

Activities Community Based Tourism to Communicate Tourism Village in Batukliang Utara Subdistrict

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ABSTRACT. The purpose of this research is to explore activities community-based tourism on communication destinations in Batukliang Utara Subdistrict, especially Karang Sidemen Village, Lantan Village, and Tanak Beak Village. This research used a qualitative method, so researchers tried to explore human resource activities in three villages to communicate tourism in social media. The results of this research is three villages used social media to share contents like photos, videos, ect about destination. They promote tourism in content, so the public can see activities via online. Advantage three villages using social media is that all activities can be posted without looking at space and time. But there are disadvantages to using social media. Karang Sidemen have some destinations, but only Danau Biru becomes the first object to the tourist Instagram and YouTube. Lantan Village needs to optimize human resources for maintenance contents. Lantan Village has unique activities, like cooking class, hunting local food, so this is a tourist attraction. The last Tanak Beak Village more optimised human resources in members, and then the information technology team because this community couldn't be productive.

KEYWORDS: community-based tourism; tourism village; communication; social media

1 INTRODUCTION

West Southeastern Nusa Province has many objects of tourism. Tourist Villages is one of the objects. The Government of West South Eastern Nusa has made a letter of judgement in 99 tourist villages. Some of villages in Northern Batukliang Subdistrict into the letter of judgement. There are Karang Sidemen's Village, Lantan's Village, and Tanak Beak's Village. All of the villages are developing village status. the government of the village needs collaboration with community based tourism to promote tourism of the village. The following is some research about the role of community based tourism. The role of community based tourism could develop tourism collect, process and provide tourism information services to tourists and local communities (Putrawan and Ardana, 2019). the next importance of community based tourism for tourism villages as supporter "*sadar wisata*" and "*Sapta Pesona*" in tourism areas for increased understanding of tourism (Hetami et. al in Setiawan, 2022).

Three of those villages have community based tourism, but the problem is many tourists didn't know the potential in those villages. Based on pre research in 62 samples who have visited tourist villages in Batukliang Utara Subdistrict, the result are as follow

Table 1. Percentage of Respondents Who Have Visited Tourist Villages in North Batukliang District

Name of Village	Percentage answered yes	Percentage answered no
Karang Sidemen Village	54,8%	45,2%
Lantan’s Village	38,3%	61,7%
Tanah Beak’s Village	27,1%	72,9%

Based on data, the result shows that many tourists have never been to those three villages. that would become a problem for management of tourist villages if they were active to promote villages. Many villages have community based tourism to promote tourism in the village. The purpose of this research is to analyse activities of community based tourism in three villages to promote tourism.

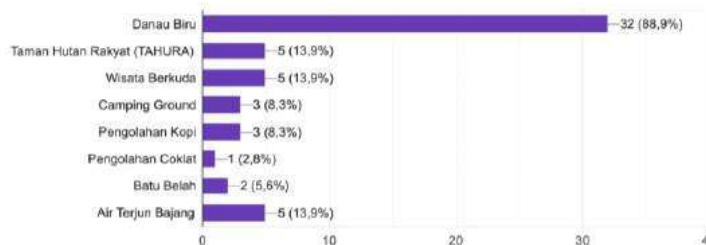
For definition, community based tourism is one of the stakeholders who comes from society, has the role of strategic development and manages the potential of natural resources and culture that are in one area to become a destination (Purwanti, 2019). The role of community based tourism by Rudiana, et.al (2022) are as subject and actor of development, as receiver of benefit, as stimulus to create an environment and conducive feel to push of tourism, realising sapta pesona in society. There are some elements of the tourism village that use a community based tourism approach, natural and cultural resources, community organisations, management, and tourism activities and service.

2 METHODS

This type of research is descriptive qualitative. Qualitative descriptive research is a social research activity to obtain descriptive data in the form of words and images. In line with what Moleong (2007:11) said, the data obtained in qualitative research is in the form of words, images, not numbers. Another definition according to Sugiyono (2013:29) is that qualitative research is a research method used to describe and analyse research results but without the intention of making broader conclusions. Based on that definition, researchers have analysed activities of the community based tourism to communicate with tourism villages in North Batukliang’s Sub District. The researchers have interviewed three leaders in community based tourism (Karang Sidemen village, Lantan Village, and Tanak Beak Village).

3 RESULT AND DISCUSSION

The three villages have unique destinations. Based on a survey, some tourists have visited Karang Sidemen Village. The following are the results of a random survey of the number of tourists who have visited Karang Sidemen village.



Picture 1. Percentage of the number of tourists who have visited in Karang Sidemen Village

On that diagram, Many people have visited Blue Lake in Karang Sidemen Village. They know that destinations have objects which could make an experience for tourists. For now, Blue Lake has been fixed to be a good place for tourists. This explanation could be shown with the picture below.



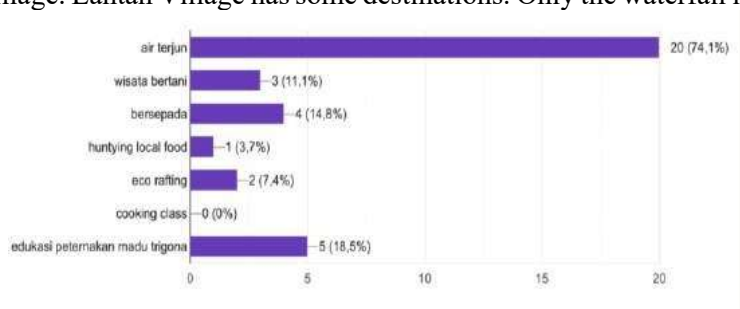
Picture 2. The conditional Blue Lake before repair



Picture 3. The conditional Blue Lake after repair

For that picture, shown for us that Karang Sidemen Village has care with development in tourism. It's important to society that Karang Sidemen could increase income for the village. This is a responsibility together between the village government and community-based tourism. Community could help promotion in social media to create content. Community used some social media, like instagram and youtube platforms. In instagram, @desawisata_karangsidenen, the researcher analyses many postings about Blue Lake although Karang Sidemen Village has some destinations. Advantage of Instagram Karang Sidemen village is that the admin always updates information about Blue Lake and traditional events. Disadvantage of instagram Karang Sidemen Village is posting about Blue Lake more dominant than other destinations. Community used youtube to post video content about destinations in Karang Sidemen Village. In youtube, the admin of the community has collected video contents about destinations and culture in Karang Sidemen Village. Channel youtube name is @desawisatakarangsidemen6158. That channel could be a medium for the community to share all about destinations in Karang Sidemen. That is all media promotion to the public when the community wants to show potential in the village so the tourists known as visual then make a decision to come to Karang Sidemen Village. Advantage of youtube is that many people could access visuals about destinations in Karang Sidemen, but disadvantage is information by the team IT Karang Sidemen, some of the video contents have been taken down by youtube because there was information of reference in video contents that wasn't included. The researcher analysed that information could be handled provided the team included reference, especially music original creator, related parties.

Another village for this research is Lantan Village. As for geography, Lantan Village is near Karang Sidemen Village. Lantan Village has some destinations. Only the waterfall is visited by tourists.



Picture 4. Percentage of the number of tourists who have visited in Lantan Village

For that picture, it shows that the waterfall in Lantan Village is one of the most favourite to visit. Although many local people didn't know about cooking class in Lantan Village, foreign tourists have visited to join with locals and cook together with them. That is could see in picture below



Picture 5. Interaction between tourist and local people



Picture 6. The tourist are practising how to cook local food

To show activities in Lantan Village, community based tourism used some online media to communicate all about activities that tourists could do in the village. Leader of community based tourism in Lantan Village said that they use social media, like tik tok, business google, and tripadvisor. But there isn't a rating because not all guests have a tripadvisor yet. Only foreign tourists have a tripadvisor account. The Lantan Village have youtube, tik tok, instagram, and facebook, for website, the Lantan Village helped by Kominformo, but wasn't managed as optimal. The result of research in Lantan Village, shows us that instagram as a media used to promote activities in Lantan Village. Many contents in that consistency show activities tourists can join with local people. It has become the power of a village which shows destinations and all activities to the public. It has been proven by the picture below.

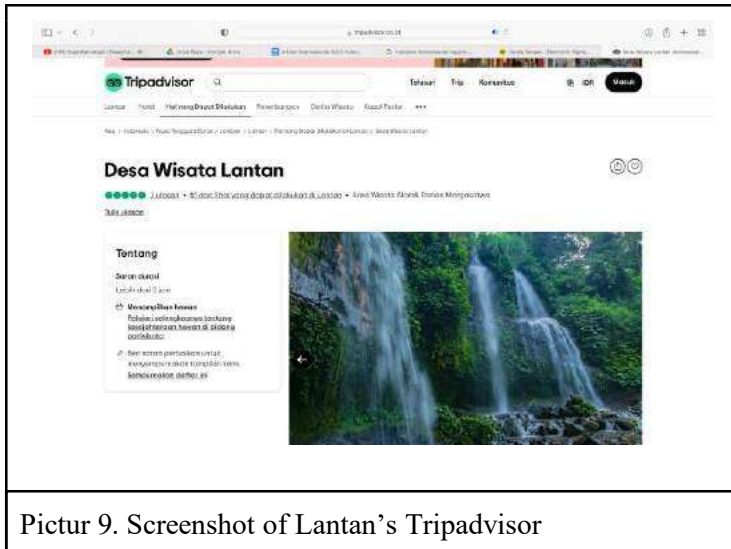


Picture 7. Content in Instagram Lantan Village



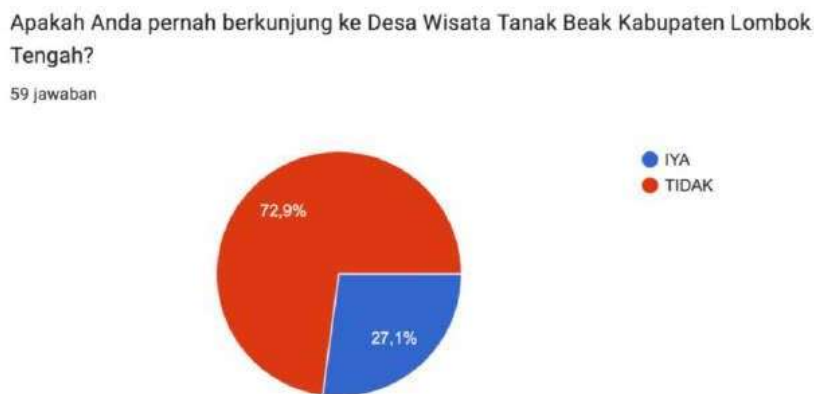
Picture 8. Contact Person To Reservation

Besides Instagram, community based tourism in Lantan Village used tripadvisor. The result of tripadvisor still hasn't been optimal. The researcher saw only one reviewer to comment on tripadvisor. Document of screenshot tripadvisor Lantan Village could be see in below



Pictur 9. Screenshot of Lantan’s Tripadvisor

The last village is Tanak Beak. Tanak Beak Village near Karang Sidemen Village. Two destinations in this village could be an option for tourists, but many people didn’t know about destinations in Tanak Beak Village. Based on the diagram below show us that 72,9% of people have never visited to Tanak Beak Village.



Picture 10. Percentage of visitor in Tanak Beak Village

Based on that diagram, 27,1% of visitors come to Tanak Beak Village. There are two destinations, that is Samalas destination and dragon fruit destination. For information Mr. Indra, as leader of community based tourism in Tanak Beak Village said that Samalas' destination tells about the history of Samalas Mountain. Community based tourism could be explained to tourists by reading hikayat from the culture leader in the village. Community based tourism was promoted using two ways, that is social media and word of mouth in outdoor events.

All communities in the three villages used social media to communicate destinations for the tourists. Uses social media for three villages as a business. They could post all about destinations with one purpose: to let the public know and make a decision to buy a tourism package. This theory by Karimi and Naghibi (2015) said “Given the increasing number of consumers using social media, businesses of all types are engaging in social media in an effort to reach new audiences and strengthen their bonds with existing customers”. They use youtube, instagram, facebook, marketplace to reach segmentation targets. For location, the three villages are close to each other. So all communities have a style to promote destinations in social media for business.

To communicate tourism, there are seven components that could analyse community based tourism. The seven communications of tourism could be explained below.

a. Communicate Marketing

Communities of tourism in three villages used social media. Karang Sidemen Village use contact person in instagram or can direct calls with person, Lantan Village could be checked on tripadvisor, and Tanak Beak Village could direct calling or search in google maps. Activities marketing in three villages, the researcher analysis used social media very helpful to reach the public by the same time and space. So activities in social media could be an innovation in marketing.

b. Communicate the tourist

Media social in three villages is the same with the explanation above, which is social media could reach the public by the same time and space. The tourists can see all activities in instagram, youtube, google, tripadvisor, etc to learn something new in three villages.

c. Communicate of destination

With social media, three villages could post photos, videos, and post poster events. So the public can see in social media to access all information. Disadvantages of using social media is that innovation is needed to create content.

d. Communicate of human resource

In the three villages there are differences about human resources. In Karang Sidemen Village, human resources could handle instagram and content in youtube, because they have a technology team. Although they have a technology team, they need increased capability to make unique content. In Lantan dan Tanak Beak Villages need to optimize human resources because of a lack of team members.

e. Communicate of accessibility

For accessibilities in three villages could be accessed by car, motorcycle. So the tourists could rent motorcycles or bicycles in those villages.

f. Communicate of investor

For now, three village always open access to make collaboration with government of tourism, NGO, universities to development of destinations in there. This could be advantageous for three villages. They could be a tourism village with local wisdom.

4 CONCLUSION

Conclusion of this research is activities community-based tourism in Batukliang Utara Subdistrict, especially three villages (Karang Sidemen Village, Lantan Village, and Tanak Beak Village) used social media to communicate with the tourists. They use social media to show the public destinations, culture, and society. They use instagram, youtube, tripadvisor, google business to share contents about tourism. But they must optimise human resources in each village to develop content, so the public feel excited to join and enjoy the moment in the tourism village. Advantage of communicating in social media is that the community could share content without seeing time and space, so the public could see the content. Disadvantage of social media is they haven't optimised human resources to manage content.

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