinations with diverse cultural and geographical backgrounds.

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