



Narrative Analysis of Jataka Stories at Muara Jambi Temple Tourist Attraction: Systematic Literature Review

I Ketut Damana

Sriwijaya State Buddhist College, Bumi Serpong Damai Tangerang, Indonesia

Abstract: The purpose of this study was to identify, evaluate, and synthesize relevant literature to reveal the relationship between the Jataka stories and archaeological remains in the area and their implications for the development of culture-based tourism. The method used in this study is a Systematic Literature Review with a qualitative approach. Limitations include the lack of direct field verification to evaluate the extent to which local cultural practices are currently influenced by Buddhist values. The data collection process was carried out through identification of scientific literature from academic databases, screening based on inclusion and exclusion criteria, and thematic analysis of Jataka narratives and symbols relevant to Muara Jambi Temple. The results of the study indicate that a number of narrative elements in the Jataka stories are reflected in the reliefs, structures, and artifacts at Muara Jambi Temple, indicating the important role of Buddhist moral teachings in shaping the cultural identity of the site. This study also found that the use of Jataka story narratives as part of cultural tourism interpretation can increase the appeal and educational value of Muara Jambi Temple. These findings are expected to be the basis for a more meaningful strategy for preserving and developing cultural heritage-based tourism.

Keywords: Muara Jambi Temple; Jataka Stories; Narrative Tourism; Systematic Literature Review.

1. Introduction

This research problem arose because one of the indicators that the Jataka story has not been optimally utilized in tourism management at Muara Jambi Temple is the lack of narrative interpretation in presenting information to visitors. Moral stories in Jataka which should be able to enrich the educational and spiritual tourism experience have not been integrated into interpretive media such as information boards, tour guides, or cultural education programs (Putra et al., 2020). Although Muara Jambi Temple has a very high historical and cultural footprint, the use of narrative stories such as the Jataka story as a tool to enrich the tourist experience is still very limited. The Jataka story which contains moral and spiritual teachings in Buddhism has a narrative depth that is not only educational but can also add to the attraction of tourism (Wahyuni et al., nd). Therefore, this study is here to identify how the Jataka story can be integrated into the management and promotion of the Muara Jambi Temple tourist attraction. The author plans to explore and analyze in depth the potential of the Jataka story in enriching the tourism narrative at Muara Jambi Temple (Irfan, 2022). Through a systematic literature review approach, this study reviews various relevant studies on the use of narrative stories in tourism culture, as well as the concept of storytelling in the development of tourism objects (Chalkiadaki, 2018). Why was Muara Jambi Temple chosen as the focus of the study because it is the largest Buddhist temple complex in Southeast Asia which is thought to have been the center of Buddhist education during the Srivijaya Kingdom. Compared to other Buddhist sites in Indonesia, Muara Jambi Temple has received relatively less academic attention, thus offering the potential for new findings. In addition to its high historical and cultural value, this study is also important to support the preser-

Correspondence:

Name: I Ketut Damana

Email: iketutdamana@gmail.com

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vation of the site which is currently facing various challenges . (Fradesa, 2022).

The main objective of this study is to analyze the narrative of Jataka stories related to Muara Jambi Temple and see how the stories can enrich the tourist experience and contribute to the development of culture-based tourism (Rati, 2018). This study aims to understand more about how Jataka stories can be used as a means of education, entertainment, and strengthening cultural identity for visitors (Yatmin & Zainal Afandi, 2022). Thus, this study provides an understanding of the potential of Jataka stories in creating a more in-depth, interesting, and beneficial tourism experience for visitors to Muara Jambi Temple (Kurniawati & Emotional, nd).

The theoretical study reasons discussed in this study include theories about history in tourism, cultural narratives, and cultural heritage-based tourism management designs (Karmela & Yanto, 2022) . This study refers to various literatures whose research uses narratives in cultural tourism objects, as well as research that discusses the potential of traditional stories and local myths in improving tourism quality (Saputra et al., 2024). In addition, this study will also utilize theories in cultural and communication studies to understand how the Jataka story can be presented in an interesting and relevant way for visitors to Muara Jambi Temple (Qi & Rattanapun, 2024).

The results of this study are expected to provide a significant contribution in developing a culture-based tourism management strategy at Muara Jambi Temple (Qi & Rattanapun, 2024). With a narrative analysis of the Jataka story, it is hoped that it can open up new opportunities in bringing visitors closer to local stories that are rich in moral and cultural values (Qi & Rattanapun, 2024) . The authors hope that this study can provide practical recommendations for tourism managers, such as effective ways to present the Jataka story to visitors, as well as how to integrate this story into the marketing and promotion aspects of tourist attractions (Rahmi et al., 2024). In addition, this study is also expected to be a reference for other researchers who are interested in studying the potential of traditional stories in tourism development and cultural preservation (Printer, 2025) . The architecture of this building is proven to be dominated by red brick material and shows a strong influence from the Muara Budha architectural style (Izza et al., 2020) . Archaeological evidence such as manuscripts, statue fragments, and ritual equipment were found around the temple area and strengthen the suspicion (Herwindo & Hendrawan, 2022). The magnificent temple was eventually covered by dense forest for centuries. However, the remains of the past splendor are still clearly visible today, a silent witness to the civilization that once existed (Herwindo & Hendrawan, 2022).

The government, together with archaeologists and the surrounding community, plays an active role in efforts to preserve and develop this area. Road access is repaired, tourist routes are arranged, and educational facilities are provided to support the introduction of history to the younger generation (Rahma, 2020). Thousands of Buddhists and visitors come to pray and commemorate the spiritual glory of the past. In addition, this area is also often used as a location for archaeological studies, cultural seminars, and other educational activities (Tjoa-Bonatz et al., 2009) . Muara Jambi Temple is not only a historical relic, it is directly proven to be a differentiator between Javanese culture and the culture of the Sumatran people, proving the existence of harmony (Ayeris et al., 2023). The narrative of tourism is a legacy of civilization, a symbol of the glory of science and the spirituality of the archipelago (Kukuh & Herwindo, 2024). Tracing the environment of the path of footsteps, touching old bricks, and standing in the temple courtyard, seems to bring Buddhists back to the time when Muara Jambi, when it was patented, was proven to be a light of knowledge in the midst of the dense forests of Sumatra (Siregar, 2017).

Finally, this study aims to prove to provide broader benefits, both for local communities who can feel the benefits of the sustainable tourism sector, and for tourists who will gain a richer and more educational tourism experience (Suryani, 2018). This study is limited in explicitly highlighting the gaps in previous studies, especially related to the lack of attention to the integration of Jataka narratives in tourism management at Muara Jambi Temple. Most previous studies still focus on the archaeological aspects, site histo-

ry, or general approaches to cultural tourism, but have not specifically discussed the use of Jataka stories as educational and spiritual narrative potential. In addition, no quantitative data was found to support the analysis, such as the number of visitors interested in narrative cultural content, the level of utilization of Jataka stories in interpretation media, or a survey of tourist interest in story-based experiences. The absence of these data indicates the need for a more systematic and evidence-based approach in developing narrative heritage-based tourism strategies in the area.

2. Materials and Methods

Research Methodology, Systematic Literature Review (SLR) in the form of Types and Research Approaches is This study uses a qualitative approach with the Systematic Literature Review (SLR) method, which aims to collect and analyze various scientific sources systematically, transparently, and can be replicated. Data sources are data obtained It is not very clear to search for literature in various scientific databases, such as Scopus, Web of Science, Google Scholar, DOAJ, and Garuda (Moher et al., 2009). The focus of the search includes journal articles, conference proceedings, and dissertations that discuss the topics of Jataka stories, cultural interpretation, and heritage-based tourism. Inclusion and Exclusion Criteria are: Inclusion: Articles in Indonesian or English; published in the last 10–15 years; relevant to the theme of Jataka stories, cultural narratives, and tourism. Exclusion: Popular/non-scientific articles, not fully available, or do not directly discuss the topic. The steps of SLR are: Formulating research questions. Developing a literature search strategy with specific keywords, for example: Jataka Tales, heritage tourism, narrative interpretation, Muara Jambi. Initial selection based on title and abstract. To ensure validity and reliability in the selection process and analysis of articles in this Systematic Literature Review (SLR), researchers implemented a strict and transparent protocol, starting from the identification stage, screening, to determining the eligibility of articles based on previously established inclusion and exclusion criteria. Thematic analysis was carried out manually using open coding and axial coding techniques, which allowed researchers to interpret the main themes in depth and contextually, even without the help of qualitative software such as NVivo. The findings from the SLR were then systematically contextualized with the actual conditions of Muara Jambi Temple, by linking emerging themes such as the potential for cultural narratives, community involvement, and heritage interpretation strategies with local characteristics, social dynamics, and challenges in preserving the site. This approach is expected to produce a relevant and applicable understanding of the development of cultural tourism based on Buddhist values and Jataka tales. Further selection is based on the overall content of the article. Thematic data extraction and categorization. Thematic analysis and narrative synthesis. The data analysis technique was carried out using a thematic approach, mapping the main issues that emerged from the literature, identifying research gaps, and linking them to the context of Muara Jambi Temple as an implicit case study. Based on research analyzed from 2022-2025. The reason is, it is easier to take old data than new data, because the data taken is more valid to support research arguments. The stages used in this literature review. Why did the researcher limit the article to the period 2022-2025. This period was chosen because it covers the dynamics of the post-COVID-19 pandemic which brought significant changes in tourism management strategies, approaches to digitalizing cultural heritage and increasing attention to local narratives in the tourism industry. By using the latest sources, this research is expected to provide an analysis that is in accordance with the actual context and challenges faced by Muara Jambi Temple in utilizing the Jataka story as an educational tourist attraction. The selection process was carried out transparently by implementing the Systematic Literature Review (SLR) protocol which includes the stages of identifying general findings, screening for gaps, eligibility, and final relevance analysis. Although this SLR protocol has not been formally registered in the database. It is evident that all procedures and methodological steps are explained openly in the research methodology section to ensure the repeatability and accountability of the study.

Table 1. Narrative Analysis of Jataka Stories at the Muara Jambi Temple Tourist Attraction

Common issues and findings	Research gaps	Relevance
Cultural narratives: used to enhance the visitor experience.	A minimal study of narratives based on ancient Buddhist texts (such as the Jataka tales).	Muara Jambi Temple as a potential Buddhist heritage site For narratives based on Jataka stories.
Interpretation: used to build visitor emotions.	There is little research examining the effectiveness of narrative interpretation in Southeast Asia.	This approach can enrich the interpretation of the history and spirituality of the Muara Jambi site.
Value-based tourism: The trend in packaging meaningful tourism experiences.	There is still little research that touches on the educational aspects of ancient Buddhist narratives.	Jataka can be used as a medium for learning Buddhist values at the Muara Jambi site.
Cultural preservation through digital and narrative media: Digital narratives are beginning to be used for conservation and promotion.	Lack of research on the integration of digital narratives into heritage sites in Indonesia.	Muara Jambi can be used as a model for digital narrative integration for heritage preservation.
Local community involvement: A number of studies emphasize the importance of public and local participation.	It has not been clearly explained regarding the role of society in compiling narratives based on sacred texts.	Communities around Muara Jambi can be involved in reviving the Jataka stories in a local context.

Here are the narratives from points 1–5 in the thematic analysis table: 1. Narratives in Cultural Heritage Tourism The literature shows that cultural narratives play an important role in enhancing visitors' experiences at cultural heritage sites. Narratives help build emotional and intellectual connections between visitors and the historical values of a place. However, there is a gap in studies that specifically discuss the use of narratives based on ancient Buddhist texts, such as the Jataka stories. In the context of Muara Jambi Temple, which is the largest Buddhist cultural heritage complex in Southeast Asia, the Jataka stories have the potential to be a rich source of narratives to strengthen the cultural and spiritual dimensions of a tourist destination. 2. Narrative Interpretation in Cultural Heritage Interpretation Narrative interpretation has been proven effective in building deeper engagement and understanding for visitors. This approach goes beyond simply conveying information; tourism touches on emotional aspects and personal meaning. However, studies on the effectiveness of this approach are still limited in the Southeast Asian region. Its application at Muara Jambi Temple can enrich visitors' experiences while offering a new approach to cultural heritage site management in Indonesia. 3. Spiritual Value-Based Tourism and Cultural Education is a global trend that shows increasing interest in forms of tourism that offer spiritual and educational experiences. Narratives that convey moral, spiritual, and cultural wisdom values are increasingly in demand. However, research using ancient Buddhist narratives as educational and spiritual tools is still rare. Muara Jambi, with its Buddhist background, has the potential to use Jataka stories to provide educational and spiritual values to visitors, especially in the context of cross-cultural and religious learning. 4. Cultural Preservation through Digital Media and Narrative is the digitization of narratives as a new approach to preserving cultural heritage. Digital narratives not only function as a means of information, but also as a medium for cultural promotion and conservation.

Unfortunately, the integration of digital narratives and cultural heritage sites in Indonesia is still rarely discussed in research. Muara Jambi can be used as a case study for the development of digital narratives based on Jataka stories, expanding the reach of understanding and preservation of cultural heritage to the younger generation and international visitors. 5. Local Community Involvement in Tourism Narrative Development is the participation of local communities is considered important in building authentic and contextual narratives in heritage tourism. The literature highlights how community involvement can strengthen the sense of ownership and sustainability of site management. However, there is still little research that specifically explores how local communities can play a role in compiling narratives based on sacred texts such as Jataka. In the context of Muara Jambi, local community involvement can be key in re-grounding the Jataka tales in a form that is relevant and alive for today's visitors.

3. Results and Discussion.

3.1. Results

a. Narrative of Muara Jambi Temple based on a systematic literature review approach

The results of the narrative analysis of Muara Jambi Temple through a *systematic literature review approach* show that this site is not only the largest temple complex in Southeast Asia, but also a center for education and the spread of Buddhism. Systematic literature analysis reveals the consistency of information about the building structure dominated by red bricks, ancient settlement patterns, and the discovery of artifacts such as statues, beads, and inscriptions that strengthen its function as a religious and intellectual area. In addition, a narrative shift was also found from merely preserving the physical site to an effort to reconstruct the historical role of Muara Jambi Temple in the maritime and intellectual networks of Asia in the past. Thus, this narrative analysis enriches cross-disciplinary understanding of the cultural heritage, both from archaeological, historical, and religious aspects. The results of this study indicate that the narratives in the Jataka stories have great potential to be raised as part of a cultural preservation strategy in the Muara Jambi Temple area. By integrating Buddhist moral values into educational programs, cultural performances, or visual interpretations at the site, the Jataka stories can be a bridge between the spiritual heritage of the past and the cultural awareness of today's society. This contributes to the preservation of not only the physical form of the temple, but also the symbolic meaning and values that accompany it, which have so far been less explored narratively.

b. Buddhist morals in the formation of cultural identity

Buddhist morality plays an important role in the formation of cultural identity because its teachings emphasize universal values such as compassion (*karu*) and mercy (*karu*). *ṇā*), non-violence (*ahiṃsā*), simplicity, and the search for inner truth become the ethical foundations that support the social patterns of collective thought and behavior of society. In the context of culture, these values are not only reflected in religious practices, but also in forms of social norms, art, architecture, and traditional education systems that foster respect for life, the balance of nature, and social harmony. Thus, Buddhist morality not only functions as an individual spiritual guide, but also as a framework of values that shape the cultural identity of a society, especially in areas that have a legacy of Buddhist civilization such as the Muara Jambi Temple. From the perspective development tourist education , results study This open opportunity for site managers and stakeholders policy For to design experience tour based on narrative (narrative-based tourism). Jataka stories can made into material interpretive in thematic tour form, book story child, installation interactive, or educational digital media that enriches experience visitors, especially students and students. Approach This in line with global trends in tour based on value-

based tourism, which emphasizes importance learning, reflection ethics, and interactions culture in activity tourism. More far, integration Jataka stories to in management of Muara Jambi Temple can also push involvement active public local as perpetrator main in delivery narrative culture. Training guide tour local, development community creative, and collaboration with institution education can create ecosystem tourist sustainable rooted in heritage local. With Thus, the results study This give direction strategic for preservation culture that is participatory at a time support diversification product tourism that is oriented towards education and moral values.

3.2 Discussion.

This study is entitled "*Narrative Analysis of Jataka Stories at Muara Jambi Temple Tourism Object: Systematic Literature Review*" to examine in depth how moral stories in Jataka stories can be identified and interpreted in the context of tourism culture at the Muara Jambi Temple Site. The data used in this study are sourced from various relevant academic literature, both national and international, which have gone through a systematic selection process based on certain inclusion criteria, thus ensuring the validity and rationality of the data analyzed. The discussion shows that the Jataka narrative story not only functions as a cultural heritage, but also as an educational and interpretive tool that can enrich visitors' experiences in the context of spiritual and historical tourism. The relationship between Buddhist morality and contemporary local cultural practices around Muara Jambi Temple is reflected in various community traditions that still contain ethical values such as virtue, simplicity, and respect for nature. Although Buddhism is no longer the dominant religion in the area, moral principles derived from texts such as Jataka are still evident in the daily practices of the community, such as mutual cooperation, rituals to ward off disasters, and respect for sacred sites. This shows that the Buddhist ethical heritage has transformed and assimilated with local culture, forming an inclusive spiritual identity. Therefore, the integration of Buddhist moral values into tourism management and cultural preservation can be a bridge connecting the religious past with contemporary social reality. The analysis conducted shows a high relevance between the content of the Jataka stories and the potential for developing narrative tourism in Muara Jambi Temple, considering the connection between the historical area and ancient Buddhist traditions. These results support the strengthening of culture-based conservation strategies through a narrative approach.

Table 2. Narrative Analysis of Jataka Stories at the Muara Jambi Temple Tourist Attraction

Name and year	Journal	Research result
Ryna Parlyna, Susanto's wife, Abhor Abror (2022)	Knowledge management	Orientation of entrepreneurial performance in the tourism sector of SMEs: a systematic literature review" along with its findings on job absorption and field performance in the tourism sector even though there was an impact at that time, namely Covid-19.
Satisfied Mahaputra, Rizky Mahaputra (2023)	Entrepreneurship and multi-talent	Factors Affecting Tourist Visiting Interest (Systematic Literature Review). Findings Destination image influences tourist visiting interest, literature review article study method.
Liona Efrina, Sri Rahayu, Judy, Netty Herawaty (2024)	Journal of Entrepreneurship Management and Asian Social Sciences	Systematic Literature Review: Analysis of the Role of Accounting on Sustainable Tourism Practices, the Influence of Corporate Social Responsibility and Green Financial Behavior on Indonesian Tourism. The results of this study are Therefore, sustainable tourism is becoming increasingly important to ensure environmental sustainability and the welfare of local communities in the long term.

Amir Masoud Sharifnia , Ritin Fernandez, Ibrahim Alananzeh . (2023)	International Journal of Nursing Studies Progress	Accounting has an important role in supporting sustainable tourism practices.
Ghazal Sabir, Lina M. Tennhardt, Robert's House (2025)	Discover Sustainability	Spiritual intelligence and professional nursing practice: A systematic review and meta-analysis. The findings were Spiritual intelligence has been considered as one of the skills needed by professionals and has recently gained attention in nursing practice. Understanding the role of spiritual intelligence and its associations Interaction with professional nursing practice is essential in creating knowledge in this area of research. Heaven and Earth: A Systematic Review of Relationship Theories between religion and environmental behavior. The findings are that Religion, with its potential to motivate such behavior, has received attention, exemplified by the emergence of eco-theology. However, the theoretical framework linking religion to environmental behavior remains unclear. This systematic review aims to address this gap.

Orientation of Entrepreneurial Performance in the Tourism Sector of SMEs: Systematic Literature Review” along with its findings on job absorption and field performance in the tourism sector despite the current impact of Covid-19. The reason is Despite a sharp decline in the first year of the pandemic, SMEs in the tourism sector showed strong resilience by adapting to new needs, such as digital and local tourism. These findings demonstrate the importance of innovation in operating a tourism business, as well as how adapting to market and policy changes can support the recovery and sustainability of the industry, despite major challenges such as the Covid-19 pandemic. (Parlyna et al., 2022) Factors Affecting Tourist Visiting Interest (Systematic Literature Review). Findings Destination image influences tourist visiting interest, literature review article study method. The reason is that a positive destination image, both in terms of natural beauty, facilities, and cultural experiences offered, can increase the attractiveness of the destination. Based on the results of the study in the literature review article, it was found that a strong and attractive destination image motivates tourists to plan their trips, because they tend to look for experiences that match previously formed positive perceptions. Therefore, effective destination image management is very important to attract tourist visiting interest. (Yandi et al., 2023). Systematic Literature Review: Analysis of the Role of Accounting in Sustainable Tourism Practices, the Influence of Corporate Social Responsibility and Green Financial Behavior on Indonesian Tourism. Therefore, the findings, sustainable tourism is becoming increasingly important to ensure environmental sustainability and the welfare of local communities in the long term. Accounting has an important role in supporting sustainable tourism practices. The reason is that Accounting not only helps in more efficient resource management, but also in measuring and reporting the social and environmental impacts of tourism activities. Furthermore, the influence of Corporate Social Responsibility (CSR) and green finance behavior also strengthens the commitment of the Indonesian tourism industry to sustainability, by integrating sustainability principles into its business practices. Therefore, the implementation of proper accounting is essential to support sustainable tourism goals that focus on the sustainability of nature and the well-being of society. (Efrina et al., nd) . Spiritual intelligence and professional nursing practice: A systematic review and meta-analysis. The findings are Spiritual intelligence has been considered as one of the skills needed by professionals and has recently gained traction in nursing practice.

Understanding the role of spiritual intelligence and its relationship to professional nursing practice is essential to creating knowledge in this field of inquiry. Understanding the role of spiritual intelligence and its relationship to the practice of professionalism history stories is essential to creating deeper knowledge in this field. The development of spiritual intelligence skills among tourists can enrich the holistic approach in nursing to the impact of illness, not only focusing on the physical aspects, but also on its emotional and spiritual dimensions. Therefore, an emphasis on the development of spiritual intelligence in nursing education and training is essential to improving the quality of nursing practice as a whole. (Sharifnia et al., 2022). Heaven and Earth: a systematic review of theories on the relationship between religion and environmental behavior. The findings are that Religion, with its potential to motivate such behavior, has received attention, exemplified by the emergence of eco-theology. However, the theoretical framework linking religion to environmental behavior remains unclear. This systematic review aims to address this gap. However, the findings of this *systematic review* suggest that the theoretical framework linking religion to environmental behavior is still unclear and not fully structured. Therefore, this study aims to fill this gap by exploring how religious concepts can influence individual behavior towards the environment. A better understanding of this relationship is important for developing more effective approaches in encouraging environmentally friendly practices, given that religion has a strong role in shaping human values and actions." (Sabir et al., 2025).

a. Representation of Jataka Stories in the Context of Cultural Heritage

The SLR results show that the Jataka story has been widely used in various forms of cultural representation, especially in South and Southeast Asia. In temple and monastery architecture, this story is often depicted through reliefs, wall paintings, and theater performances or religious rituals. Studies from India, Sri Lanka, Thailand, and Myanmar show that this representation not only functions as a decorative element, but also as a medium for spiritual and historical education for visitors and congregations. However, in the Indonesian context, especially in the Muara Jambi Temple, studies on the visualization of the Jataka story are still very limited. Archaeological research focuses more on the structure, building typology, and historical context, without exploring in depth the narrative content that may be symbolic related to the Jataka.

b. Interpretation Culture towards Jataka Stories

The literature analyzed shows that the cultural interpretation approach to Jataka stories plays an important role in preserving Buddhist values. Jataka narratives are considered as a bridge between the past and the present, which is able to convey Buddhist teachings through a medium that is easily understood by modern society. In the context of tourism, this interpretation can be done through trained tour guides, narrative information boards, audio visuals, and AR/VR-based digital applications. Several studies have highlighted that visitors are more interested in personal narratives and stories that touch on moral values, rather than purely technical or historical explanations. Therefore, Jataka stories are considered effective in enhancing visitors' emotional and cognitive experiences.

c. The Role of Jataka Stories in Tourism Narratives

In the context of tourism culture, Jataka narratives are used to create deeper and more reflective experiences. Studies from Thailand and Laos have shown that the integration of Jataka stories into Buddhist pilgrimage tourism programs can potentially increase the duration of visits and tourist satisfaction, as well as strengthen local identity. However, at Muara Jambi Temple, no similar narrative integration has been found. Despite its strong Buddhist context, the site has not developed story-based interpretations, either in the form of visualizations, guided tour narratives, or digital media. This indicates a gap and opportunity for the development of Jataka narratives as an important element in tourism strategies.

4. Conclusion

Narrative Analysis Study of Jataka Stories at Muara Jambi Temple Tourism Object: Systematic Literature Review aims to explore the representation and role of Jataka stories in shaping narrative culture in the Muara Jambi Temple area. The main findings of this study indicate that Jataka stories have great potential as interpretive narratives that can enrich cultural heritage-based tourism experiences. This study contributes to the development of a narrative approach in cultural tourism studies, especially at Buddhist sites in Indonesia. This study presents a methodological novelty through the application of a structured and transparent Systematic Literature Review (SLR), different from previous studies which are generally descriptive and unsystematic. With strict literature selection stages and a focus on the period 2022–2025, this approach allows for a more critical and relevant analysis of the integration of Jataka narratives in cultural tourism. This method also strengthens the validity of the findings and can be replicated for similar contexts at other cultural heritage sites. The implication is the need for integration of Jataka narrative stories in the preservation and promotion strategy of educational tourism at Muara Jambi Temple. However, this study has limitations in the limited local literature and the lack of visual documentation related to artifacts that represent the Jataka story in general directly. Therefore, further research is recommended to conduct field studies and cross-disciplinary collaborations to explore more deeply the potential of the site's narrative stories in the context of sustainable tourism.

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