

INTERPERSONAL COMMUNICATION MANAGEMENT OF TOURISM AWARENESS GROUP (POKDARWIS) IN KUBU GADANG TOURISM VILLAGE

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ABSTRACT

Tourism villages are one of the government's ways to overcome poverty in remote areas in Indonesia. Tourism villages are also able to develop the potential that exists in the area. The Kubu Gadang Tourism Village tourism awareness group also participated in the tourism village concept. The tourism awareness group feels compelled to develop Kubu Gadang Village. This study aims to determine the communication management of tourism awareness groups in developing the Kubu Gadang Tourism Village in Padang Panjang City. The theory used in this study is Michael Kaye's communication management theory, and the method used is qualitative. Data collection techniques using in-depth interviews and direct observation. The results showed that the management of interpersonal communication at the Pokdarwis of the Kubu Gadang Tourism Village was well implemented, as seen from the form of support given to the Kubu Gadang Tourism Village.

INTRODUCTION

Tourism is currently a promising industry in economic development in every region. The natural and cultural diversity of each area can attract tourists to visit tourist attractions. The roles of tourism have made many countries work on tourism seriously and make tourism a leading sector in earning foreign exchange, creating jobs, and alleviating poverty (Pitana & Diarta, 2009). Most countries are starting to develop the tourism industry in their regions to bring in tourists to visit and enjoy the advantages of each region.

Tourism today is big business. Most people can spend a large budget to satisfy or make

themselves happy (pleasure) and spend their free time (leisure). It is a part of life and lifestyle in developed countries. This began to be seen at the end of World War II when tourism exploded massively as a social and economic force (MacDonald, 2004).

According to data from the United Nations World Tourism Organization in 2020, China ranks first in terms of the highest number of domestic trips, reaching 2,879,000,000 trips. Meanwhile, Indonesia in 2020 had 518,589,000 tourist visits. However, in 2019 the highest number of trips in Indonesia reached 722,159,000.

Based on data from the UN World Tourism Agency for 2020, Indonesia is dominated by 358,068,000 domestic trips and 3,915,000 from abroad. Hotel guests and the like were dominated by 36,356,000 domestic visitors and 2,615,000 foreign guests. In 2020, 2,057,600 people worked in the Indonesian tourism industry, a decrease compared to 2019, which was 2,919,8000 people.

Based on the data above, Indonesia has potential in the tourism industry and at least can compete with other countries. Indonesia has natural and cultural diversity such as language, culture, nature, culinary to fashion (traditional clothing) owned by each region. Natural and cultural diversity exists in every part of Indonesia, even in remote villages. With these advantages, tourist villages are tourist attractions in Indonesia for tourists.

Tourism Village is an Independent Tourism Community Empowerment National Program (PNPM). Based on the regulation of the Minister of Culture and Tourism of 2010, tourism villages aim to increase community empowerment and self-reliance, and local caring groups in overcoming poverty in their regions. In addition, the existence of tourist villages is expected to be able to overcome poverty in remote areas and also open jobs in these areas. In line with government programs, West Sumatra has many villages that still practice their customs.

Tourism villages can be an opportunity for West Sumatra to promote tourism and help the economy of rural communities. West Sumatra is indeed rich and also has customs in each region. The tourism potential that exists in every village of West Sumatra must be utilized by the surrounding community. According to data from the West Sumatra Tourism Office (2021), there are record 281 tourist villages in West Sumatra which will continue to grow. One of the developing tourism villages in West Sumatra is the Kubu Gadang Tourism Village.

Kubu Gadang Tourism Village is located in Ekor Lubuk Village, Padang Panjang Timur District, Padang Panjang City. From the city center of Padang Panjang, Kubu Gadang is approximately 3.5 km. In 2014, the Kubu Gadang Tourism Village was initiated by Yuliza Zen and the youths of Kubu Gadang village. They attended tour partner training and then were taken to several other villages in Indonesia. When socializing the concept of a tourist village to the village community, the youths have experienced problems. The emergence of foreigners who brought new cultures became the fear of the ninik-mamak when Kubu Gadang Village was made a tourist spot. However, the doubts of the traditional leaders of Kubu Gadang Village can be ascertained by using the cultural traditions that exist in this village will survive. In 2015 a Tourism Awareness Group (POKDARWIS) was formed for the Kubu Gadang Tourism Village, in line with the change from a small village to a Tourism Village.

Every year the Kubu Gadang Tourism Village always experiences an increase in the number of tourists. According to Padang Panjang City BPS data in 2019 the Kubu Gadang Tourism Village is included among the five most visited tourist destinations about 9,980 tourists. In line with the increase in the number of tourists, the Kubu Gadang Tourism Village won an award as the best Tourism Village in West Sumatra in 2020. The award was given by the West Sumatra DPD of the Indonesian Tourism Industry Association (GIPI). In 2021, the Kubu Gadang Tourism Village also included in the top 100 Tourism Village Awards organized by the Indonesian Ministry of Tourism and Creative Economy.

The Indonesian Tourism Village Award is an event to appreciate the awards given by the government to tourist villages in Indonesia. This event aims to make tourist villages in Indonesia want to become world-class tourist destinations and have high competitiveness. The competition

attends by some villages in West Sumatra, and 9 of them passed to the top 100 selection. The steps of Kubu Gadang Tourism Village in this competition could not be continued because they did not qualify for the 50 rounds. Only 4 tourism villages from West Sumatra have managed to adequate for the top 50 rounds of the 2020 Indonesian Tourism Village Award.

Based on the data obtained, Kubu Gadang Tourism Village is not competing with other tourist villages in West Sumatra. Even some of these tourist villages are still included in the category of pilot tourism villages. The success of the 4 tourism villages cannot be separated from the role of tourism awareness groups that can manage tourist villages. Pokdarwis is one of the community institutions that has a sense of concern and responsibility to create a conducive atmosphere and realize "sapta pesona" so that it can develop tourism potential in an area (Rahim, 2012). Therefore, good communication between groups members is needed to achieve good goals.

Communication plays an important role in the development of tourism. Apart from being influenced by globalization, the low interest of the millennial generation in studying the culture and history of the nation itself is due to a lack of information about the wealth that this nation has (Perwirawati and Helen, 2020: 166). A good communication strategy can encourage the success of an area in attracting tourists to visit. Communication helps tourism marketing in various elements of marketing, communication plays a role both in communication media and communication content. In communication media, there are various kinds of communication media as marketing channels, destinations, accessibility as well as HR media channels, and tourism institutions. Communication also plays a role in preparing message content that must be conveyed to the public or tourists, about what they should know about marketing media,

destinations, accessibility, and human resources as well as tourism institutions (Bungin, 2015).

Seeing what phenomenon occurs in Kubu Gadang Tourism Village, the researcher wants to analyze and know the Interpersonal Communication Management of Pokdarwis Kubu Gadang Tourism Village.

METHOD

The research on tourism communication management of the Kubu Gadang Tourism Village tourism awareness group uses the qualitative method. According to Creswell (2015: 59), qualitative research begins with the assumption and use of an interpretive/theoretical framework that shapes or influences the study of research problems related to the meaning imposed by individuals or groups on a social or human problem.

This study uses the Post Positivism paradigm to analyze the communication process of the Kubu Gadang Village Tourism Awareness Group in promoting Kubu Gadang Tourism Village. In Post Positivism, the researcher must start his research by testing a particular theory, after which it collects data that supports and refutes the theory and then corrects it before conducting retesting.

In qualitative research, there is no need for random sampling or selection of the participants and research locations. According Miles and Huberman, the discussion of the participants and location of the study can include four aspects, namely: setting (research location), actor (who will be observed or interviewed), events (what events are felt by actors who will be used as the topic of interviews and observations), and process (the nature of events by actors in the research setting) (Sugiyono, 2014).

In this observation stage, the researcher made direct observations to communicate with the Kubu Gadang Tourism Village Tourism Awareness Group and what this group did in carrying out tourist activities. Researchers use structured interviews by designing interviews with participants or informants. Researchers also conducted unstructured interviews to collect data about tourism aspects contained in the Kubu

Gadang Tourism Village following the abilities and knowledge possessed by the researcher aimed to reveal the intentions and explanations of the informants.

Documentation in qualitative research is one of the ways that is quite often used in data collection. Observation or interview data collection techniques can be complemented by using documentation techniques to obtain information that can support the analysis and interpretation of data. To support this research, the documentation method used the form of any written material related to the research.

Based on the problems studied, this research was carried out in Kubu Gadang Tourism Village, Padang Panjang City. This research also requires several stages of research in conducting data searches and data collection. This research will be conducted from January 2021.

RESULTS AND DISCUSSION

Supporting the creation of a tourist village in Kubu Gadang Village, pokdarwis try to carry out interpersonal communication. Pokdarwis conducted deliberations with "ninik mamak" and also the village community. This deliberation was conducted at a tavern of one of the pokdarwis members, and pokdarwis tried to convince the public to accept the concept of a tourist village.

Gathering with "ninik mamak" and the villagers have been bypassed, pokdarwis have encountered obstacles. In the deliberations, there were pros and cons between ninik mamak and tourism-conscious groups. This dissent occurs because some people think this is a new thing and fear a cultural shift if foreigners come in. There are even some people who underestimate the concept of this tourist village. People's concern lies in the cultural differences between people and tourists. Some people are afraid to feel sinful if a new culture enters and develops in the village.

There are differences of opinion between the community and the pokdarwis. However, the dissent didn't dampen the enthusiasm of pokdarwis developing their village. Pokdarwis

tries to convince and change people's mindsets from negative to positive thinking. The strategy used by Pokdarwis in convincing the community is that with the concept of this tourist village, they try to preserve the arts and cultural traditions of the village.

Another thing in trying to preserve art and culture in Kubu Gadang Tourism Village, pokdarwis try to convince the community with the pilot of other tourism villages in Indonesia. People's fears about the models of clothing used by tourists who visit can be overcome by village rules that tourists can follow. These rules must be followed by tourists if they have the enthusiasm to visit Kubu Gadang Tourism Village. The regulations are also made to respect the customs that exist in an area.

The spirit and persistent desire of pokdarwis succeeded in convincing ninik mamak and the community. After pokdarwis agreed on the concept of a tourism village and have the trust of several communities, in 2015 Kubu Gadang was finally designated as Kubu Gadang Tourism Village. One of the activities carried out by tourism awareness groups and the community at that time was cooperation to create a village hall without any assistance from the government. The community worked together to harvest the rice fields which were then saved for development.

The cooperation activities carried out by Pokdarwis with the community were carried out, and the village hall that was made had become an icon in the Kubu Gadang Village community. The cooperation has been carried out by the people in Kubu Gadang and is used to increase public trust. Cooperation is the basis for pokdarwis' strength with the community in developing tourist villages. After gaining the trust of most of the people of Kubu Gadang Village, the tourism awareness group carried out one of the activities with the community. The joint rice field harvesting activity named after the "baronde" in Kubu Gadang is one of the tour packages that can

be sold by Kubu Gadang Tourism Village later to prospective tourists.

The interpersonal communication carried out by pokdarwis towards the community with "nirik mamak" received support to build the Kubu Gadang Tourism Village. Tour packages have been formed and pokdarwis' confidence has increased, and then pokdarwis tried to promote Kubu Gadang Tourism Village to the wide community. Although the number of members who follow pokdarwis is not too large, all of this does not make pokdarwis not retreat to develop their village.

Tourism Communication Management in Tourism Awareness Group with the government to support Kubu Gadang Tourism Village.

Government support also participates in the development carried out by Pokdarwis. Even though the concept of this tourist village wasn't initiated by the government but pokdarwis still require the role of the government. At first, Kubu Gadang Village did not receive much attention from the government. However, pokdarwis still goes with the concept that has been drawn up. Pokdarwis said that they always confirm every event they do and to be supported by the government. One of the supports provided by the government for the pokdarwis program is to permit to use of the Padang Panjang PDIKM Building to carry out "bajamba" meal packages.

The government's trust in the pokdarwis of Kubu Gadang Tourism Village continues to grow. Support in the form of the construction of physical facilities for village needs continues to be carried out. Either the facilities provided to build a gazebo and also an event stage. In addition, it received funding assistance of 200 million along with several other facilities such as sound systems, cameras, and projectors. Meanwhile, during the construction of these physical facilities, pokdarwis are carried out in

the form of a lobby for people who have paddy fields to be given to pokdarwis so that they can be used as one of the event venues if tour packages are sold.

Kubu Gadang Tourism Village is also inseparable from the central government. Begins with a visit by the Ministry of Tourism and Creative Economy to Kubu Gadang Tourism Village. The visit of the Ministry of Tourism and Creative Economy wanted to be planned by pokdarwis. When the Ministry of Tourism and Creative Economy visited West Sumatra and conducted a survey of Batusangkar, pokdarwis lobbied against GIPI West Sumatra when the Ministry of Tourism and Creative Economy visited Kubu Gadang Tourism Village. The pokdarwis plan was also welcomed by the Ministry of Tourism and Creative Economy. Then the Ministry of Tourism and Creative Economy was invited to see the Kubu Gadang Tourism Village. The communication between pokdarwis and the Ministry of Tourism and Creative Economy resulted in a tourism program that could be applied in Kubu Gadang Tourism Village. The digital market program from the Ministry of Tourism and Creative Economy was given and accepted by pokdarwis. Until now, the digital market has become one of the leading tourism programs in Kubu Gadang Tourism Village.

The development of tourist villages in Kubu Gadang is also inseparable from the role of local and central governments. The communication that pokdarwis had with the government was quite successful. Physical development and aid funds are a form of support from the government. The issue of licensing is to be another support provided by the government. The support provided by the government for pokdarwis cannot be separated from the communication made by pokdarwis to the government.

Kubu Gadang tourism village occurs thanks to the support of nirik mamak and also the village

community. After pokdarwis were formed, they began to communicate with ninik mamak and the community. According to Anderson, communication is a process through which we can understand others and seek to be understood by others (Enjang, 2009). In the communication process carried out by Pokdarwis, there were obstacles in convincing the village community. People are afraid of a cultural shift if foreigners enter their villages.

The case occurred because pokdarwis could not understand what the community was afraid of. In the process, if pokdarwis want to be understood by the community, at least pokdarwis must first understand the community. The fears felt by the community must be well communicated. In this communication, pokdarwis must be able to convey a message to be shared.

The fear felt by the community is not only limited to cultural shifts. Some people are still underestimating the concept of a tourist village can be carried out. The doubt is that some people used to feel ashamed of Kubu Gadang because their village is in the suburbs. Those who doubt it feels whether Kubu Gadang, which is a suburb, can bring tourists to their village.

According to (Bungin, 2015), the role of communication is significant in the field of tourism, both in the component aspects and elements of tourism. The critical role of communication is not only in the tourism marketing component but in all components and parts of tourism, which requires other communication roles. The world of tourism, as a complex of products, requires communication to communicate tourism marketing, communicate accessibility, communicate destinations, and resources to tourists and all tourism stakeholders, including forming tourism institutions. Pokdarwis as a stakeholder in Kubu Gadang Tourism Village, must be able to communicate with outside parties. This communication occurred for

the sake of the smooth development of Kubu Gadang Tourism Village.

According to (Muljadi, 2012), the basic concept of a tourism village does not change what already exists in a village. Instead, it tends to develop the potential of an existing village by utilizing the ability of elements in the village that function as attributes of tourist products on a small scale into a series of tourism activities or activities and can provide and meet a series of tourist travel needs both in terms of attractiveness and as facilities supporter. The understanding of Muljadi can at least convince the people in Kubu Gadang Tourism Village. That fear can be reduced if a message in the communication is conveyed.

According to (Aw, 2011) said that an attitude of support is shown in the form of attitudes and behaviors. The observation results show the attitudes and behaviors of the people of Kubu Gadang village showing support for this tourism village concept. Thanks to the support that was finally obtained from the village community, pokdarwis became more confident in managing Kubu Tourism Village. Gap. Some people in Kubu Gadang Village also became self-aware of the potential of their village thanks to presentations made by tourism awareness groups.

Communication with the government is also carried out by pokdarwis to get support from the local government and the central government. This communication was carried out so that the government recognized the pokdarwis of Kubu Gadang Tourism Village. The communication process between pokdarwis and the government is to be sure and convince one another. Pokdarwis tried to persuade the government to support each of their programs and guide them in managing tourist villages. The government also tried convincing pokdarwis that working in tourist villages is not easy.

(Bungin, 2015) also said that tourism communication management explains how management is applied in the field of tourism communication, how to organize tourism marketing, manage destinations, accessibility, human resources, and tourism institutions, and most importantly, how to organize various communication media channels in tourism communication. In this case, pokdarwis must be able to manage contact with surrounding parties such as; village communities, governments, and other organizations.

The next step taken by pokdarwis is to communicate with several travel agents in West Sumatra, paving their way to be known by others. Interpersonal communication with parties outside the village made tourism in Kubu Gadang also become known. Not only helping in promotion, but pokdarwis was also introduced to several parties who converted to tourism in West Sumatra. This interpersonal communication makes pokdarwis roads helpful in managing tourist villages.

After that, pokdarwis were introduced to the photography community in West Sumatra, which made their village better known to the broader community. The communication carried out by pokdarwis to external parties has made Kubu Gadang Village better known. Collaboration activities between the photography community and pokdarwis Kubu Gadang are one way to promote tourism. Not only promotions, but the photography community also helped create one of the attraction tour packages in Kubu Gadang Tourism Village.

Collaboration has been carried out by Pokdarwis for a long time before the onslaught of the era of cooperation during this pandemic. The effect of interpersonal communication carried out by pokdarwis creates a collaboration that launches pokdarwis steps in managing. One of the proofs of the partnership results is ordering tour

packages in the form of bajamba meals carried out at PDIKM Padang Panjang.

The media coverage is also the result of interpersonal communication by pokdarwis. Promoting through the media is one of the effective ways to introduce tourism villages to the broader community. Print media, electronic media, and electronic media have covered tourism in Kubu Gadang Tourism Village.

One must abandon the level of cultural and sociological predictions to communicate interpersonally. In other words, knowledge of different cultures can be used to predict, empathy emphasizes the point of analysis lies in one's personality. A sense of empathy occurs in interpersonal communication between pokdarwis and the community, pokdarwis with the government, and pokdarwis with communities or organizations.

Empathy plays quite a role in the interpersonal communication that pokdarwis do. If there is no empathy in touch, what pokdarwis expect in developing their village will likely be hampered. One of the variables in interacting cognitively is the person who empathizes with the way of others and, by doing so, seeks to see the world from the perspective of others. Pokdarwis have carried out this cognitive interaction in convincing the village community to know the condition of Kubu Gadang Tourism Village.

Communicatively, empathetic people signify understanding and attention through verbal and nonverbal clues. On this variable, the government and other communities have paid attention to the form of verbal and nonverbal effects of interpersonal communication carried out by pokdarwis. The impact of this communication made Kubu Gadang Tourism Village become known to many people.

Communication management is a process that uses humans, finances, and technical resources that function to form communication between companies and companies with their public. Thus, communication management organizes and manages the transmission of resources (individual, organizational and technical) and communication processes used to facilitate communication activities in the company's activities. In line with Irwin's statement, pokdarwis try to communicate with outside parties so that actions and activities in Kubu Gadang Tourism Village can be carried out.

Communication that is quite intense carried out by pokdarwis can influence the community. According to Kaye (Kuswarno, 2009), the point of attention on interpersonal communication is how the self relates to others. This element is the best explanation for the notion of communication as a process of individual interaction in creating meaning between them and about the nature and state of the relationship between them. Through interpersonal communication, the research results were obtained quite well. Although some people are still unsure about the concept of a tourist village in their place, pokdarwis still runs on.

CONCLUSIONS

Armed with self-awareness and forming a Tourism Awareness Group, they also communicated with the people of Kubu Gadang village to be given permission and support in running a tourist village. In communication, there are pros and cons between pokdarwis, ninik mamak, and the community. People's fear of the entry of new cultures will later have an impact on people's lives. However, pokdarwis was convinced by introducing more Minangkabau culture to tourists.

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