

Interpersonal Communication of Tourism Awareness Group in Increasing the Quality of Tourism Village Products: A study from Petarangan Village, Temanggung

**Retno Budi Wahyuni^{1*}, Warta Sumirat²,
Zulhelfa³, Nuraeni Handyaningrum⁴**
^{1,2,3,4}Politeknik Pariwisata NHI Bandung

Abstract

One tourist village in the Temanggung Regency area is the Petarangan tourist village. The beginning of the establishment of this tourist village was due to seeing the tourism potential there. The development to become a tourism village begins with a potential analysis in 2021, and then the local tourism authority will assess the village in 2022. The tourism awareness group (Pokdarwis) has a positive view of the community about how the activities their members carry out can influence people to start participating in it as an effort to care for tourism in Petarangan Village. The research finds out how interpersonal communication from Pokdarwis could increase the quality of tourism village products. Using a descriptive qualitative method focuses on the phenomenon of interpersonal communication used by stakeholders in that village. Data was taken by using questionnaires, interviews and checklists. All data were analyzed descriptively by considering the data validity through triangulation. The activities are about how the stakeholders communicate about the activities to develop the product. The medias used are electronic media and printed media. The message is almost about asking all stakeholders to participate. The role of Pokdarwis members is to get more members. So, community power plays an important role. It was found that interpersonal among the pokdarwis, stakeholders and community have been suitable for Pokdarwis in developing their tourism products.

Keywords: Interpersonal communication, Community empowerment, Pokdarwis, Tourism Village.

A. INTRODUCTION

Tourism is a potential sector to be developed as a source of regional income. The program for developing and utilizing regional tourism resources and potential is expected to contribute to economic development. The arrival of tourists in a tourist destination area has provided prosperity and welfare for the local community (Crouch & Ritchie, 1999). As with other sectors, tourism also influences the economy of a region or tourist destination country. The size of the influence differs from one region to another or from one country to another (Sammeng, 2001). According to Wahab (2003), tourism is a new industry that can produce fast economic growth by providing employment, living standards and stimulating other productivity sectors.

Ministry of Tourism and Creative Economy mentions that Tourism Awareness Group, hereinafter referred to as *Pokdarwis*. Pokdarwis is an institution at the community level whose members consist of tourism actors who have concern and responsibility and play a role as a driving force in supporting the creation of a conducive climate for the growth and development of tourism and the realization of Sevens Enchantment (*Sapta Pesona*) in enhancing regional development through tourism and its benefits for the welfare of the surrounding community (Winarno & Agustina, 2022).

Pokdarwis is one of the stakeholders in the tourism sector who has a significant contribution and role in managing tourist objects in the community around the destination (Manaf et al., 2018). In Temanggung

Regency, Pokdarwis has significantly contributed to tourism management, especially in the Borobudur area and its surroundings. Its existence, which is still unknown to many, also makes this organization only active in its environment (Hidayatullah et al., 2018). However, the large number of Pokdarwis has further strengthened the Borobudur Area as an area full of culture. This can be seen from the strength of the community, especially those with interest in the tourism sector, in maintaining and managing existing tourism (Kartika, 2023).

Pokdarwis' immense contribution helps local governments and private parties manage tourism, especially in Temanggung, which indirectly also helps improve the surrounding community's economy in the tourism areas it manages. Pokdarwis itself is a group of people whose members consist of tourism actors who have concern and responsibility and are a driving force in supporting the creation of a conducive climate for the growth and development of tourism in their area. This group also contributes to realizing *Sapta Pesona* to increase regional development through tourism and its benefits (Rahim, 2012).

The tourism potential in the region is one of the main assets for Pokdarwis to manage and develop into the form of a tourist object. For this reason, Pokdarwis has always been an essential driver in the growth and development of a tourism object that manages and helps the welfare of the surrounding community (Nadia & Jumriani, 2023). Many tours in physical and non-physical forms in Petarangan Village cannot be separated from government intervention, the private sector, and the local community. Almost all tourist objects that have tourism potential to be developed are managed by the Tourism Awareness Group (Pokdarwis) through the guidance of the Temanggung Regency Tourism and Culture Office. Pokdarwis is a community that contributes significantly to managing these tourist destinations (Muhaimin & Abbas, 2022).

The Pokdarwis do not escape collaboration with other parties, such as the government and the private sector, helping each other (Nuryatin et al., 2022). These Pokdarwis will later be able to be responsible for tourist destinations in the area for future sustainability, especially in the tourism sector. It is hoped that the existence of Pokdarwis will continue to explore the potential and superiority of tourism in the region, which is also hoped to improve the local economy for better survival. The legal basis that spearheaded the formation of Pokdarwis included referring to the 2009 Law, the Presidential Instructions of the Republic of Indonesia in 2005 and 2009, and the Minister of Culture and Tourism Regulations in 2005 and 2010 (Rahim, 2012). Based on this legal basis further strengthens the existence of Pokdarwis as a community that also takes part in existing tourism. Increasing development in the tourism sector is carried out by developing all existing and new tourism resources and the potential to be utilized and explored more deeply (Deery et al., 2012).

In other words, resources are one of the factors that must be considered in order to develop potential, especially in the tourism sector, in order to be able to prosper the community and help regional development and increase the country's foreign exchange (Briedenhann, & Wickens, 2004). One of the essential resources in tourism is human resources, especially for those aware of tourism. The potential of an area can develop due to the intervention of human resources involved in the tourism sector in particular (Baum, 2007). By increasing human resources, they can later help encourage development in their regions through the tourism they manage and develop (Go & Govers, 2000).

Nurrohim and Anatan (2009) said that the success of an organization is strongly influenced by the skills and competencies of each individual and the cooperation between team members within the organization. In establishing cooperation to achieve these goals, communication is needed. Pokdarwis members in Petarangan tourist village do not fully understand their role as an internal organization, so until now, there are not many tourists visiting tourist villages, and Pokdarwis managers have not been able to get firsthand experience of how to receive tourists. In this case, potential from tourist villages cannot be

utilized optimally. Therefore, this research aims to discover Pokdarwi's interpersonal communication patterns, which can be used as a reference to develop the tourism village.

Temanggung is one of the tourism areas in Central Java. At least 44,051 tourists visited the Temanggung Regency in 2022. Temanggung has many tourist villages; as mentioned by the Regent of Temanggung Regency, there are ten new ones (Susanti et al., 2020). One tourist village in the Temanggung Regency area is the Petarangan tourist village. The establishment of this tourism village began due to seeing the tourism potential there (Pamungkas et al., 2015). The development to become a tourism village begins with a potential analysis in 2021, and then an assessment of the tourism village will be carried out by the relevant Office in 2022. The popular tourist potentials in the Petarangan Tourism Village are Baturono Hill, Sedengkeng Pass and Tepak Tledek.

Based on the background described above, research on the role of Pokdarwis and the constraints that Pokdarwis face as an internal organization is carried out. For this reason, researchers want to explore more about the communication patterns of tourism awareness groups (*Pokdarwis*) in managing tourist objects in Petarangan Village. By analyzing this topic, researchers hope to understand better how communication patterns exist in Pokdarwis in managing a tourist destination in the community-based tourism sector. The lack of public knowledge about Pokdarwis is also one of the factors that motivated researchers to explore and provide an overview of these community organizations. Problem identification in this research is in the form of research questions as follows:

1. How are Pokdarwis' communication activities in Petarangan Village tourism development?
2. How is Pokdarwis' communication media in developing Petarangan Village tourism?
3. How is Pokdarwis' communication message in developing Petarangan Village tourism?
4. What is the role of Pokdarwis in developing Petarangan Village tourism?

B. LITERATURE REVIEW

Communication

Term communication comes from the Latin word *communicationis*, which means notification or exchange. Adjective *communis* means common or together (Ting-Toomey & Dorjee, 2018). Shannon et al. (1950) define communication as a form of mutual human interaction that affects each other, intentionally or unintentionally and not limited to verbal communication but also in terms of expression of face, painting art, and technology. According to Ross (1977), communication is a process of sorting, selecting, and sending symbols in such a way that helps the listener evoke meaning or response from his thoughts, similar to what the communicator intended. Recently, communication can also be defined as a relationship of contact between and between human beings, both individual and group. In everyday life, realized or not, communication is part of human life itself (Littlejohn & Fosh, 2020).

In addition, communication is also interpreted as a relationship or activity related to relationship problems, which means that communication is exchanging thoughts. In communication is equality of opinion, and for interests, people must influence other people first, before the other person's opinion, attitude, and behaviour, same with us (Guerrero et al., 2017). While Hovland & Lumsdaine (2017) stated that communication is the process of changing the behaviour of others (communication is the process of modifying the behaviour of other individuals. Thus, it is clear that communication makes humans possible to express ideas or ideas, feelings and attitudes. Humans can also know the ideas, feelings and attitudes of others, and eventually, there is an understanding between individuals; communication implies together (commun) (Delanty, 2003).

From some of the definitions above, it can be concluded that communication is a process in which a person (communicator) conveys messages to others, not only just telling but also trying to influence others which can change behaviour. Communication can only happen if the communicator or the person receiving the message understands and understands the message conveyed by the communicator as the message's sender. Communication always affects or impacts one or more people seen in the act of communication (Mehraban, 2017). Every act of communication always has consequences, and we might acquire knowledge or learn how to analyze, synthesize or evaluate something; this is an effect intellectual or cognitive (Salomon, 1994).

Communication Components

Communication components are the things that must exist in order to communicate can go well. According to Laswell (1958), the scope of communication studies based on its components consists of the communicator, message, media, and effect. Based on these components, Lasswell (1958) said that communication is the process of conveying messages by the communicator to the communicant through the media that cause specific effects.

A communicator is the source, sender, or party who takes the initiative to communicate with the other party (Thomas, 2006). Because of that, the communicator is also called the sender, source, source, or encoder. The communicator determines the roles of all elements' communication process. Communicators must be able to develop themselves as messengers, manipulate messages, select media, and analyze the audience so that messages can influence the public (Aririguzoh, 2022). A Communicant is a person or group of people or an organization/institution that is the target recipient of the message. Communicators and communicants are also known as source-recipients because the source-recipient is one unit which is inseparable from asserting that everyone who is involved in communication is the source (speaker) as well receiver (listener) (Sinclair, 2010). We send messages when we speak, write, gesture, or smile. You receive a message by listening, reading, smelling and so on. However, when we send a message, we also receive the message. We receive our messages (we hear ourselves, feel our body movements, and see many of our body signals) and receive messages from others visually, through hearing or even through touch and smell. When we talk to other people, we look up to them and get feedback for support, understanding, sympathy, and approval. When we absorb these nonverbal cues, we perform the function of receiving (Devito et al., 2000).

Messages in the communication process delivered by the communicator to the communicant consist of the content and emblem (symbol). Primary media in progress communication is language, gestures, signs, pictures, and colours, which can directly translate the communicator's thoughts or feelings to the communicant (Effendy, 2011). Language is the most used symbol; however, not everyone is good at words that can be precise and reflects his thoughts and feelings. Gestures can translate one's mind so that it is expressed physically, but body movement can only convey that message limited. Gestures using tools such as drums, sirens and others, and colours that have a specific meaning, both symbols are equally limited in transmitting one person's thoughts to another.

Media is often referred to as a channel of communication; rarely, communication takes place through a single channel; we might use two or three channels simultaneously. Media is a tool used to move messages from sources to recipients. Several opinions regarding channels or media exist, and some argue that media can take various forms. In interpersonal communication, the five senses are considered a communication medium. As an example, in face-to-face interaction, we speak and hear (channel sound), but we also give bodily cues and receive visual cues (visual channels). We also emit and smell (olfactory tract), and often we are each other touch and, even then, communicate (tactile channels). Apart from the human senses, there are also communication channels such as telephones, letters, and telegrams which are classified as communication media (Cangara, 2005).

Communication Process

Lasswell's paradigm distinguishes the communication process into two stages, namely: Primary Communication Process and Secondary Communication Process. The primary communication process is the delivery process of thoughts and or feelings of a person to another person using the symbol (symbol) as a medium (Palmer, 1995). The secondary communication process is the delivery process of messages by one person to another using a tool or means as the second medium after using the symbol as the first medium (Wiranti, 2023)

Communication Characteristic

According to Effendy (2011), there are several types of communication: face-to-face, mediated, verbal/oral, writing, non-verbal/body movements/gestures, and pictorial. In conveying the message, a communicator (sender) is required to have the ability and the means to get feedback from the communicant (recipient) so that the intent of the message can be appropriately met and run effectively (Kurniadi, 2021). Communication face-to-face is carried out between the communicator and communicate directly, without using any media except language as a symbol or symbol of media communication is carried out by the communicator to the communicant, using the media as a tool in conveying the message. Communicators can convey messages verbally and non-verbally (Hardini & Sitohang, 2019).

Overview of the Role

The role is a part of holding the leadership, especially in obstacles or events (Köcher, 1986). According to Soekanto (2012), the meaning of role is a dynamic aspect of position (status). Carry out a role if someone performs his rights and obligations following his position. Stakeholders' role in developing tourism can include 3 (three) parties, namely: government, private and society, with all their roles and functions each. Each of these stakeholders cannot stand alone but must synergize and move forward together to achieve and realize goals and objectives agreed upon in development. Stakeholders in the construction and tourism development of historical sites below demonstrate linkages and synergies between stakeholders and within tourism development activities (Kartika, 2023).

Group Communication

A group is a group of people who have a common goal and interact to achieve common goals, get to know one another, and view themselves as part of a group (Deddy Mulyana, 2013). For example, this group is a family, discussion group, problem-solving group, or committee in the midst of making a decision. Communication groups also involve interpersonal communication. Because of that, most theories of interpersonal communication apply as well. A group of people who have a standard conscience membership and mutual interaction group is a collection of people interacting, interdependent (interdependent) with others), and being together to achieve the same goals (Delanty, 2003).

In group communication, four aspects should be concerned: activity, media, message, and role. The first is activity; according to Mulyono (2001), an activity is an event or incident that is generally not done continuously, and it is something that occurs both physically and non-physical work is an activity. Activity is effort, work or strength and dexterity, excitement, and passion. Understanding is another part of the activity. All activities are carried out properly physically or spiritually (Heintzman, 2000). The activity also can be found in the administrative process, which aligns with the understanding put forward by the activities organizer itself that can be a form of bodies, government agencies, organizations, private persons, and institutions. Usually, activities are carried out for various reasons, starting from the anniversary of an organization, campaigns of a political party, or even the socialization of a policy government (Visser et al., 2009).

The second is media, which can be seen from the view of widely used modern and traditional media today (Effendy, 2011). Traditional tools, for example, kentongan, drum, art performances, and others, while the more modern ones, for example, letters, boards announcements, telephone calls, telegrams,

pamphlets, posters, banners, letters newspapers, magazines, movies, television, and the internet in general classified as written or print, visual, audio and media audio-visual.

The third is the message, a process of delivering something the sender conveys to the receiver. Messages can be conveyed face to face or through other communication media. The content of the message can be in the form of science, entertainment, information, advice or propaganda. The message is usually translated into English with the words, content or information (Cangara, 2005). The message in the communication process conveyed by the communicator to the communicant consists of the content and symbols (Sabri et al., 2021).

The fourth is a role, which is a concept of what can be done by individuals in society as an organization. The role can also be said for individual behaviour that is important for the social structure of society. Individual behaviour is the activity of a superior in planning, organizing, directing, motivating and controlling to make decisions about compatibility between individuals, job tasks and effectiveness. The decision is influenced by the characteristics of superiors and subordinates, who are influenced by individual behaviour.

Tourism Awareness Groups

Tourism Awareness Group, hereinafter referred to as *Pokdarwis*, is an institution at the community level whose members consist of actor's tourism that has concern and responsibility as well as act as a driving force in supporting the creation of a conducive climate for the growth and development of tourism and the realization of Sevens Enchantment (*Sapta Pesona*) in increasing regional development through tourism and uses it for the welfare of the local community (Setyaningrum et al., 2022; Nadia, 2023). *Pokdarwis*, in the context of tourism destination development, has played an essential role as one of the "driving elements" in participation support of the creation of a conducive environment and atmosphere at the level in their area, which collectively will have a positive impact on the development of tourism destinations in the context of a wider area (Hidayatullah et al., 2018).

Included in the *Pokdarwis* category above is a community organization called *Kompepar* (Tourism Driving Group). This *Pokdarwis* is a self-help and community-based group which, in its social activities, seeks to: (1) increase understanding of tourism, (2) increase the role and participation of the community in tourism development, (3) increase the value of tourism benefits for the community/*Pokdarwis* members, and (4) make the *Pokdarwis* as a part of successful tourism development (Permatasari et al., 2019). Moreover, developed community groups can act as motivators, movers and communicators to increase the readiness and awareness of the community around tourism destinations or tourist attraction locations so that they can act as good hosts for tourism development and have an awareness of the opportunities and value benefits that can be developed from tourism activities to improve the economic welfare of the community (Abukhalifeh et al., 2019).

C. RESEARCH METHOD

This research was conducted using a qualitative descriptive method that photographed communication phenomena. The research location is in Petarangan Village, Temanggung Regency. The researcher observed the communication patterns of the Petarangan Village Tourism Awareness Group (*Pokdarwis*). This research was obtained by interviewing six informants that can be categorized into three groups: business entrepreneurs, the person who owns the land of the tourism objects and the farmers who plant tobacco. The second community in this research is the local awareness tourism group (*Pokdarwis*), a village-owned enterprise (*BumDes*). Third is the government's representative, including the head of the village and the tourism district staff. To get some information about the site's history in Kledung District,

researchers conducted interviews with all the groups related to the media used and researchers to get data in the field when making observations immediately.

Data was collected through checklists, interviews and document studies, documentation, direct observation while in the field, and discussions focused on the problem under study, and then the researcher analyzed it. This analysis focuses on the communication pattern of the members of the Petarangan Village Pokdarwis, which is linked to several elements of history in the Petarangan Village. Researchers are looking for additional information by conducting in-depth interviews with informants to see firsthand the activities, message, media and role of this tourism awareness group.

To be able to find out the extent of the information provided by the research informant regarding the role of members of the Petarangan village pokdarwis, researchers use several stages as follows: In the first step, researchers doing an observation in Petarangan Village, Temanggung Regency, Central Java to see the situation and conditions that occur and ask for their willingness to conduct research by arranging a cover letter for research permits. Second, researchers follow the program of activities that the Petarangan Village Pokdarwis will carry out. Third, researchers draft questions for interviews based on the research focus on the activities of the Pokdarwis, then what media to use and finally, how to convey messages to members or the people of Petarangan Village. Fourth, conducting interviews with the Pokdarwis. Fifth, conduct interviews with the community as other supporting informants. Sixth, do direct documentation in the field for data related to this research. Seventh, transferring research data in the form of a list of all questions asked to informants.

After collecting data, it will be analyzed descriptively by considering the validity of the data through triangulation. Triangulation is using multiple methods or data sources in qualitative research to understand phenomena (Moleong, 2012) comprehensively. Triangulation has also been viewed as a qualitative research strategy to test validity through converging information from different sources (Decrop, 1999). Then, a research draft was prepared, considering the opinions of academics and the media and literature studies. The researcher's analysis phase was to make a list of questions for the interview process, data collection, and data analysis by the researcher himself.

D. RESULTS & DISCUSSIONS

Activities Carried Out by Tourism Awareness Group (*Pokdarwis*)

In the Petarangan Village, several activities are routinely carried out or annual activities by the Pokdarwis, usually done only 2-3 times a year. If seen from the interview results, one Pokdarwis comes from a tourism driving group, which is the beginning of a group that drives a community group that cares about places that have the potential to become tourist areas.

Quoting from the interview results are activities carried out by the Petarangan Village Pokdarwis about how society should be able to maintain, protect and develop a tourism potential that has tourism value so that it can be used as a tourist or educational object for many people and student later. The researcher re-quoted the results of interviews from related informants with activities carried out by the Pokdarwis. There is a process of activity occurring among the members of Pokdarwis includes the existence of a related plan for what activities will be carried out, starting from the preparation of equipment, document preparation and preparation as a whole covering the community who will participate in the activities to be carried out by the Pokdarwis.

The Petarangan Village Pokdarwis has a positive view of the community about how the activities of their members can influence people to start participating in it as an effort to care for tourism in Kledung District. Because according to the purpose of this Pokdarwis, the hope is that after development later, the tourist spot will be used as a place of helpful recreation. Writers made direct observations in the field and

found some of the data needed for conducting research, including documenting the activities' results, then archives regarding planning the activity and some of the equipment used during the activity.

First, there are visits from tourists carrying out tourism activities to enjoy nature or participating in activities carried out by the Petarangan Village Pokdarwis, which can generate a profit or profits derived from tourists visiting activities during the activity. An overview of the activities carried out is about how the tourism office of the Temanggung Regency gave instructions to the Petarangan Village Pokdarwis regarding activities to be carried out by members of the Pokdarwis, where members consist of community participants who care about tourist attractions in Kledung district and the Regency of Kledung, Temanggung. Pokdarwis members carry out planning, management which includes cleaning tourist attractions, preserving and developing tourist attractions which will later make Botorono Hill invite tourists to visit and other activities, namely exploring existing village-level historical sites and documented as archives from the Group Petarangan Village Tourism Awareness.

Second, related to tourist visits will generate an advantage which will impact members and the surrounding community to make their income from activities carried out by the Petarangan Village Pokdarwis. However, from a number of these things, several members do have other views on the benefits to be gained from the activities of the Petarangan Village Pokdarwis, resulting in an internal conflict within this group; this is where the role of the chairman must be able to act fairly and correctly so as not to If there is a prolonged problem, of course, a joint deliberation will be carried out so that the existing problems can be resolved properly and correctly so that later when it is finished, it will be a joint decision for the good and progress of the Petarangan Village Pokdarwis to create historical sites in Kledung District is a tourist area that educates about history.

Media Used by Local Tourism Awareness Groups

Petarangan Village began to use communication media to convey information or messages to members, the community and many audiences. There are electronic and print media used by the Petarangan Village Pokdarwis (see Table 1).

Table 1. Media Used in Petarangan Village

No.	Stakeholders	WhatsApp	Facebook	Telephone	Formal Letter	Youtube	Others
1	Government	√	√	√	√	√	-
2	Pokdarwis	√	√	√		√	Word of Mouth
3	Community	√	√	√		√	Word of Mouth

Source: Authors data, 2022

Electronic media used by the Petarangan Village Pokdarwis is more dominant on social media because it can reach a broader and easier reach, such as application media and WhatsApp. The use of WhatsApp in the form of an internal chat group that is used as a place for discussion for members of the Petarangan Village Pokdarwis, and there is also Facebook, YouTube and email as additional support for the electronic media used by Pokdarwis. Social media contains information about the tourism potential in Kledung District which can later be accessed by many people so that there will

be feedback from the community regarding the current tourism potential. Another media used in print media with letters, usually official from the service or the Pokdarwis who make the official letter.

Message sent to all stakeholders at Petarangan Village

In the research conducted through interviews and direct observations in the field and knowing how the Petarangan Village Pokdarwis conveyed the message, the researchers quoted how Pokdarwis conveyed the message to the public. The message conveyed from the activities carried out is to invite the public to care about the tourism potential around them because this is an appeal from the agency regarding how to develop and utilize an area that can become a valuable tourist area.

The Petarangan Village Pokdarwis played a role in the exchange of messages that occurred. In the observation results, the message design that is made is through tourism awareness and *Sapta Pesona* activities, from these activities it is implemented through these activities, namely movements to raise public awareness so that they are ready to act as hosts and understand, are able, and are willing to realize *Sapta Pesona* in their environment which includes elements of safe, orderly, clean, relaxed, beautiful, friendly and memorable. The movement to grow people's desire and ability to travel, recognize and love their homeland is intended to give tourists and the public an overview of history by providing brief information that a historical, educational tour has something unique.

Then, from the observations, the researchers obtained persuasive messages from the Petarangan Village Pokdarwis related to their role in the Temanggung Regency. The message contains the objectives of the Petarangan Village Pokdarwis, and the researcher also quotes the results of interviews and field observations from research informants. The message conveyed in its activities is also an effort so that what is being done by the Petarangan Village Pokdarwis is beneficial not only for the current generation but in the future so that the tourism potential is managed properly and correctly. The message the Petarangan Village Pokdarwis conveyed followed what the Tourism and Culture Office of Temanggung Regency instructed to the Petarangan Village Pokdarwis. What is conveyed to members is usually in the form of invitations to hold meetings in order to increase cooperation in the development of historical sites and also to be able to resolve conflicts if problems occur within the Petarangan Village Pokdarwis.

In addition, members must be able to make a real contribution to their activities. The message conveyed to the public is usually an invitation to join Pokdarwis to develop the existing tourism potential in Kledung District as an attractive tourist destination.

In the process, the resulting message is a verbal and nonverbal process where verbal is done directly to members and the community; if nonverbal is done more like when the activity takes place, there is a sense of care from the activities carried out, then the message produces an adequate understanding of the message conveyed by the Petarangan Village Pokdarwis. The above model flows are related as the message is conveyed.

Role of Pokdarwis in Developing Petarangan Village Tourism

The role carried out by members of the Petarangan Village Pokdarwis is how members must be able to provide an overview of tourism potential and then be able to invite the community to join together with Pokdarwis and then be able to increase public awareness to maintain existing

tourism potential, besides that the role of members of the Petarangan Village Pokdarwis is managing tourist attractions to serve as tourist destinations.

The Petarangan Village Pokdarwis has various activities which can make a change that occurs in the community because it starts from small things about invitations but can have an impact so that the community participates in the activities carried out by the Petarangan Village Pokdarwis.

In a role of a group, of course, there are members in it who can contribute to what each member can do. In this case, the role of the Petarangan Village Pokdarwis is that there are members, and there are also rules that exist to be obeyed and obeyed in carrying out the activities of the Petarangan Village Pokdarwis. However, with the dynamic rules that occur, there will be a comparison when there are active members and those who are not active in their role as members of the Petarangan Village Pokdarwis.

As agents of development, communities play a significant role in tourism development in the region. The formation of travel awareness groups manifests forms of community roles in tourism development. Travel awareness groups are institutional at the community level, whose members consist of actors in tourism with concern and responsibility and act as a driving force for tourism development and the welfare of the surrounding community. The formation of tourism awareness groups has a significant role in developing potential tourism, maintaining tourist areas, community empowerment, and improving the welfare of the people in the object.

Society has a position and important role in supporting the success of development. Therefore, it is within the framework of tourism development activities to support the success of tourism development. Every effort or development program must consider the community's position, potential and role as a subject or actor in development. In this regard, the community empowerment program through tourism is an essential step carried out in a directed and sustainable manner to prepare the community so that they have more capacity and independence, as well as play an active role in supporting the success of development tourism at the local, regional and national levels.

The role and contribution of Pokdarwis need to be continuously supported and developed both in quality and quantity in succession to support the development and growth of tourism destinations, as well as explicitly increase the role of society in the development of tourism in their respective regions (Nadia & Jumriani, 2023). Therefore, research on Pokdarwis is needed to guide the central government and the regions in conducting guidance on Pokdarwis and facilitating the formation of new Pokdarwis.

E. CONCLUSION

The Tourism Awareness Group (Pokdarwis) has a positive view of the community about how the activities their members carry out can influence people to start participating in it as an effort to care for tourism in Petarangan Village.

From this study, it can be concluded that the media used by the Petarangan Village Tourism Awareness Group is more dominant on social media because it can reach a broader and easier reach, such as application media and WhatsApp. Social media contains information whose content is about tourism potential in Kledung District, which can later be accessed. By many people, there will be feedback from the community regarding the current tourism potential and generate a new idea to correct the shortcomings of social media or communication media used by the Petarangan Village Tourism Awareness Group.

The message conveyed by the Petarangan Village Tourism Awareness Group followed what the Tourism and Culture Office of Temanggung Regency instructed to the Petarangan Village Tourism Awareness Group. What is conveyed to members is usually in the form of invitations to hold meetings in order to increase cooperation in the development of historical sites and also to be able to resolve conflicts

if problems occur within the Petarangan Village Tourism Awareness Group. In addition, members must be able to make a real contribution to their activities. The message conveyed to the public is usually in the form of an invitation to be able to join Pokdarwis so that they participate in developing the tourism potential in Kledung District as an attractive tourist destination.

The role carried out by members of the Petarangan Village Tourism Awareness Group is how members must be able to provide an overview of tourism potential and then be able to invite the community to join together with Pokdarwis and then be able to increase public awareness to maintain existing tourism potential, besides that the role of members of the Petarangan Village Tourism Awareness Group is managing tourist attractions to serve as tourist destinations. In a role of a group, of course, there are members in it who can contribute to what each member can do. In this case, the role of the Petarangan Village Tourism Awareness Group is that there are members, and there are rules that exist to be obeyed and obeyed in carrying out the activities of the Petarangan Village Tourism Awareness Group. However, with the dynamic rules that occur, there will be a comparison when there are active members and those who are not active in their role as members of the Petarangan Village Tourism Awareness Group.

The success of an organization is strongly influenced by the skills and competencies of each individual and the cooperation between team members within the organization. In establishing cooperation to achieve these goals, communication is needed. By increasing human resources, they can later help encourage development in their regions through the tourism they manage and develop. Developing community groups that can act as motivators, movers and communicators to increase the readiness and awareness of the community around tourism destinations or tourist attraction locations can act as good hosts for tourism development and have an awareness of the opportunities and value benefits. It is recommended to continue this research to talk about the role of Pokdarwis in developing tourism activities at Petarangan Village, Temanggung.

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