

PENTAHHELIX'S COMMUNICATION STRATEGY IN PROMOTING SUSTAINABLE TOURISM

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Keywords:

*Tourism
Communication,
Pentahelix,
SocialMedia*

Kata kunci:

*Komunikasi
Pariwisata, Pentahelix,
Media Sosial*

Abstract

This study examines Communication's role in sustainable tourism development in Wonokitri Tourism Village, Pasuruan. It is essential to explore how communication between various actors, namely academics, business people, communities, governments, and the media, can affect the management and promotion of tourist destinations. This study uses a qualitative approach with descriptive analysis to identify the role of each actor in building a positive image and increasing the village's attractiveness. The results show that academics play a role in designing research-based communication strategies, while businesspeople use social media and digital platforms for promotion. Local communities, through Pokdarwis, collaborate with other institutions to promote culture and ecotourism, while village governments are responsible for crafting policies that support sustainable tourism and provide the necessary infrastructure. The media is essential in introducing the village through articles and digital content. This research contributes to developing tourism communication science, primarily visual and online communication, and enriches the literature on collaboration between the public sector, business, and society in tourism management.

Abstrak

Penelitian ini mengkaji peran Komunikasi dalam pengembangan pariwisata berkelanjutan di Desa Wisata Wonokitri, Pasuruan penting untuk mengeksplorasi bagaimana komunikasi antara berbagai aktor, yaitu akademisi, pebisnis, komunitas, pemerintah, dan media, dapat mempengaruhi pengelolaan dan promosi destinasi wisata. Penelitian ini menggunakan pendekatan kualitatif dengan analisis deskriptif untuk mengidentifikasi peran setiap aktor dalam membangun citra positif dan meningkatkan daya tarik desa. Hasil penelitian menunjukkan bahwa akademisi berperan dalam merancang strategi komunikasi berbasis riset, sementara pebisnis memanfaatkan media sosial dan platform digital untuk promosi. Komunitas lokal, melalui Pokdarwis, berkolaborasi dengan lembaga lain untuk mempromosikan budaya dan ekowisata, sedangkan pemerintah desa bertanggung jawab dalam menyusun kebijakan yang mendukung pariwisata berkelanjutan dan menyediakan infrastruktur yang diperlukan. Media memainkan peran penting dalam memperkenalkan desa melalui artikel dan konten digital. Penelitian ini memberikan kontribusi pada pengembangan ilmu komunikasi pariwisata, khususnya dalam hal komunikasi visual dan online, serta memperkaya literatur mengenai kolaborasi antara sektor publik, bisnis, dan masyarakat dalam pengelolaan pariwisata.

INTRODUCTION

Tourism has long been considered one of the sectors with great potential in expanding job opportunities, increasing regional income, and driving the country's economic growth. Globally, tourism is a financial sector and a tool to promote cultural and natural diversity. In Indonesia, this sector significantly contributes to the national economy, even more so with its various natural and cultural tourism potentials. (Kustanto, 2019) The tourism sector's great potential must be managed in an integrated and sustainable manner to have a maximum positive impact (Maf'ula et al., t.t.). In Indonesia's tourism development context, the Edelweiss Wonokitri Tourism Village in Pasuruan Regency is one of the prominent examples. This village is located in an area known as the Bromo Hinterland, which is the main entrance to the Bromo Tengger Semeru National Park (TNBTS) area (Mumtaz & Karmilah, 2022). Edelweiss Wonokitri Tourism Village has extraordinary potential in beautiful nature, rich Tengger Tribe culture, and Edelweiss flower cultivation, a special attraction. However, more than just separate tourism management is needed between the parties involved to develop this potential. Collaboration between various stakeholders through the Pentahelix approach, involving the government, the community, academics, the business world, and the media, is crucial in creating synergy for sustainable development. This is in line with the opinion (Rahayu & Megasari, 2018), which states that the success of tourism development depends on a balance between the demand and supply sides in planning and implementation and is reinforced by good communication. (Rifa'i, 2021)

Communication strategies in the context of tourism development cannot be underestimated. Tourism is a sector that relies heavily on effective communication between managers, tourists, and the surrounding community. In an increasingly digitally connected world, the right communication strategy is a determining factor in attracting tourist interest and maintaining the sustainability of the tourist destination itself. (Safii et al., 2020) This research is important because it contributes to developing communication science relevant to the current conditions in the Edelweiss tourist area, which is faced with the great challenge of maintaining a balance between economic development and

nature and cultural conservation.(Faizal & Laksono, 2021) Edelweiss Wonokitri Tourism Village has unique characteristics, abundant natural potential, and cultural diversity that requires a sensitive communication approach to the needs and expectations of local communities, tourists, and other related parties (Praptama & Fatikh, 2022). Therefore, this study offers new insights into the importance of collaboration-based communication between various actors in the Pentahelix strategy. Well-structured communication can strengthen the relationship between the parties involved and encourage the active participation of local communities in the development of the tourism village, so that sustainability in its management is achieved. Through this approach, this research focuses on analysing the role of each Pentahelix actor in creating synergies that can produce more effective and efficient communication strategies for sustainable tourism development (Pratiwi et al., 2019).

This research has a different position from previous studies that have been carried out related to tourism development, especially in the Bromo Tengger Semeru area. Most previous research focused on economic, cultural, or tourism infrastructure development. However, few have comprehensively studied the importance of communication integration in developing tourism based on Pentahelix collaboration. In these studies, the development of tourism villages is often carried out sectorally and separately, without optimal coordination between the actors involved(Hall & Sutamaji, 2024). This research tries to fill this gap by analysing how the communication strategies applied in the development of the Edelweiss Wonokitri Tourism Village can strengthen the relationship between various Pentahelix actors, consisting of the government, the community, academics, the business world, and the media. This Pentahelix approach is expected to create synergies, encouraging success and sustainability in developing tourist destinations. In addition, this research also complements the shortcomings in existing studies, especially related to how communication can be a bridge to connect and coordinate various interests in tourism development. By integrating communication theories and the concept of Pentahelix, this research contributes to the development of tourism communication science, which not only focuses on promotional or marketing

aspects, but also on the management of communication between parties involved in developing tourist destinations based on sustainability. Thus, this study not only provides an overview of the development of the Edelweiss Wonokitri Tourism Village but also opens up new perspectives in managing tourism with a communication approach based on collaboration and sustainability (Maturbongs & Lekatompessy, 2020).

RESEARCH METHODS

In qualitative data analysis, the data obtained is in the form of words, not a series of numbers. This data is collected through various methods such as interviews, document summaries, or audio recordings, which are generally processed first before use. However, qualitative analysis remains focused on using words arranged in longer texts. This analysis includes three main stages: data reduction, data presentation, and conclusion. In this study, the researcher used a descriptive qualitative approach to examine the tourism communication strategy of the Edelweiss Wonokitri Tourism Village, focusing on the role of Pentahelix actors in sustainable tourism development. (Kriyantono & Sos, 2014) This qualitative approach was chosen because this research aims to deeply understand the phenomena in the field and explore the perceptions and experiences of various actors involved in managing the tourist village. The data collection process is carried out through various methods, namely observation, in-depth interviews, and documentation. Researchers identified several key informants from the Pentahelix element in Wonokitri village, which included academics, business people, communities, governments, and the media. Interviews were conducted with five main speakers: Sofyan Muhammad, vice chairman of the PPK Ormawa program at Yudharta University from the academic side; Sukur Jaya, homestay business owner representing business people; Puja Wasista, chairman of the Wonokitri village pokdarwis from the community; Wirya Aditya, the head of Wonokitri village from the government; and Putra Darmawan, CO Media of Wonokitri village, representing the media. Each resource person provided valuable perspectives and information about the role of each actor in developing village tourism with the principle of sustainability.

The data analysis process in this study follows the steps set in qualitative analysis according to Creswell (2014), which consists of three main stages: data reduction, data presentation, and conclusion drawing (Bungin, 2007). Data reduction is carried out by filtering relevant information and organising data from interviews, as well as obtaining documentation. After that, the reduced data is presented as a narrative text that is easier to understand and analyse. Conclusions are drawn by identifying the main themes from the data and connecting them with relevant theories (Fatima & Fauziyah, 2024). In this context, this research is based on the theory of development communication, which states that communication should function as a tool to build social awareness and drive positive change in society, with active participation of the community, dialogue and two-way communication, community empowerment, the role of the media in development and change and transformation (Sirajuddin Saleh, 2017). Thus, the communication built between Pentahelix actors in developing the Edelweiss Tourism Village is expected to encourage socio-economic progress, increase local community participation, and achieve sustainable development goals in the tourism sector.

RESULTS AND DISCUSSION

RESULT

Wonokitri Village is the last village that functions as a gateway to the natural tourist area of Mount Bromo. As a buffer village of Bromo Tengger Semeru National Park, this village plays a strategic role in efforts to conserve and preserve the surrounding natural environment. The people of Wonokitri Village are mostly made up of the Tengger indigenous community, who actively maintain and carry out various customs and traditions of their ancestors, preserving the cultural wealth that has existed for a long time. Economically, most villagers work as farmers, with potato crops as their primary commodity and source of income. One of the main advantages of this village is its status as the first village in Indonesia to obtain official legality for cultivating edelweiss plants from the Natural Resources Conservation Centre (BKSDA). This legality reflects Wonokitri Village's commitment to preserving edelweiss, which has significant ecological and cultural value. Based on the observations and interviews, Wonokitri

Village has several potential areas to develop, including stunning natural beauty, cultural richness, and distinctive local traditions. These potentials are the basis for developing the Edelweiss Wonokitri Tourism Village, which is expected to increase tourism attraction while encouraging the social and economic sustainability of the local community.

Table 1
Tourism Potential of Wonokitri Village

No.	<i>The Potential of Natural Charm</i>	<i>The Potential of Cultural Charm</i>	<i>Potential of Agriculture and MSMES</i>
1.	Edelweiss Flower Garden/ <i>Edelweiss Park</i>	The Tradition of the Yadnya Ceremony	Souvenirs and Souvenirs typical of Bromo
2.	Edelweiss Cafe/ <i>Edelweiss Cafe</i>	The Tradition of Being With	Agricultural products such as potatoes, leeks, and cabbage.
3.	Bromo Ranch	Unan-unan Tradition	
4.	Bukit Perahu/Kingkong	Pujan Kesanga/Nderondong Tradition	
5.	Bukit Cinta/ <i>Love Hill Sunrise view</i>	The End Dance	

In 2019, Wonokitri Tourism Village recorded a total of 1,923 tourist visits. However, in 2020, this tourist village was forced to close completely due to the COVID-19 pandemic. After the pandemic subsided, the number of visits again experienced a significant surge in 2021, with 19,519 tourists. This increase was largely triggered by content produced by several social media influencers who visited the village, which later went viral. In addition, television programs such as "Laptop Si Unyil" also create content in Edelweiss Park, which has helped increase the popularity of this tourist village. In 2022, Wonokitri Tourism Village experienced a more drastic surge in visits, even recording twice the number of visits compared to the previous year, with 38,804 tourists. This upward trend continues into 2023, although tourism management has reduced promotions due to a limited workforce and land available to accommodate the increasing number of tourists.

Table 2
Number of visits to Edelweiss Wonokitri tourist village in 2019-2023

No.	Year	Number of visitors
1.	2019	1923
2.	2020	-
3.	2021	19.519
4.	2022	38.804
5.	2023	39.355
Total Visitors		99.601

Source: Gapoktan Hulun Hyang Wonokitri Village, June 2024

To overcome this challenge, especially in Edelweiss Park, the village expanded the land to accommodate the tourist surge, especially on weekends. This expansion effort is expected to increase capacity and comfort for visitors in the future.

Wonokitri Village Sustainable Tourism Development Model

Of course, the Edelweiss Wonokitri Tourism Village also uses the 4a concept in developing tourist destinations. The 4a concept is sourced from the guidebook for managing tourism destinations and has four components: Attractions, Amenities, Accessibility, and Ancillary (Ardiyansyah, M, 2023).

Table 3
Development Method of 4a Wonokitri Village

No.	Method	Wonokitri Village Activities
1.	Attraction	People's Daily Activities: Agriculture, private workers, and managing tourism. Natural beauty, cultural customs that are still well preserved, and typical souvenirs of Bromo.
2.	Amenity	Tourist Facilities: Homestay, Grocery Shop, Photo Spot, Edelweiss Park Public Facilities: Schools, BUMDes, Cooperatives, Health Centres, Village Markets, and Village Temples. Public Infrastructure: Parking area, public toilets, and a Jeep.
3.	Accessibility	It can be reached through 2 routes: Pasuruan Square, which can be reached via Pasrepan-Puspo for about 40km for 1 hour and 11 minutes, and if coming from the direction of Malang City, the Purwodadi toll gate can be reached via Purwodadi-Tutur for about 39km for 1 hour and 8 minutes.

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4. *Ancillary* Pak Dandi and the Homestay Association coordinate the Jeep Association, which is coordinated by Pokdarwis, a non-official institution recognised by the village government, but is an initiative of the local community. Establishing these associations aims to facilitate coordination and cooperation between residents to increase the effectiveness of the management of tourism activities in Wonokitri Village.
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Source: Author or Researcher, 2024

Network governance facilitates coordinated interventions outside of traditional governance structures by avoiding hierarchies that can lead to inefficiencies. In the context of the Edelweiss Wonokitri Tourism Village management, the network structure must be minimalist and egalitarian to ensure equality in responsibilities, obligations, opportunities, access, and authority between all parties involved. Collaboration in developing and managing the Edelweiss Wonokitri Tourism Village runs without a formal hierarchy. However, it is based on a flexible, mutual agreement, without any restrictions set by the organisational structure. This collaboration involves various parties, including the Wonokitri Village Government, the Wonokitri Pokdarwis, and the Hulun Hyang Wonokitri farmer group. Since establishing the tourist village in 2018, the Pasuruan Regency Tourism Office and Bromo Tengger Semeru National Park (TNBTS) have assisted in managing this tourist village. However, since 2020, the collaboration has shifted to more independence, with TNBTS, Village Governments, Pokdarwis, and farmer groups carrying out their respective duties and functions without any binding written agreement. Within this framework, TNBTS plays a role in assisting the Hulun Hyang farmer group in the cultivation of edelweiss flowers. At the same time, the Village Government and Pokdarwis accommodate farmer groups in the structure of Village-Owned Enterprises (BUMDes). To ensure the smooth and sustainable management of tourist villages, collaboration with the Tourism Office must be continued, including through training and promotional programs, to support the optimal and sustainable management of Wonokitri Tourism Village.

Building trust is crucial in creating effective professional and social relationships, where all parties involved must have a sense of mutual trust to achieve a common goal. This trust plays an important role for various agencies and related parties, such as the Pasuruan Regency Tourism Office, TNBTS, the Wonokitri Village Government, the Wonokitri Pokdarwis, and the Hulun Hyang Wonokitri farmer group, which is involved in the management of the Edelweiss Wonokitri Tourism Village. Trust cannot be built instantly; It is a prerequisite for creating strong collaboration, which requires time, long-term commitment, and a willingness to support each other. In this context, a relationship of mutual trust allows all parties to remain focused on the common interest, namely the development and governance of the Edelweiss Wonokitri Tourism Village. An intensive and open communication process is the key to strengthening mutual trust between the actors involved. With good communication, each actor can convey information, provide input, and clarify the goals they want to achieve together. In the development and governance of Wonokitri Tourism Village, each party maintains regular communication and sticks to the same goal. This trust is based on consistency in the implementation of the roles of each actor and dependence on the data and information provided by each party. Good personal relationships are also highly maintained because actors understand that effective cooperation relies heavily on openness and mutual support to achieve greater common goals.

Cooperation between stakeholders in developing the Edelweiss Wonokitri Tourism Village does not always run smoothly because not all actors have the same goals, vision, and mission. This research reveals that not all parties are fully committed to the common goal, which has the potential to trigger internal conflicts in the management process of tourist villages. Therefore, joint evaluation of village management processes and results, which are carried out regularly based on an agreed agenda, is essential to ensure the achievement of the goals of the collaboration that have been set. Although there is no binding written agreement, regular communication between actors significantly impacts the smooth running of management. However, there are still obstacles related to the lack of maximum assistance from the Pasuruan Regency Tourism

Office. In this case, the Wonokitri Village Government plays a role by providing land managed by the Hulun Hyang Farmers Group, which is then fostered by Pokdarwis and included in the Wonokitri Village-Owned Enterprises (BUMDes) unit. The management of this tourist village includes various aspects, such as the cultivation of Edelweiss flowers, café management, and parking lot management, with flower seedlings provided by the Bromo Tengger Semeru National Park Centre (TNBTS). The success of village management is highly dependent on good cooperation and the willingness of all parties to commit to common goals.

Information was exchanged between the parties involved in managing Wonokitri Tourism Village. All stakeholders complement each other's information, although not all development processes are accessible to all parties. Confidence in information from other parties and mutual support and cooperation is maintained. Cooperation in educational tourism at the Edelweiss flower garden makes it easier to access information. The communication forum involves the Wonokitri Village Government, Pokdarwis Wonokitri, and the Hulun Hyang farmer group, with deliberations every 3-6 months to overcome obstacles. Communication is also well established in the Edelweiss farmer association in the Hulun Hyang farmer group. However, since 2020, regular coaching and training by the Tourism Office have not been carried out, so the obstacles are only discussed internally in the village. TNBTS developed the Hulun Hyang farmer group. However, information sharing and meetings are still ongoing between the actors involved.

The availability of human resources, budget, infrastructure, and other resources is critical to achieving network goals. Policies can be implemented with the support of these resources. Resources for the development of the Wonokitri Tourism Village have been well prepared, thanks to the active participation of the community in managing the edelweiss flower garden and tourism awareness. It also helps boost the local economy. There must be clarity and availability of resources for all stakeholders involved. Although the existing resources are sufficient, such as budget support from the village government in 2020 of Rp. 300,000,000 for tourist facilities, the Hulun Hyang Farmers Group has not

received capital assistance for edelweiss flower cultivation. So, not all resources are accessible to all parties involved in the collaboration.

DISCUSSION

According to Burhan Bungin, there are a number of main areas in tourism communication that can be developed into interesting studies. Along with the increasing complexity in tourism communication studies, these fields of study will continue to develop in the future (Tarana and Paramita, 2021). This study aims to examine the role of Pentahelix actors in tourism communication strategies in Edelweiss Wonokitri Tourism Village, with reference to the field of study proposed by Burhan Bungin. The field of tourism marketing communication, or often referred to as *Tourism Communication Marketing* (TCM), thoroughly studies aspects of marketing communication. To maximise tourism potential, an effective marketing communication strategy is needed. In the context of tourism marketing communication in Wonokitri Tourism Village, each actor in the Pentahelix has a distinctive role and contribution in promoting the village's tourism potential. Through the synergy between these five actors, marketing communication strategies can be developed more effectively.

Academics contribute through various activities, such as conducting market research and SWOT analysis to understand the needs and preferences of tourists, as well as the challenges they face. In addition, students also organised workshops and training for local communities on the principles of sustainable tourism and the use of digital technology. The capacity-building program, which focuses on integrated tourism assistance, aims to strengthen tourism marketing communication and the use of information technology among tourism awareness groups (Pokdarwis) in Wonokitri Tourism Village. The involvement of these academics ensures that tourism marketing communication in the village is more directed, effective, and sustainable, as well as providing long-term benefits to the village community. The role of businessmen, especially those who have tourism-related businesses such as homestay owners, is vital in sustainable tourism marketing communication in Wonokitri Tourism Village. For

example, Pak Sukur Jaya, as the owner of a homestay, can take advantage of his position to promote the village directly to visitors. He plays a role in conveying the uniqueness and local charm of the village to tourists. Pokdarwis play an important role in managing and promoting village tourism by involving local communities. The strategic cooperation between the Edelweiss Wonokitri Tourism Village and Bank Indonesia shows the importance of collaboration between the local community and the financial sector to strengthen the village's position and tourism promotion. Mr. Wirya, the Head of Wonokitri Village, explained that the role of the village government in tourism marketing communication is focused on two main things, namely facilitating needs and providing financial support for marketing activities. Although the village government is not directly involved in the formulation of marketing strategies or promotional activities, its role in providing financial and logistical support is essential to ensure the success of tourism marketing in the village. The media team focuses on creating and distributing engaging content through various channels, such as social media, village websites, and print materials, to convey messages about the uniqueness of the village as well as the sustainable tourism efforts undertaken by the village. Brother Putra, as part of the media team, also provided in-depth insights into the village and local culture, which strengthened the credibility of the content presented. The media team also works closely with the community and other stakeholders to collect positive stories and testimonials that support the promotion of village tourism.

Destination brand is the study of the brand of a tourist destination in the context of marketing, where the destination brand functions as a communication medium that conveys messages related to the destination itself. In the context of Wonokitri Tourism Village, the role of Pentahelix actors is very important in creating and developing attractive and sustainable destination brands. Collaboration between Pentahelix actors allows for the integration of multiple perspectives and expertise, ultimately resulting in a comprehensive and effective branding strategy. Academics play a very important role in the development of destination brands in Wonokitri Tourism Village. Through in-depth research on the characteristics of the village, academics can formulate the right

branding strategy. Sofyan, as one of the academics, uses the knowledge gained from research to design a brand that reflects the rich culture and natural beauty of the village, while ensuring that the brand is in line with the principles of sustainable tourism. Pak Sukur Jaya, as the owner of the homestay, plays an important role in strengthening the brand image of the destination by highlighting the uniqueness of local culture and beauty through his business. In addition, he also leverages social media and reviews from visitors to expand the reach of the promotion. Through partnerships with other business actors and local governments, Mr. Sukur also educates tourists and the public about the importance of sustainable tourism. With its active involvement, the destination brand of Wonokitri Tourism Village is getting stronger and sustainable tourism development can be achieved.

The local community contributes to the development of destination brands by disseminating unique stories related to the culture and natural beauty of the village. They also play an active role in supporting sustainable tourism programs, including natural resource management, ecotourism promotion, and eco-friendly training. Collaboration with various parties, including the government and business actors, further strengthens the brand of this village destination. With the guidance of Pak Puja and full community involvement, Wonokitri Tourism Village can strengthen the destination's brand, attract more tourists, and support the development of sustainable tourism. Mr. Wirya, the Head of Wonokitri Village, plays an important role in directing the vision and strategy of developing the village destination brand. He leads in determining brand identity that prioritizes culture, nature, and village uniqueness. In addition, the village government also plays a role in facilitating collaboration between local communities, business actors, and local governments to ensure that village tourism development takes place in an inclusive and sustainable manner. Putra, as part of the media team, is responsible for strengthening the brand image of the destination through the dissemination of information about the uniqueness and attractions in the village. One of the main attractions of Wonokitri Tourism Village is the Edelweiss Flower Conservation Park, which is a symbol of the village and also gives the village its name. The natural beauty of

the village, which is located close to Penanjakan Bromo, further adds to its appeal for tourists who are interested in the spectacular sunrise view.

This research also explores the application of management in the tourism communication sector, which includes tourism marketing management, destination management, accessibility management, and human resource and institutional management in the tourism sector. This study also examines the role of leadership, personnel management, budget management, and management of tourism communication tools and media. In addition, the main attention is also paid to the management of various media channels used in tourism communication. Sofyan, as the Vice Student Chair of the PPK Ormawa Program, plays a role in analyzing the potential and challenges of tourism and developing effective communication strategies. Academics also contribute to the development of promotional and branding materials, as well as the use of digital technology to attract tourists. In addition, they provide training on sustainable tourism practices and help conduct evaluations to ensure that the programs run provide long-term benefits to the village community. Pak Sukur Jaya leverages his experience in managing communication between tourists and local services to provide an authentic experience that builds a positive image for the village. It also acts as a liaison between local communities and tourists, develops tour packages, and promotes the village through social media and digital platforms.

Mr. Sukur also established partnerships with tourism industry players to expand the reach of village promotion. Pokdarwis and the Hulun Hyang Farmers Group play an important role in tourism communication management by managing promotional content through social media platforms such as Instagram and TikTok. The use of social media is very effective in disseminating information quickly and widely. Pokdarwis are responsible for directing and controlling the quality of content, as well as interacting with the audience to answer questions and provide additional information related to tourism in the village. Mr. Wirya led the development of communication strategies to promote the village's tourism potential by coordinating with various stakeholders. The village government also plays a role in infrastructure development, the implementation of

environmentally friendly practices, and providing training to local communities to improve their ability to manage tourism. Putra utilises various digital platforms, including social media and websites, to promote the uniqueness of the village through engaging content such as articles, videos, and photos. Putra also collaborates with influencers and mass media to reach a wider audience. In addition, he held a workshop for local communities on the importance of tourism communication and the use of digital technology for promotion.

The accessibility of tourist destinations is a crucial element in the tourism sector, with information about easily accessible transportation becoming important for tourists. Therefore, research in tourism transportation communication in Wonokitri Village focuses on the type of media or channels used to disseminate transportation-related information, as well as the effectiveness of conveying this information. Academics have a significant role in understanding the needs of tourists related to transportation, through in-depth research on transportation infrastructure in the village. This research helps in designing a more efficient transportation system, in accordance with the needs of tourists. Pak Sukur Jaya, as a businessman, plays an important role in establishing partnerships with local jeep associations to provide tour packages involving accommodation and transportation services using jeeps. Through this partnership, transportation communication becomes more structured and makes it easier for tourists to access tourist destinations comfortably.

The Chairman of the Tourism Awareness Group (Pokdarwis) explained that the village jeep association provides information about travel routes, road conditions, and safe and comfortable transportation services for tourists. The community also works closely with the village government and other stakeholders to ensure the creation of an efficient and sustainable transportation system. Mr. Wirya, as part of the government, is responsible for designing transportation policies that support the convenience of tourists, including the development of road infrastructure and the provision of efficient public transportation. In addition, the government also facilitates communication between the community, business actors, and related government agencies to ensure smooth tourism

transportation operations. The media serves to educate the public about environmentally friendly transportation options and support tourism sustainability. Through various channels such as articles, videos, and infographics, the media provides information about routes, schedules, and access to tourist attractions. The media also collaborates with the government and transportation service providers to synchronise tourism promotions and marketing strategies that support a sustainable transportation system in Wonokitri Village.

Tourism visual communication has an important role in promoting tourist destinations, especially in creating attractive and informative graphic designs. Therefore, research in this field focuses on creativity and development efforts through the use of visual media that depict local and cultural icons as part of the branding strategy of tourist destinations. Academics play a role in providing regular training to the community, especially members of the Pokdarwis and the village media team, on the creation of visual content such as posters, articles, and infographics. This training aims to improve the quality of promotional content by using an efficient design application such as Canva, so that promotional materials become more attractive and easier for the audience to understand. Pak Sukur Jaya utilises high-quality photos and videos to showcase the beauty of the homestay and the surrounding area, which is then promoted in tour packages. Collaboration with community service students and Pokdarwis ensures that this visual material is disseminated effectively, providing an attractive picture of the village and supporting comprehensive promotion for potential tourists. Pak Puja and Pokdarwis members used various visual media, including brochures, posters, and promotional videos, to introduce the uniqueness of the village and convey messages about the conservation of Edelweiss flowers and the importance of sustainable tourism.

Collaboration with students who provide regular assistance strengthens the management of quality visual content, which is then used to promote various village tourist attractions. The government plays a role in designing effective visual communication strategies by producing promotional materials such as posters, brochures, and signage that depict the cultural and natural richness of the village.

Government support in providing budgets and resources for the creation of these visual materials is essential to support tourism sustainability and increase tourist attractions. Putra uses social media platforms to promote the beauty of Wonokitri Village by displaying photos, videos, and graphic materials that introduce tourist attractions and local culture. This media also serves as an educational channel for the public and tourists about Edelweiss flower conservation efforts and the importance of community involvement in preserving nature and village culture.

Communication within a tourism group depends on the abilities of each individual involved, including destination owners, site managers, and tour guides. Since tourism is not an individual business, effective communication is crucial. In addition, important topics in this study include event organisation, group dynamics, speaking skills, and mastery of the history of destinations and tourist sites. Academics serve as a bridge between theory and practice, providing research-based guidance for optimising communication strategies. Academics also help design and implement effective communication strategies, including the development of promotional materials, the use of social media, and education on sustainable marketing practices. Pak Sukur contributes by sharing his experience on the management of eco-friendly homestays and supporting communication between the community, the government, and tourists. Coordinating with Pokdarwis also supports the promotion of homestays through existing tour packages.

The Chairman of Pokdarwis leads the community in designing effective communication strategies for village promotion. He builds collaboration between managers, local communities, and tourists, and facilitates regular meetings to align the vision of sustainable development. Village governments are responsible for designing and implementing policies that support sustainable tourism, ensure tourism activities benefit local communities, and act as a liaison between tourism groups, communities, and other stakeholders. They facilitate communication and coordination to unify tourism vision and strategy, as well as provide support in the form of regulations, infrastructure, and training. With an active role in communication and collaboration, the village

government helps build awareness of the importance of sustainable tourism, encourages community participation, and ensures tourism development provides sustainable economic and social benefits for Wonokitri Tourism Village.

Putra uses the media to strengthen communication between tourism groups and local communities, as well as potential tourists. The media serves as a bridge to convey information about the edelweiss flower conservation, tourism-related information, and even local culture. In addition, Putra educates the public and tourism actors about the benefits and effective marketing techniques. Currently, online media has five main capabilities: storing (uploading) information, processing data, communicating, and distributing data. Therefore, these five online media capabilities are analysed in the context of tourism communication. This analysis also includes a discussion of new media, new online media, media diversification, media metaphors, media semiotics, and virtual media that can be applied in tourism communication. Academics can bridge theory and practice in digital communication, design effective online communication strategies, create engaging content, and use various digital platforms to promote tourist villages. Through research and analysis, they understand their target audience and craft a message accordingly. Sofyan can also lead training for local communities on the use of digital tools and online marketing techniques, as well as support the development of village websites and social media.

Pak Sukur can use social media, websites, and online booking platforms to promote homestays and tourist villages. He can also share information about sustainable practices in the homestay. In addition, Pak Sukur can collaborate with local communities and stakeholders to promote village tourism, local culture, and ecotourism activities. Pak Puja leads Pokdarwis in designing and implementing effective online communication strategies, including managing social media and village websites to promote village attractions and uniqueness. Pak Puja ensures that the published content highlights sustainability, such as the conservation practices of edelweiss flowers and the preservation of local culture. It also facilitates digital technology and online marketing training for the public in collaboration with academics, as well as engaging them in the

creation of engaging and informative content. Mr. Wirya leads the development of online communication strategies and coordinates the government's efforts to provide facilities, training, and assistance to the public in managing online communication. Putra is responsible for creating and managing content that highlights the uniqueness and attractiveness of Wonokitri Tourism Village. By utilising social media platforms such as TikTok and Instagram, Putra focuses on creating content that is not only promotional but also informative, in order to attract the attention of tourists and increase awareness about village sustainability. These contents are accompanied by informative captions and relevant hashtags that aim to increase audience visibility and engagement.

Communication within a tourism group is highly dependent on the abilities of the individuals involved, including destination owners, site managers, and tour guides. Given that tourism is not an individual venture, effective communication is key. In addition, important aspects in this study include event organisation, group dynamics, speaking skills, and mastery of the history of destinations and tourist sites. Academics serve as a link between theory and practice, providing research-based guidance to optimise communication strategies. Academics also play a role in designing and implementing effective communication strategies, including the development of promotional materials, the use of social media, and education on sustainable marketing practices. Pak Sukur contributes by sharing his experience in managing environmentally friendly homestays and supporting communication between the community, the government, and tourists. Coordination with pokdarwis also plays a role in promoting homestays through existing tour packages. The Pokdarwis Chairman leads the community in designing effective communication strategies to promote the village. It also builds collaboration between managers, local communities, and tourists, and facilitates regular meetings to align visions in sustainable development.

Village governments have a responsibility to design and implement policies that support sustainable tourism, ensure tourism activities benefit local communities, and act as a liaison between tourism groups, communities, and other stakeholders. The village government also facilitates communication and coordination to unify the tourism vision

and strategy, as well as provide support in the form of regulations, infrastructure, and training. Through an active role in communication and collaboration, the village government helps build awareness of the importance of sustainable tourism, encourages community participation, and ensures that tourism development provides sustainable economic and social benefits for Wonokitri Tourism Village. Putra uses the media to strengthen communication between tourism groups and local communities, as well as potential tourists. The media serves as a channel to convey information about the edelweiss flower conservation, tourist information, and local culture. In addition, Putra also plays a role in educating the public and tourism actors about the benefits and effective marketing techniques.

Currently, online media has five main capabilities, namely storing (uploading) information, processing data, communicating, and distributing data. Therefore, the capabilities of this online media are analysed in the context of tourism communication. This analysis also includes a discussion of new media, new online media, media diversification, media metaphors, media semiotics, and virtual media that can be applied in tourism communication. Academics can bridge theory and practice in digital communication, design effective online communication strategies, create engaging content, and use various digital platforms to promote tourist villages. Through research and analysis, academics can understand the target audience and craft the appropriate message. Academics can also lead training to local communities on the use of digital tools and online marketing techniques, as well as support the development of village websites and social media. Pak Sukur can use social media, websites, and online booking platforms to promote homestays and tourist villages. He can also share information about sustainable practices in homestays. In addition, Pak Sukur can collaborate with local communities and stakeholders to promote village destinations, local culture, and ecotourism activities. Pak Puja leads Pokdarwis in designing and implementing effective online communication strategies, including managing social media and village websites to promote village attractions and uniqueness. He ensures that the published content highlights sustainability, such as edelweiss flower conservation practices and the

preservation of local culture. In addition, Pak Puja also facilitates digital technology and online marketing training for the public, collaborates with academics, and engages them in the creation of engaging and informative content. Mr. Wirya leads the development of online communication strategies and coordinates the government's efforts to provide facilities, training, and assistance to the public in managing online communication.

Putra is responsible for creating and managing content that highlights the uniqueness and attractiveness of Wonokitri Tourism Village. By utilising social media platforms such as TikTok and Instagram, Putra focuses on creating content that is not only promotional but also informative to attract tourists' attention and raise awareness about village sustainability. Informative captions and relevant hashtags accompany this content to increase audience visibility and engagement.

Tourism communication has an interesting dimension in public relations (PR) management, especially in relation to the Meetings, Incentives, Conventions, and Exhibitions (MICE) sector. PR plays an important role in designing and managing MICE programs, from planning, resource exploration, sponsorship, and marketing to the implementation, evaluation, and planning of the next event. MICE itself refers to the tourism sector that focuses on organising business events, whose main consumers are business actors, not general tourists. In the context of PR, academics like Sofyan have a strategic role in designing effective communication to build a positive image of the village. He can manage relationships with the media and develop research-based promotional programs. In the MICE sector, Sofyan plays a role in planning and organising events such as conferences and seminars that focus on important issues such as sustainable tourism. In addition, Sofyan also facilitated cooperation between various stakeholders involved in the development of village tourism. In PR, Pak Sukur plays a role in building a positive image of the village through good media relations and promoting village success stories. In the context of MICE, Pak Sukur Jaya offers homestay facilities for business events such as conferences and seminars. He also collaborated with event organisers and the government to develop tour packages that were attractive to MICE participants, enriching their experience in the village.

The Edelweiss Wonokitri Tourism Village has shown significant potential in PR and MICE thanks to the collaboration between Pokdarwis, Gapoktan Hulun Hyang, and Bank Indonesia. This collaboration began with the organisation of an edelweiss flower nursery event that not only introduced the village's iconic plants but also raised awareness of local tourism. The village government, led by Mr. Wirya Aditya, is leading a PR strategy that aims to improve the village's image through social media and other communication channels. In addition, the village government plays a role in organising and promoting MICE events that aim to attract visitors and industry players. The provision of infrastructure and the formation of partnerships with various parties are also the responsibility of the village government in supporting the development of MICE. In the context of PR, Putra manages external communication by introducing the uniqueness of the village through articles, press releases, and other content that increases the village's visibility. In the MICE sector, Putra plays a role in promoting the village as a location for holding conferences and corporate events, highlighting the facilities and natural beauty that the village has as the main attraction.

CONCLUSION

This study found that academics have a strategic role in developing communication theories and practices that support tourism sustainability. They act as a bridge between knowledge and applications in the field, especially in designing research-based communication strategies. Businessmen, especially Pak Sukur, optimise social media and digital platforms to promote sustainability-based homestays and tour packages. In addition, the community, through Pokdarwis and cooperation with other institutions, plays a role in educating local communities and promoting villages through culture-based and ecotourism-based events. The village government and the media also play a role in building a positive image and facilitating the development of infrastructure and MICE activities that attract visitors.

This research makes an important contribution to the field of tourism communication by showing how communication strategies involving various

stakeholders can affect the development of sustainable tourism. In addition, this study enriches the study of visual communication in the context of tourism by highlighting how social media and digital platforms are used to increase audience visibility and engagement. This contribution can serve as a reference for further studies on collaboration between the public sector, business, and society in tourism management. However, the scope is limited to the Wonokitri Tourism Village, which allows the findings to apply only to those local contexts. In addition, although the study identified the role of each actor, further data collection through direct observation or in-depth interviews with more stakeholders could provide a more comprehensive picture of the dynamics of communication at the village level. Finally, the study emphasises visual and media communication aspects more, while other approaches, such as interpersonal or political communication in tourism, are less explored.

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