

Tourism Communication Strategy Pokdarwis Edelwais in Building Environmental and Culture-Based Ecotourism in the Village of Ranu Pani

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ABSTRACT

In terms of geomorphology and socio-culture, Ranu Pani Village has a lot of tourism potential that can be developed. However, this tourism progress does not go hand in hand with environmental sustainability in Ranu Pani Village. In minimizing the impact of natural damage caused by many factors, Pokdarwis Ranu Pani initiated a tourism concept that is based on local wisdom and is sustainable. This is known as the concept of ecotourism. Pokdarwis cooperates with various elements to realize ecotourism in Ranu Pani Village. This research uses a descriptive method with a qualitative approach. Researchers made direct observations in the field to collect data by conducting interviews, observation and documentation. The results showed that the tourism communication strategy carried out by Pokdarwis Ranu Pani was effective because it was supported by good synergy between Pokdarwis when it involved the government, community, outsiders, academics and institutions related to ecotourism in developing ecotourism in Ranu Pani Village.

Keywords: Tourism Communication Strategy, Ecotourism, Pokdarwis.

INTRODUCTION

Tourism is a sector that continues to study its sustainability to date because this sector is considered to be a significant contributor to foreign exchange and GDP (Gross Domestic Product) for the country (Ministry of Tourism and Creative Economy, 2020). Seeing this potential, the Government of Indonesia has begun to manage the Indonesian tourism industry as an important component whose existence is starting to be considered because this is considered to be a source of state income which, of course, will have an impact on improving the community's economy in the future.

Departing from this fact, the Government of Indonesia, in this case, the Ministry of Tourism and Creative Economy (Ministry of Tourism and Creative Economy), sees tourism in Indonesia as a tremendous development potential. This statement is supported by the establishment of 10 priority tourism areas by President Joko Widodo as stated in the Presidential mandate, through the Cabinet Secretariat letter Number B 652/Seskab/Maritim/2015 dated November 6, 2015, concerning the Mandate of the President of the Republic of Indonesia relating to Tourism and Presidential Directions at the Early Year Cabinet Meeting on January 4, 2016 (Agmasari, 2019). The regulation regarding the 10 Priority Tourism is known as the 10 New Bali program. The Government agreed to focus on accelerating the development of the program, which began in November 2017 to boost tourism distribution in Indonesia. So it is hoped that this program can further increase the economic level of people around the tourist area (Agmasari, 2019). The ten priority tourist areas include Labuan Bajo, East Nusa Tenggara; Mandalika, West Nusa Tenggara; Lake Toba, North Sumatra; Morotai Island, North Maluku; Wakatobi, Southeast Sulawesi; Tanjung Kelayang, Bangka Belitung Islands; Borobudur, Central Java; Tanjung Lesung, Banten; Bromo Tengger Semeru National Park, East Java and the Thousand Islands, DKI Jakarta (Putra, 2018).

One of the villages that have become the focus of the Government in developing ten priority tourism areas is Ranu Pani Village, which is located on the west side of Lumajang Regency, to be precise, in the Bromo Tengger Semeru National Park Area. Ranu Pani is a village with an altitude of 2100 MASL, which is included in one of the lists of the highest villages in Indonesia (Sushmita, 2022). Its location in the highlands makes Ranu Pani Village have cooler temperatures and beautiful mountainous landscapes. In addition, the majority of the population of this village are residents of the Tengger tribe who are still attached to their cultural activities. So that not infrequently, tourists enjoy the natural scenery, atmosphere, and culture in this area. The Government and residents have taken various methods to increase tourist visits to Ranu Pani Village, including marketing, increasing accessibility, building destinations, and improving the quality of tourism resources and institutions.

Land clearing cannot be avoided as there are many developments and developments in an area. This is supported by a statement from Limbong & Soetomo (2014) that a tourism area cannot be separated from the development and use of land to create infrastructure. The higher the intensity of visits by tourists, the higher the potential threat to the environment that will be caused. In addition to constructing infrastructure that will take up a lot of green space, visitor waste also causes environmental damage in tourist areas. Tourism, on the one hand, helps the economic growth of a region but will backfire on its natural preservation.

The dynamics of environmental damage, which impacts decreasing the quality of the ecosystem of an area, also occurs in Ranu Pani Village, Lumajang Regency. According to a presentation from Walhi in 2021, there are 2,139 hectares of damaged forest out of 50,276 hectares, or around 4% of the total forest in the Bromo Tengger Semeru National Park area. This is due to forest encroachment, forest fires, land clearing, and other issues that cause damage. According to Pinto (2016), one of the damaging factors around the tourist area is due to efforts to increase income that are not in line with the concept of environmental sustainability. Many seek profits without looking at aspects of natural sustainability, causing ecological damage in several areas. Some causes of damage in the Ranu Pani area are forest encroachment, sedimentation,

pollution, disposal of plastic waste, and tourism management that does not consider ecological aspects in a balanced way.

Based on the observations and interviews that researchers conducted, Ranu Pani Village experiences yearly mud floods. According to Maya (2020), apart from being caused by high rainfall, this is due to a large amount of land clearing, planting systems that are still traditional (not terraced) by residents, and forest fires around the area that have not been restored. So that it causes the water catchment area to decrease and cause flooding, another problem is a large amount of plastic waste from tourism activities that are thrown away without any recycling or other utilization process, so it is not uncommon to find a lot of plastic waste around the Ranu Pani area itself. Apart from the use of hilly land for farming and tourism activities that do not look at ecological aspects as described above, the quality of the sustainability of the Ranu Pani ecosystem is threatened with decreasing due to the significant silting of the lake every year and the presence of the invasive plant *Salvinia molesta*. Departing from these concerns, Pokdarwis took several concrete steps, namely by inviting several stakeholders and establishing communication with the community to find concrete solutions to the crises in Ranu Pani Village through the application of the ecotourism concept.

The presence of ecotourism is also considered capable of mediating between conservation interests and economic interests (Karim et al., 2019). According to research by Aryunda (2011), applying ecotourism can also increase people's income. Aryunda explained that people who have businesses in the tourism sector have experienced a 79-100% increase in revenue. The same thing was conveyed by (Waylen et al., 2009) in their research; they revealed that ecotourism is one of the right steps in improving the community's economy without ignoring conservation principles. Developing sustainable ecotourism requires a set of strategies that become a reference in communicating the importance of environmental sustainability in establishing a tourism destination.

LITERATUR REVIEW

Tourism Communication Strategy

Strategy is defined by Effendy in Prigunanto (2014) as a planning and management effort to achieve a goal. According to him, in achieving the goals that have been proclaimed, it is necessary to have a map as a guide and show tactics in operations. Meanwhile, Tourism Communication is defined as a study that develops in a multilinear manner that examines how the field of communication studies is used in efforts to advance tourism (Bungin, 2017, p. 92). Based on this explanation, the Tourism Communication Strategy can be interpreted as a reference for allocating various resources and efforts to achieve goals in developing and developing tourism in an area.

Ecotourism

Ecotourism is defined by Tsaur et al. (2006) as a branch of the tourism sector that focuses on community contributions to sustainable development. The purpose of ecotourism according to Ceballos-Lascuráin & Héctor (1996) is to provide experiences of interacting with nature, preventing environmental damage, communicating with local communities, and also aims to increase cultural and environmental awareness in an area. There are many definitions of ecotourism, but they have the same core, namely a tourism activity that has characteristics

about ecotourism itself, namely having environmental conservation activities, local wisdom, involving community participation and being able to bring sustainable benefits.

As shown in Figure 1, there is only a slight difference between conventional tourism and ecotourism, which also shows that there is no absolute boundary between sustainable and unsustainable tourism (Eriksson, 2003).

Ranu Pani Village is an area within the Bromo Tengger Semeru National Park area. Based on the division of the area, this village is located in the west of Senduro District which is part of Lumajang Regency. To get to this village, it can be reached through two routes, namely the first through the east route from the Senduro direction, the second from the north, namely through the Tumpang District, Malang Regency. The village of Ranu Pani is inhabited by the Tengger people, the majority of whom work as farmers. However, public awareness of the tourism potential has appeared. This is reflected in a friendly, warm and open attitude towards tourists. In addition, many of the Ranu Pani community have started building homestays. The people of Ranu Pani are slowly starting to realize that they cannot fully depend on the agricultural sector for their economy. Steep and narrow land contours are prone to causing erosion on hills, pollution and sedimentation in lakes.

RESEARCH METHODS

The approach used in this study is a constructivist approach using descriptive methods with a qualitative approach. The illustrative method is defined by Amiruddin (2016) as a problem-solving procedure investigated with describe the state of the subject/object of research (a person, institution, community, and others). This method is not limited to the collection and process of compiling data. It also includes analysis and interpretation of the data to provide an adequate understanding of the facts in the field. In selecting informants, researchers used a purposive sampling method. Purposive sampling is a technique for selecting informants based on certain objectives or considerations beforehand (Yusuf, 2014). These particular considerations, for example, are people considered to know and master the theme to be studied, making it easier for researchers to explore the object or social situation to be learned.

Data Collection Technique

The technique that researchers use in collecting complete data is to use:

Interview:

In this study, the authors used an unstructured interview technique (Sugiyono, 2014), defined as interviews arranged systematically and completely in data collection. Researchers use this technique to obtain information, data, and facts found in the field to get a clearer picture of Tourism Communication Management Based on environmental sustainability carried out by Pokdarwis Ranu Pani. Besides that, through this technique, researchers can also find information about the preparation, implementation, and obstacles to be used as evaluation material for the next step.

Documentation:

Documents are any written materials, films, or records not prepared because of an investigator's request (Narbuko & Ahmadi, 2010). Researchers use the documentation method

to investigate written objects such as books, magazines, documents, regulations, meeting minutes, diaries, etc.

Observation:

In this study, researchers used passive participatory observation, where they only focused on the place or object of research without getting involved with its activities. While in the field, researchers will dig up data and conduct a direct analysis of the data that researchers have obtained because, in qualitative research, the process of analysis and data collection can be carried out simultaneously (Taylor et al., 2016).

Data Analysis Technique

The data analysis technique used in this study uses the Miles, Huberman, and Saldana models by condensing data, presenting data, drawing conclusions, and verifying. According to Miles and Huberman (2014, p.10), data condensation is the process of selecting, focusing, simplifying, abstracting, and transferring data obtained from the field to a worksheet. Presenting data is organizing information based on the main points contained in condensing data and then giving it using logical and systematic sentences. The process of concluding is an analysis component that is explained systematically. The data conclusions obtained are dynamic because they will continue to develop in line with the discovery of new data.

RESULT AND DISCUSSION

Profile of Pokdarwis Edelwais Ranu Pani

Pokdarwis (Kelompok Sadar Wisata) Edelwais Ranu Pani is an institution at the community level with a membership consisting of tourism activists who have concern and responsibility and act as movers and communicators in supporting the creation of a positive environment in the growth and development of tourism activities in the village. Ranu Pani.

Development of Ecotourism in Ranu Pani Village

Ranu Pani has several tourist attractions, such as beautiful scenery with mountainous landscapes, a cool atmosphere, and people known to be friendly and have a variety of unique cultures and customs. This gives Ranu Pani very potential to be developed into a tourist area. But the development of tourism in a room is accompanied by products that can potentially damage environmental sustainability. Therefore, Pokdarwis Edelwais Ranu Pani developed several strategies to increase regional income through tourism activities but still adhered to the principles of ecological sustainability and local customs by implementing ecotourism.

Synergy as a Strategy for Pokdarwis Ranu Pani in Building Ecotourism.

In its efforts to create a sustainable tourism concept based on local wisdom, Pokdarwis Ranu Pani uses a strategy of collaboration with various parties. Among others are:

Collaborating with the Government:

The role of the Government in development activity is very important. Bearing in mind the Government is the highest institution in an area with the authority and ability to formulate and implement development policies. In this case, the Government that has a role in developing ecotourism in Ranu Pani Village includes the Village Government, the Pariwisata Service, and the Bromo Tengger Semeru National Park, which is under the authority of the Ministry of Forestry and Environment (KLHK). The collaboration carried out is in the form of improving

the quality of human resources for the people of Ranu Pani Village through several pieces of training, such as training to become tour guides, MSME training, ecotourism training, etc.

Collaborating with Educational Institutions:

In improving the quality of tourism services in Ranu Pani Village, Pokdarwis is collaborating with Malang State University to formulate a booking system to facilitate access for potential tourists. This collaboration also produces a guide for homestay managers in procedures for serving guests/tourists.

Collaborate with NGOs:

Collaboration is one of the most effective ways to achieve the stated goals in the ecotourism development process. Pokdarwis Edelwais Ranu Pani collaborated with an NGO in East Java, namely EJEJF (East Java Ecotourism Forum). This collaboration resulted in several plans, such as designing programs and attractions within the scope of ecotourism activities.

Collaborate with Outsiders in Implementing Green Marketing:

Outsiders are defined as outsiders who do not belong to a group. The outsiders referred to in this section are people and groups not part of Pokdarwis but who have a role in ecotourism development in Ranu Pani Village. The collaboration is in the form of creating green marketing content. Green marketing was born because of environmental problems, mostly caused by marketing activities. Hence, marketing academics and practitioners began to instill ecological issues as the main principles in the marketing concept (Ginsberg & Bloom, 2004).

Conducting Internal Communications to the Community

Communicating is a process of delivering messages to recipients of news that aim to create an interaction to get agreement in deciding a problem and achieving the desired goals. As stated by an expert, that communication is very important in an action change to get maximum results, and there are no obstacles in conveying the message itself.

Increasing Community Participation Through Interpersonal Communication:

Communication activities in the community sphere should not only be source-oriented and media-centric. But it must involve community participation and not place it in a passive position (Hadikurnia, 2019). This is also to ecotourism principles that focus on community involvement in every development program. In increasing community participation, Pokdarwis approaches interpersonal communication. Interpersonal communication is carried out through 'njagong' activities or gathering in an informal forum with a small scope. The message content is about the development of tourism, disaster management, and environmental sustainability. This step was taken so that the delivery of letters to the public was effective and efficient.

Perform Risk Communication:

Risk communication has a goal so that people pay more attention to the impact of damage that might occur (Yudarwati et al., 2021). Pokdarwis, together with the TNBTS, conducts risk communication to the people of Ranu Pani Village regarding the worst risks that will be experienced by the Ranu Pani environment if there is no serious handling related to tourism, agriculture, and environmental management in Ranu Pani Village. This is done so that the community has an idea of all the possibilities that will occur so that there will be awareness in the community to manage tourism and the environment in Ranu Pani Village wisely. Risk

communication is informal to the public through the 'njagong' activity carried out by TNBTS extension officers and Edelweiss Ranu Pani Pokdarwis members.

CONCLUSION

In building ecotourism in Ranu Pani Village, Pokdarwis edelweiss uses several strategies, namely internal and external communication strategies. The internal communication strategy carried out by Pokdarwis is to make approaches through interpersonal communication to the local community through njagong activities with the hope that it will increase community participation in ecotourism development in Ranu Pani Village. In addition, Pokdarwis conducts risk communication in collaboration with the TNBTS to appeal to the public about the risks of environmental damage. At the same time, the external communication carried out by Pokdarwis is by synergizing with several parties, such as the government, educational institutions, NGOs, and outsiders, in building and supporting ecotourism development in Ranu Pani Village.

SUGGESTION

Based on the research that has been done, the researchers see several suggestions related to the communication strategy carried out by Pokdarwis in developing ecotourism in Ranu Pani Village.

1. Conduct a more comprehensive capacity building for Human Resources, especially for the younger generation in Ranu Pani Village. Remember, they are the ones who will become the next generation in Ranu Pani Village.
2. Hold regular meetings between the Village Government, traditional institutions, tourism actors, and youth to discuss the sustainability of tourism that prioritizes environmental sustainability. In addition, to foster an understanding of conventional rules and the meaning of life for the Tengger Tribe so that they do not fade away and create regeneration in the future.

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