

Marketing Communication Strategy of the Bima Regency Tourism Office in Promoting Tourist Village

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ABSTRACT

The Communication Strategy of the Bima Regency Tourism Office in Promoting Maria Village as a Tourist Destination aims to determine the communication strategy implemented by the Bima Regency Tourism Office in promoting Maria Village as a tourist destination. This study used a descriptive qualitative method, gathering data through interviews, observation, and documentation. The data were analyzed descriptively through the processes of data collection, data reduction, data presentation, and drawing conclusions. The research results reveal that the tourism office's communication strategy in promoting Maria Village as a tourist destination involves advertising through television, radio, brochures, and organizing events. Effective cooperation is maintained between the regional government, central government, tourism awareness groups, and the local community, ensuring well-executed promotional activities. Additionally, the Bima Regency Tourism Office utilizes social media platforms for promoting Maria Village, along with direct outreach to the community and relatives. However, despite these efforts, all the marketing communication strategies employed have not maximized the number of visitors to Maria Village. This is attributed to several factors, including limited government funding, preventing optimal promotional activities. Furthermore, inadequate infrastructure, a lack of human resources due to insufficient awareness of the importance of tourism development in Maria Village, and a lack of innovation by the Bima Regency Tourism Department and the community in enhancing the attractiveness of Maria Village for visitors contribute to this challenge.

Keywords: Strategy, Communication, Tourism, Maria village

ABSTRACT

Strategi Komunikasi Dinas Pariwisata Kabupaten Bima dalam Mempromosikan Desa Maria sebagai Destinasi Wisata bertujuan untuk menentukan strategi komunikasi yang diterapkan oleh Dinas Pariwisata Kabupaten Bima dalam mempromosikan Desa Maria sebagai destinasi wisata. Penelitian ini menggunakan metode kualitatif deskriptif, dengan mengumpulkan data melalui wawancara, observasi, dan dokumentasi. Data dianalisis secara deskriptif melalui proses pengumpulan data, reduksi data, presentasi data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi komunikasi dinas pariwisata dalam mempromosikan Desa Maria sebagai destinasi wisata melibatkan iklan melalui televisi, radio, brosur, dan penyelenggaraan acara. Kerjasama efektif dijaga antara pemerintah daerah, pemerintah pusat, kelompok kesadaran pariwisata, dan masyarakat lokal, memastikan kegiatan promosi berjalan lancar. Selain itu, Dinas Pariwisata Kabupaten Bima juga memanfaatkan platform media sosial untuk mempromosikan Desa Maria, bersama dengan promosi langsung kepada masyarakat dan kerabat. Namun, meskipun upaya tersebut, seluruh strategi komunikasi pemasaran yang diimplementasikan belum berhasil memaksimalkan jumlah pengunjung ke Desa Maria. Hal ini disebabkan oleh beberapa faktor, termasuk keterbatasan dana pemerintah yang menghambat kegiatan promosi optimal.

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Selain itu, infrastruktur yang kurang memadai, kurangnya sumber daya manusia karena kesadaran yang tidak memadai tentang pentingnya pengembangan pariwisata di Desa Maria, dan kurangnya inovasi yang dilakukan oleh Dinas Pariwisata Kabupaten Bima dan masyarakat dalam meningkatkan daya tarik Desa Maria bagi pengunjung, berkontribusi pada tantangan ini..

Kata kunci: Strategi, Komunikasi, Pariwisata, Desa maria

INTRODUCTION

Tourism development is an effort to plan, implement, and control tourism activities towards a better direction. Tourism development includes 4 (four) pillars of national tourism, namely tourist destinations, tourism marketing, tourism industry, and tourism institutions. According to Law No. 10/2009 on Tourism explains that strategic tourism areas are areas that have the main function of tourism or have the potential to develop tourism that has an important influence in one or more aspects, such as economic growth, socio-culture, empowerment of natural resources, environmental carrying capacity, and defense and security. A well-managed area will increase profits and bring in tourists who can affect economic growth. So that areas that have tourist attractions will experience rapid development in the field of tourism and economic growth of the surrounding community. The government is not enough to make regulations but must be able to develop and manage tourism in areas that have tourism potential.

Furthermore, tourism development efforts are also supported by Law number 9 of 1990 which states that the existence of tourist attractions in an area will be very beneficial, including increasing Regional Original Income (PAD), increasing the standard of living of the community, and expanding employment opportunities, increasing love for the environment and preserving local nature and culture. Therefore, the development and implementation of tourism must be pursued in a planned manner. Gradual and sustainable after careful study. There are eight regional government affairs described in Law Number 23 of 2014 concerning Regional Government, one of which is the tourism option which is currently considered a supporting sector for regional development. Regional development will make the region more independent and able to compete with surrounding areas.

One of the areas that has tourism potential is Maria Village, Bima Regency. Maria village was designated as a tourist village by the Minister of Tourism and Creative Economy (Menparekraf) in 2021, highlighting the cultural element of "Uma Lengge" as well as participating in the advanced stages of the Indonesian Tourism Village Award (ADWI) 2021 from 70,000 villages in Indonesia. Maria village became the 3rd ambassador of Bima Regency tourism village in West Nusa Tenggara province. The Tourism, Youth and Sports Office (DISPAR) of Bima Regency began drafting a draft Regional Tourism Development Master Plan (RIPPDA) with the aim of preparing the tourism sector development program and preparing a more detailed tourist attraction development plan. In the document, the Regional Tourism Development Master Plan (RIPPDA) is prepared regarding the plan to establish a number of tourist villages that have the potential for future tourism development. One of the tourist village objects is Maria village which is located in Wawo District, Bima Regency, West Nusa Tenggara province, Indonesia.

Maria village is a tourist village that has a unique cultural tourism attraction "Uma Lengge", which is a traditional house building with unique artistic building materials in the form of wood, bamboo, thatch or reeds as roofing material (the roof) is high conical. The pole or in the Bima language Ri'i Uma is in the shape of the letter A, each Ri'i is given a Wole like a peg to lock the pole. From this uniqueness, now Uma Lengge has been used as the main tourist attraction in Maria village. Uma lengge in the past the people of Bima functioned as a barn to store rice, corn and other crops. Not only uma lengge in maria village has several cultural attractions such as *makatua* traditional dance, *wura bongi*

monca dance, *kareku kande*, *sanggele* and *mpa'a ntumbu tuta* dance. When visiting maria village there are also souvenirs made by local people such as *tembe nggoli*.

Based on the list of tourist visits from the Bima Regency tourism office in 2020, the number of tourists visiting Maria Village is 2,342 people, while in 2021 the number of tourist visits is 7,701 people and in 2022 the number of visits is 3,540 people. It can be concluded that there has been a decrease in the number of tourist visits in Maria village for the last 1 (year) year due to the lack of maximum promotion carried out by the Bima Regency tourism office. So that the number of visits is still minimal and has not maximally increased. At present, Maria Village has been designated as a tourist village that presents a cultural area with its characteristic "Uma Lengge" and has been maximally displayed in terms of facilities and infrastructure both in quality and quantity. And this is inseparable from the role and obligation of the government, more specifically the Bima Regency Tourism Office in promoting and highlighting Maria Village as a tourist village to attract tourists to visit. Based on the description, this study aims to further examine how the community, as well as the Bima Regency tourism office, show Maria Village as a tourist village that has its own characteristics and attractions. In order to be able to maximize the marketing communication strategy by disseminating and informing the advantages of tourism products so that local or foreign tourists are willing to travel to Maria Village.

LITERATURE REVIEW

Communication Strategy

Strategy comes from the classical Greek "*stratos*" which means soldier and the word "*agein*" which means to lead. So, strategy is a military concept that can be interpreted as the art of war par ajenderal (The Art of General), or the best plan to win the war (Cangara, 2014). According to Mulyana (2005); Ross (1977) states that, the definition of communication is the process of sorting, selecting and sending symbols in such a way as to help listeners evoke responses or meanings from thoughts similar to those intended by the communicator. Communication strategy is a concrete stage in a series of communication activities based on a unit of technique for implementing communication objectives, while technique is a choice of certain communication actions based on a predetermined strategy, a plan that includes methods, techniques, and functional relationships between elements and factors of the communication process for operational activities in order to achieve goals and objectives (Efendy, 2005).

Integrated Marketing Communication (IMC)

IMC (Integrated Marketing Communication) is a concept of marketing communication planning that introduces the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines such as general advertising, direct response, sales promotion, public relations, online marketing and combines these disciplines to provide clarity, consistency and maximum communication impact (Blakeman, 2023; Juska, 2021; Rehman et al., 2022).

According to Kotler et al. (2001), Integrated Marketing Communication (IMC) is the concept of an organization in combining and aligning communication channels in providing messages in a straightforward, coherent, and able to give consumers confidence in the products offered/ marketed.

The application of Integrated Marketing Communication (IMC) will make the message to be conveyed to consumers can be right on target and well received, it will lead to increased purchases. In essence, IMC integrates all promotional tools so that these tools can work together harmoniously.

Integrated Marketing Communication (IMC) is a marketing communication planning concept that adds value to an in-depth plan by evaluating the strategic role of various communication sciences and combining them to produce accuracy, consistency, and maximum communication effects through the integration of separate messages.

Marketing communication includes three main objectives, namely, to disseminate information (informative communication), influence to make purchases or attract consumers (persuasive communication), and remind the audience to make purchases of reminder communication (Suryanto, 2015). Strategy is an art which involves the ability of the mind to bring resources to achieve goals by obtaining maximum profit (Alzoubi & Aziz, 2021; Hussain et al., 2021; Jensen & Whitfield, 2022). Communication strategies can be said to be ways or tactics that can be done in communication planning.

To ensure the smooth running of marketing communication activities, it is necessary to implement the elements of a marketing communication strategy. According to the definition of Armstrong et al. (2006); Panuju (2019), these elements include Public Relations, which is a process of interaction between an organization and the public to create public opinion, provide perceptions, instill understanding, foster motivation, and create public participation. Personal selling, on the other hand, is a face-to-face activity or direct interaction with potential customers to make sales. Sales promotion is a short-term activity to influence and persuade people to be interested in trying and buying products or services, with steps such as determining goals, developing programs, and evaluating results. Online marketing is a company's interaction with consumers through online and electronic media. Finally, advertising is an activity to promote goods or services through ideas or ideas, presented in a non-personal form by an agency or sponsor.

According to Revida et al. (2021) a tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village itself starting from socio-culture, daily customs, has a typical village architecture and spatial structure and from socio-economic life or economic activities that are unique and interesting and have the potential to develop various tourism components such as attractions, accommodation, food and beverages, souvenirs, and other tourism needs.

According to Dolezal & Novelli (2022); Rosalina et al. (2020), there are several requirements that must be met so that a village can be categorized as a tourist village. First, the village must have the potential for uniqueness and distinctive tourist attractions, both in the form of the physical character of the rural environment and the socio-cultural aspects of the community, which become tourist attractions. Second, the village needs to have tourism support and facilities that are ready to support rural tourism activities. Furthermore, interaction with the tourist market is also a criterion, which is reflected in the visits of tourists to the village. Finally, the active participation of the local community in supporting village development related to tourism is also an important factor in determining the status of the village as a tourist destination.

According to Purba et al. (2020) states that the basic principle of village development is to emphasize changes in innovation and development in all aspects of community life, both physical and non-physical in nature towards equitable development with social justice. Tourism village innovation is an innovation made to products, technological processes, and human resources which include attractions, amenities, and accessibility as well as other supporting facilities in tourist villages (Revida et al., 2021). Tourism objects that are well marketed through tourism marketing will be better known to tourists so that they invite tourists to make tourist visits (Purba, 2020). The number of tourist visits is an indicator used in measuring the achievement of the tourism industry and is able to have an impact on society and of course the government. The needs of tourists are tourism products so that tourist villages as tourist destinations must prepare tourism products (Arismayanti et al., 2019; Kotler, 2009; Sara et al., 2021).

METHODS

This research was conducted at the Bima Regency Tourism Office located on Soekarno Hatta Street No. 1, Raba-Bima, West Nusa Tenggara and at Uma Lenge Maria Village, Bima Regency. researchers used descriptive qualitative research methods because this research explores the process of promoting Maria Village as a tourist village carried out by the Bima Regency Tourism Office. Therefore, the author uses more of a comprehensive approach in this research, which means that during the research process, the author will

explore more information with the parties at the research location. Thus, researchers can more freely obtain more detailed data about various things needed for research purposes.

While informants were selected purposively (by having inclusion criteria). The purposive selection in this study will be guided by the requirements that must be met such as knowing the research problem, willing to be interviewed, Bima Regency tourism office employees who know about tourism promotion in Maria village, Uma Lengge tourism object manager of Maria village, able to communicate well. Data collection was carried out using interviews, documentation and literature review.

RESULTS AND DISCUSSION

Bima Regency in West Nusa Tenggara Province is mostly a hilly and mountainous morphology, Bima Regency also has various tourist attractions that are very fascinating. Therefore, regional development in the tourism sector is the main need of Bima Regency at this time. In supporting the successful development of the tourism sector, one of the instruments needed is the opening of an investment climate both from within and from abroad by utilizing accurate, timely, sustainable and effective data, so that the expected targets can be achieved maximally and optimally. The media used in the communication strategy of promoting Maria village as a tourist village.

The first is advertising. Advertising is any form of non-personal communication through various mass media such as TV, radio, magazines and newspapers regarding information about products (destinations) and services located in tourist villages (Figure 1). This communication element is most widely used by marketers because it can reach a larger target audience than other elements. In addition, advertising can also build equity by creating a brand image of the tourism village through the execution of advertisements into the minds of potential tourists. Based on the results of interviews with several Bima Regency Tourism Office parties, information was obtained about the communication strategy in promoting Maria Village as a tourist village. According to the informant Mr. Rahmatullah, as the head of the Marketing Division at the Bima Regency Tourism Office that:

“The strategy carried out by us to promote Maria village at this time is to use all kinds of media through television, radio, social media, brochures and everything that can be used for promotion.” (interview March 30, 2023).

The same thing was also said by Mr. Rahmatullah, related to the previous statement that:

“Many people don’t know that we also do promotions through advertisements and television broadcasts, for example at that time on Bima TV discussing many things about Uma Lengge in Maria village. Apart from that, brochures and pamphlets are our reach to not stop disseminating information and the potential that exists in the village.” (interview March 30, 2023)

Based on the informant’s statement above, the Bima Regency Tourism Office determines what media are used in disseminating its messages. Therefore, the media used also varies according to the needs and characteristics of the audience. The resulting promotional messages are poured in the form of brochures and pamphlets and through television which contains tourist objects, community culture, tourist attractions, and existing infrastructure. Tourism villages are becoming quite a concern now, because as is known Wawo Maria is one that presents tourism potential, so the government must be observant of the potential that exists because with the progress of the times people certainly want to enjoy new and different tours because they want to experience new experiences and forms of promotion on various fronts are also attempted to be material to attract potential tourists.

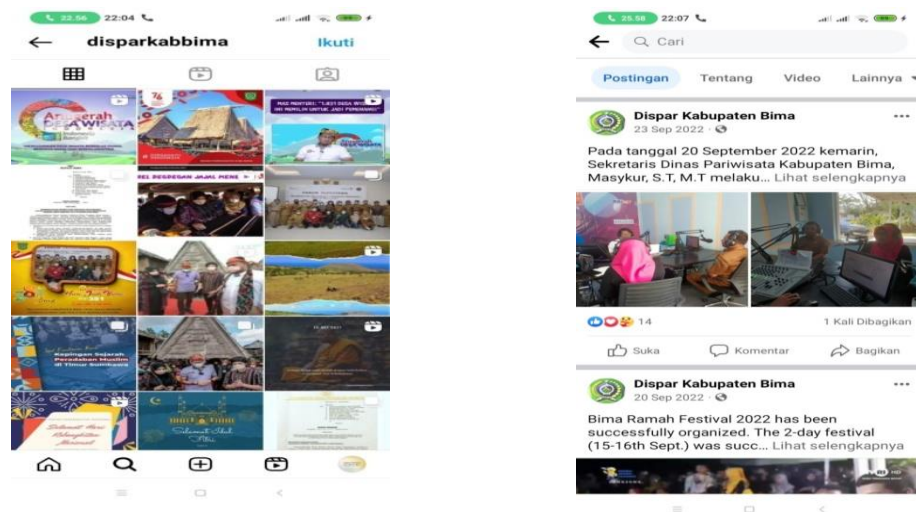


Source: Bima Regency Tourism Office

Figure 1. Advertising Promotion Through Radio, and Brochures

The mass media used by the Bima Regency tourism office for the promotion of maria village is television. As audio-visual media, the dissemination of news information on television, radio and brochures about new tourist villages can be an alternative discourse in the community, this is supported by the power of television and radio news which lies in actual images and sound.

The second is online marketing. Online marketing is the practice of utilizing web-based channels for the dissemination of messages about tourist villages to potential tourists, the methods and techniques used for online marketing include email, social media, advertising and many more. Marketing is done to reach customers through channels where they spend time reading, searching, or socializing online (Figure 2).



Source: Facebook, Intagram, Youtube and Twitter Bima Regency Tourism Office

Figure 2. Social Media of the Bima Regency Tourism Office

This is emphasized by Mrs. Khusnul Khatimah as the head of the sub-functional section of the young expert planner, that:

“There are several aspects that we do in the process of promoting Maria Wawo Village as a tourist village, using social media such as Instagram, Facebook, YouTube, and Twitter. However, we have the intention of planning to create destination content including Maria Village as a form of promotion and fulfillment of the Strategic Plan (Renstra) set by the government for 2021-2026.” (interview March 30, 2023)

The statement delivered refers more to how the Bima Regency tourism office's efforts in carrying out promotional activities to highlight and introduce the village of Mary to tourists through digital media such as Facebook, Twitter and YouTube.

The third is personal selling (Figure 3). Personal Selling is a form of direct communication between tourists and certain potential parties to provide information about the products being sold. In this case the tourism office promotes by interacting directly with tourists, this program is very beneficial for tourists because they get destination information from trusted people.

Based on the statement of Mr. Rahmatullah as head of marketing that:

"The head of the department often in every activity or event there will be activities to chat face-to-face with tourists, provide confidence and information to them regarding the destination products they visit, explain in detail while encouraging them to come back to enjoy because there are not too many tourist villages in Bima Regency" (interview March 30, 2023).



Source: Bima Regency Tourism Office

Figure 3. Personal Selling Activities of the Bima Regency Tourism Office

From the informant's statement above, the promotion of the tourism office based on the direction of the leadership and staff introduces the village of Mary productively by taking a personal approach to tourists and this is one of the effective ways to introduce the village of Mary directly to tourists.

The fourth is public relations. Public Relations (PR) is a management function that evaluates public behavior, which becomes a bridge between the organization and its public, identifies procedures and adapts them to the interests of the general public and then carries them out to gain understanding and acceptance from the public (Figure 4).

For this, the promotion of tourist villages is carried out as much as possible and as interesting as possible in order to attract the attention of tourists, as in the results of an interview with Mr. Rahmatullah as the head of the promotion sector.

"In this case, the direct promotion carried out by the Bima Regency tourism office to further highlight the village of maria and increase the number of visits is by holding certain events such as the Uma Lengge festival event which we manage as interesting as possible in order to be able to bring the interest of tourists to visit. By organizing activities that we think are able to provide information about tourist attractions." (interview March 30, 2023)

The same statement was also made by Mr. Imran Ibrahim as the village head, stating that:

"Every year the village government, through youth organizations and Pokdarwis together with the Bima Regency tourism office organizes a cultural festival or uma lengge festival as it is called and we in the village government have also been implementing it since 2 years ago and this is the third year it will be held on the birthday of Maria village which falls on July 15 every year and will involve the community and be combined with the VI Uma Lengge festival". (interview April 12, 2023)

To maintain the cultural value of the tourism office of Bima district, the Maria village government, Pokdarwis (tourism awareness group) and the community held events and several local events to continue to try to show the potential that exists in Maria village.

This is also evidenced by the statement of Mrs. Lilis explaining about her participation as a tourist in the Uma Lengge festival, that:

"I participated in the Uma Lengge dek festival, I got the information because there was a post from Dispar via the homepage, I came all the way here, the event was lively, there were many performances on display"

Mrs. Lilis' statement above leads to event activities organized by the Bima Regency tourism office.



Source: Tourism Office Website and Facebook

Figure 4. Events organized by Bima Regency tourism

As stated by Mrs. Tajunisa as the economic section head that:

"Maria has become a tourist village since 2019, which has been decree by the governor of West Nusa Tenggara (NTB) at that time and was added by the presence of the minister of tourism on June 13, 2021. The icon of Maria as a tourist village is the Lengge or Uma Lengge, which is the only one still preserved in Bima Regency in Maria, every year local events will be held and this is inseparable from the involvement of the community and the government which is a supporting force in the development and improvement of tourism, especially in Maria, but what is needed now is infrastructure funds and inadequate facilities." (interview April 12, 2023)

With the promotion that has been carried out by the Bima Regency tourism office, the number of tourist visits in Maria Wawo village initially increased because in 2020 there were only 2,342 visitors while in 2021 there were 7,701 people. However, it significantly decreased in the year to 3,540 people visiting and was very inversely proportional to the previous year. As stated by Mrs. Husnul as the head of the sub-functional section of the young expert planner, that:

"Actually, last year we have not maximized promotion and this has affected the number of visits and tourist interest in visiting has decreased far below what is expected, therefore we are trying to maximize the potential of Maria Village, not only relying on Uma Lengge as the main tourist destination but there are traditions and activities that are an attraction, namely the wura bongi monca dance, gantao, taji tuta, and karuku kande." (interview March 30, 2023)

The informant's statement above in terms of promotion has been carried out, but it is still not maximized seeing the decreasing number of tourist visits to Maria village. This proves that there needs to be more effort in the marketing strategy by the Bima Regency tourism office.

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that the communication strategy of the tourism office in promoting Maria Village as a Tourism

Village is by advertising through television, radio, brochures, creating *events*, good cooperation between the local government, central government, the existence of tourism awareness groups and the local community so that promotional activities are carried out well besides that the Bima Regency Tourism Office also promotes Maria Village using Social Media @disparkabbima and Dispar Bima Regency and conducts direct promotion to the community and relatives.

In reality, all marketing communication strategies carried out have not been able to maximize the number of visitors who come to Maria Village, this is due to several factors, namely the limited funds budgeted by the government so that it has not been able to maximize promotion. Furthermore, inadequate infrastructure, lack of human resources because there are still some people who are less aware of the importance of tourism development in Maria Village and the lack of innovation by Dispar Kabupaten Bima and the community in beautifying Maria Village so that it can attract visitors.

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