



Tourism Communication of Village Government and Community Based Tourism Destination Development In Hilisataro Nandisa Village, South Nias Regions

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Abstract. Tourism has long been recognized as a strong and influential economic sector for the development of the country's economy. In accelerating tourism development, the most important stakeholder is the community. The community is not only an object but must also be involved as an actor in development, because tourism development is systemic and also integrated. Community participation in maintaining the natural and cultural resources of their region is a big contribution and has the potential to become a tourist attraction. Apart from that, by involving the community in the tourism development process and efforts, it will indirectly foster a sense of responsibility to preserve the potential of its resources. Hilisataro Nandisa Village is one of 14 villages in Toma sub-district, South Nias Regency, North Sumatra Province. This village has natural tourism potential that can be developed. This research will discuss the tourism communication strategy of the Hilisataro Nandisa Village government in increasing community participation in tourism development in the village. This research uses a qualitative research approach. The results of the research show that the tourism communication strategy carried out by the village government in developing tourist destinations in Hilisataro Nandisa Village is adjusted to the Rencana Pembangunan Jangka Menengah Desa (RPJM-Desa) for 2021-2026 and the four aspects as stated in the Rencana Induk Pembangunan Kepariwisataaan Kabupaten (RIPPARKAB) South Nias for 2017-2025, namely: (1) Destination Development (2). Development of the tourism industry (3) Tourism marketing (4). Tourism institutions.

Keywords: Tourism Communication, Village Government, Development, Tourist Destinations

1 Introduction

Tourism has long been recognized as a strong and influential economic sector for the development of the country's economy. The significant impact that can be obtained from this sector ranges from earning foreign exchange income, creating jobs, reducing

poverty, increasing productivity to encouraging national economic growth. In accelerating tourism development, the most important stakeholder is the community. The community is not only an object but must also be involved as an actor in development, because tourism development is systemic and also integrated.

The community as the main component in tourism development has an important role in supporting tourism development which is aimed at developing local potential originating from nature, socio-culture or the community's economy. Community participation in maintaining the natural and cultural resources of their region is a big contribution and has the potential to become a tourist attraction. Apart from that, by involving the community in the tourism development process and efforts, it will indirectly foster a sense of responsibility to preserve the potential of its resources.

Community-based tourism development has simple features or characteristics that can be adapted to regional capacity and local community resources, such as: (1) small scale so it is easier to organize, such as providing accommodation in the form of simple homestays that have simple facilities and family-friendly services (2) has a greater chance of being developed and accepted by local communities. Construction of tourism facilities using local architecture is more acceptable to local communities than tourism facility buildings adopted from outside the region, (3) provides more opportunities for local communities to participate starting from the planning, development and evaluation process, and (4) culture Community participation is prioritized, development is in favor of the host people, and for the social and cultural sustainability of the local community [1].

South Nias Regency is one of the regencies located in North Sumatra Province which has beautiful natural charm, culture and heritage sites from the megalithic era. This tourism potential can be utilized as a tourism attraction in the district. Hilisataro Nandisa Village is one of fourteen villages in Toma sub-district, South Nias Regency. This village has natural tourism potential which can be developed optimally to provide economic benefits for the community. This research will discuss the tourism communication strategy carried out by the Hilisataro Nandisa village government in developing tourist destinations in the village, especially in terms of involving village community participation. With the premise that as an effort to develop tourism in Hilisataro Nandisa Village it will refer to the concept of community-based tourism development.

2 Research Methods

This research uses a qualitative research approach with the aim of exploring and clarifying a phenomenon or social reality by describing a number of variables related to the problem being studied. Qualitative research methods are a type of research that produces discoveries that cannot be achieved or obtained using statistical procedural formulas or other means of quantification (measurement). This qualitative research can show research on community life, history, behavior, as well as on functionalism, organizations, social movements or kinship relationships [2]. The research method used in this research is a case study. A case study is a type of qualitative research, where the researcher conducts an in-depth exploration of a program, event, process, activity for

one or more people. A case is bound by time and activities and researchers carry out detailed data collection using various data collection procedures and over a continuous period of time [3]. The data analysis used in this research is Miles & Huberman data analysis which consists of data collection, data reduction, data presentation and drawing conclusion.

3 Results

Tourism Communication is generally related to aspects of tourism components and elements. The Indonesian government classifies tourism components into several important sections such as (1) tourism industry, (2) tourism destinations, (3) tourism marketing and (4) tourism institutions [4]. The very complex world of tourism requires the role of communication to communicate tourism marketing, communicate accessibility, communicate destinations and resources to tourists and all tourism stakeholders, including in forming tourism institutions. Communication helps market tourism products through communication media and communication content so that prospective tourists understand what they should know about destinations, accessibility, human resources and tourism institutions in a tourist area.

Based on the results of interviews conducted by researchers with the Head of Hilisataro Village, Nandisa, the researchers can explain the form of village government communication strategies used in community-based tourism development, including the following:

3.1 Establish Communication with Stakeholders

Hilisataro Nandisa Village has a natural tourist destination in the form of a 25 meter high multi-tiered waterfall which is formed naturally from a spring in the form of a cave in the ground which is not far from the location of the waterfall. If this tourist attraction is developed, it can become a source of economic income for the people in the village, but from the results of interviews with the village head Hilisataro Nandisa, it is known that there has been no special attention from the South Nias Regency Culture, Tourism and Youth Sports Service in terms of developing tourist destinations in the village. Such as the socialization of the tourism village program from Kementerian Pariwisata dan Kreatif (KEMENPARKRAF) which can actually help village governments to encourage the implementation of community-based tourism and realize economic independence through village development. However, this program has not been socialized to the Hilisataro Nandisa village government, as stated by the village head that:

"Never. If we could say that we are like disowned children.... The PMD Department pays very little attention to the community, as does the tourism department. In the 2021, when tourism office released the names of villages that would become tourist villages, but there was no confirmation to us about the conditions for becoming a tourist village. We were shocked and didn't know anything when the tourism office announced this yesterday. Even the Lanal and South Nias police have opened and inaugurated the Gumbu Park tourist attraction but the tourism office doesn't want to know."

From the statement above, it can be concluded that there is no openness of information and good communication between the regional government and the Hilisataro Nandisa village government. This then becomes one of the factors inhibiting the development of tourist destinations in the village. When attention is not received through the relevant services, the village head communicates with other government agencies, which are part of the village stakeholders, namely the Nias Naval Base (Lanal). The established communication resulted in a guided tourism village program under LANAL Nias with the development of tourist destinations in the form of cleaning around tourist objects carried out by the village government, the community in collaboration with LANAL Nias.



Figure 1. Revamping gumbu park tourist attraction by LANAL Nias

Source : maritimindonesia.co, 2019

Cleaning activities were the main focus of coaching carried out by LANAL NIAS because the condition of the tourist attraction was far from residential areas and at that time the surrounding conditions were covered with weeds and trees. Apart from opening access to tourist attractions, supporting facilities were also installed, such as placing rubbish bins, information boards, direction signs, building bridges and simple stairs at the Gumbu Park Waterfall location. The aim of this activity is so that the Gumbu Park Waterfall tourist location has good, clean facilities and is comfortable for tourists to visit. It is hoped that with the addition of these facilities, the Gumbu Park waterfall tour can become one of the tourist destinations in South Nias Regency.

3.2 Tourism marketing via social media

Tourism marketing is the process of communicating and delivering tourism products. This is important to do to motivate potential tourists to visit tourist destinations and

reach potential markets according to the expected targets. From the results of interviews conducted with the village government, it is known that tourism marketing activities have been carried out through social media, even though it is not an official village account such as Facebook, by posting tourist visits to the Gumbu Park tourist attraction. As stated by the village head:

"We have promoted, even though there is no official village social media account, but from the village head's Facebook account, we often post when we visit tourist attractions in our village, especially Gumbu Park. But it's still not organized."

Besides social media, prospective tourists can also find out information about Gumbu Park tourist attraction from coverage in several online media such as Kompas Tv and djawanews.com. While on the official website of the Department of Culture and Tourism of North Sumatra Province (<http://disbudpar.sumutprov.go.id/>) which oversees all tourist destinations in North Sumatra Province, Gumbu Park tourist attraction has not been published. This condition is very unfortunate considering that the website is the best information technology today as a means of exchanging information that can be accessed easily, quickly, and without distance or time limits.

3.3 Socializing The Tourism Awareness Movement

The tourism communication strategy carried out by the next village head is to socialize the tourism awareness movement in the hope that awareness will arise within the village community to actively participate in the development of tourism in their village. The tourism awareness movement is a concept that involves the participation of various parties in encouraging a conducive climate for tourism development. The village community is one of the pentahelix elements as well as a driving actor that will determine the success of village tourism through the Tourism Awareness Group (Pokdarwis). As stated by the village head that:

"... In the Musyawarah Perencanaan Pembangunan Desa (musrembang) with village officials, we agreed to start socializing the tourism awareness movement..because as we all know that our village has natural attractions that can be developed so that in the future it can be a source of income for the community here, but because we don't know much about this program so we village government here called academics to explain things related to the tourism awareness program and what we should do..."



Figure 2. Socialization of tourism awareness movement by academics

Source : Researcher, 2022

In tourism development, community participation must be involved starting from the tourism development planning process, management, to the monitoring and evaluation process. This process can make them understand more about the ins and outs of the program being run and will create a sense of ownership of the program [5]. Likewise, the Hilisataro Nandisa village government has made a policy to implement a tourism awareness program by requiring all village communities to participate as part of participation when implementing tourism development in their village, starting from providing ideas, in the form of labor, in the form of skills, getting involved in fostered programs, being directly involved with promotional activities both internally and externally, and participating in community development through trainings that will be conducted such as culinary competency training, tour guides, homestays, digital, souvenirs, tourism village management and other trainings.

Based on the results of interviews conducted with the village government, as for the training that has been carried out as socialization and education regarding the tourism awareness movement program is training on tourism destination management attended by the Village Head, traditional leaders, youth groups, and village communities. This activity is held in accordance with the purpose of the communication strategy, namely informing, the communication strategy aims to inform the core information of the message to be conveyed in order to attract public attention regarding the importance of the tourism awareness movement program and tourism destination management. From this activity, the Hilisataro Nandisa village government hopes that the village community can actively support a conducive climate in tourism development. So, later the community can also benefit from these activities.

3.4 Establishing tourism institutions

The role of institutions in the development of tourist destinations has urgency, namely as a forum as well as a driving force in facilitating, and developing community participation in the tourism sector [6]. The function of tourism institutions is the most important thing in destination management that will regulate the management of tourism resources so that development goals are achieved optimally both in terms of the environment, in terms of economic benefits, and from a social perspective can survive.

From the results of interviews conducted with the Hilisataro Nandisa village government, it is known that currently the village head and village officials are carrying out the Village Development Planning Meeting (*musrenbang desa*), one of the topics of discussion is to form a tourism awareness community group (*pokdarwis*) as a local tourism institution that is responsible for ensuring the implementation of tourism in the village and developing tourism based on local potential and creativity owned by the village. The existence of *pokdarwis* will have a significant effect in improving the quality of tourism programs in the village and creating a sense of belonging of the local community to the progress of tourism in the village.

The formation of pokdarwis is in line with the current vision and mission of Hilisataro Nandisa village, namely: In the Hilisataro Nandisa Village Regulation number 6 of 2020 concerning the Village Medium-Term Development Plan (RPJM-Village) for 2021-2026, where Article 4 explains in detail that the Vision and Mission of Hilisataro Nandisa Village are "With change and enthusiasm together we realize equitable village development in all fields, and Hilisataro Nandisa Village as a prosperous mainstay Tourism Village (Clean, Productive, Educative, Healthy, Safe and Comfortable)". Meanwhile, article 5 contains the village mission, namely:

- a. Improve the professionalism of the Village Government Apparatus performance in order to improve the quality of service to the community and organize Village Government affairs properly, openly and responsibly in accordance with the laws and regulations.
- b. Organizing and building quality Hilisataro Nandisa Village Tourism Facilities and Infrastructure evenly and efficiently.
- c. Building competitive human resources "Go International" in the opportunity to develop talents and real work according to their abilities
- d. Improve the economy and create employment opportunities for villagers through reliable and professional tourism innovation activities.
- e. Realizing the implementation of International Events every year in Hilisataro Nandisa Village.

The village government's desire to make Hilisataro Nandisa a tourist village has been clearly stated in the RPJM-village, but the direction and strategy of village development has not in detail explained the targets that the village will achieve, especially related to the development of tourist destinations in the village. One of the inhibiting factors is that there is no assistance from related agencies in terms of village management as a tourist destination. So that the vision and mission of the village government in advancing the development and development of tourism in the village seems to be running in place, such as the formation of village tourism groups that have never been realized.

4 Conclusions

From the results of the research conducted, the Hilisataro Nandisa village government has carried out several communication strategies to increase village community participation, starting from the importance of developing tourist destinations in the village to the importance of forming tourism institutions. The plan is listed in the Village Medium-Term Development Plan (RPJM-Village) for 2021-2026 Chapter IV Article 4, which clearly contains the ideals of the Hilisataro Nandisa Village community, namely wanting to make Hilisataro Nandisa Village a prosperous mainstay Tourism Village (Clean, Productive, Educative, Healthy, Safe and Comfortable). However, the lack of attention, coordination and assistance from the local government has made the community's hope to make the village a tourist village not optimal. The people of Hilisataro

Nandisa village really need support from the local government in order to improve welfare and open business opportunities and employment for the community.

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