



IDENTIFICATION OF THE POTENTIAL OF TOURISM VILLAGE COMMUNICATIONS IN THE NEW NORMAL ERA IN SEMARANG REGENCY

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ABSTRACT

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Generating the potential of tourist villages during the pandemic is an alternative way of reviving post-covid-19. The potential of human resources and natural resources must be mapped and then communicated. Semarang Regency has the potential of natural resource wealth. This study aims to determine the communication potential of tourist villages in Semarang Regency during the pandemic, so that this local-based community empowerment can be implemented. Qualitative descriptive research method with data collection through interviews. This study uses a SWOT analysis as a way to determine the potential of a tourist village. The results of the study indicate the background of increasing local-based potential empowerment in the implementation of tourism village

management.

Keywords: Communication Potential; Tourism Village; New Normal

INTRODUCTION

Tourism is a journey from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance and harmony and happiness with the environment in social, cultural, and environmental dimensions, nature, and science. A tourist village is a tourism destination where the village prioritizes attraction that elevates the prevailing traditions and customs and in the tourist village already has several facilities that support both public facilities, tourism facilities and good access to support these activities (Undang-undang No 10 Tahun 2009).

Indonesian tourism had slumped due to the Covid-19 pandemic, causing the tourism sector to experience suspended animation due to the absence of tourists. The Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno, is optimistic that the existence of a tourist village will be one of the winning aspects in supporting the economy after the COVID-19 pandemic. Changes in post-pandemic



tourism trends, namely tourists will choose destinations that prioritize a sense of security, comfort, cleanliness, health, and environmental sustainability. The existence of alternative tourism along with the emergence of various tourist villages certainly has a very good impact, especially for the tourism sector. Tourists will choose to visit the countryside as an alternative tourism because the countryside will create a sense of security and comfort which can certainly provide freshness to tourists because the countryside is a comfortable place to travel with family (Septemuryantoro, 2021).

Semarang Regency is one of the regencies in Central Java that has good natural resources and tourism. The natural resources include agriculture, plantations, fisheries, animal husbandry which of course are easy to develop into tourist villages. Potentials that can be developed in Semarang district include agriculture and tourism, so that tourist villages become one of the tourism potentials that can be developed in Semarang Regency. The new normal era is one way to promote tourism villages through "SIPARTO" (Online Tourism System), SIPARTO is a step in optimizing the management of the Semarang Regency Tourist Information Center (TIC) as an effort to provide services to the public about tourism in Semarang Regency. . (<https://bpsdmd.jatengprov.go.id/>, accessed on 02 October 2022).

The communication efforts that have been carried out in tourist villages are by socializing health protocols in accordance with government recommendations, including using masks, washing hands, maintaining distance, using hand sanitizers, and limiting the number of visitors.

LITERATURE REVIEW

Undang-Undang RI Tahun 1990 Nomor 90 which states that tourism is a type of travel that is carried out voluntarily and is only temporary because it requires limited time to visit a place that is on a list of tourist destinations.

Tourism Village Potential Tourism

Village is a form of community consisting of residents who live in the area, interact directly with the village government, and have awareness and interest in its potential, so that the existence of a tourist village is expected to be able to improve the economy of the local community (Septemuryantoro, 2020).

A tourist village is a rural area that begins with social culture, customs, daily life, architectural features of the building and village layout, socio-cultural aspects and provides an overall atmosphere that reflects the credibility of the village itself. An activity or economic activity that is unique and interesting that can be developed for various elements of tourism, such as: attractions, accommodation, food and beverages, souvenirs and other tourism needs (Priasukmana and Mulyadi, 2001).

Tourist villages certainly have specificities and uniqueness which are the characteristics to be used as tourist destinations, including an environment with natural nuances, traditions and culture that are still held by the community, typical food, agricultural systems and kinship systems (Septemuryantoro, 2021). In general, tourist attractions must provide complete facilities and infrastructure, such as accessibility, amenities, attractions that support tourism activities in tourist villages so that tourists who visit feel comfortable and at home while in the tourist

attraction (Ramdhani and Septemuryantoro, 2022). Tourists who visit can take a tour package at a predetermined rate and can directly contact the manager, to manage the tourist village, the manager cooperates with the community in the village. Community differences in the development of tourist villages will not work if the community has not actively participated in empowerment activities.

According to Priasukmana and Mulyadi (2001) that tourist villages are required to meet several requirements, including: excellent accessibility, easy access to various means of transportation so that tourists do not find it difficult to reach the place, interesting objects in the form of nature that can support local tourism activities, arts and culture, legends, local food, and developed as tourist attractions, community support and village officials in supporting tourism village activities, village security must be maintained to increase tourist comfort, availability of accommodation shelters for tourist villages, adequate telecommunications and human resources, climate which is cool and comfortable as one of the conditions for tourism, about other tourists who are commonly known.

Identification of Communication

Communication is a process where we can understand and be understood by others where communication is also in the form of a process which is a dynamic and continuous process in accordance with the prevailing situation, communication appears driven by the need to reduce uncertainty, act effectively, maintain or strengthen ego" (Rohim, 2009). The use of the word communication seems to refer to something that is sent by someone so that from an object or person to another object or person, so that the meaning of the word communication may be a sentence that refers to or as a means used as a form of diversion and or the meaning of the word communication that can be used as a channel. communication as well as in the transmission process (Sulthan and Adiputra, 2021). Whereas in many cases, what is transferred becomes common property or part so that communication also requires a form of participation. Communication is a form of interaction between objects so that later they are able to provide solutions if a problem occurs in the future. Tourism communication has several fields of study that can be expanded, which will continue to develop in the course of expanding the communication science study program and the tourism industry itself, one of which is tourism online communication. This communication examines the application of new media (New Media), new online media (New Online Media), media convergence, media metaphors and virtual media in tourism communication (Bungin, 2015). According to (Kurnianti, 2010) that digital communication marketing strategies can certainly increase the number of tourist visits. Marketing strategy by utilizing social media as a means of communication to promote local tourism (Praktyasa, 2020).

SWOT

Analysis SWOT analysis has four words: Strengths (kekuatan), Weaknesses (kelemahan). Opportunities (peluang) and Threats (ancaman). SWOT analysis is one of the methods used to do this. Evaluate your company's strengths, weaknesses, opportunities and threats. Some experts say that SWOT analysis is a classic strategic planning that provides an easy way to estimate the best way to determine strategy. This tool makes it easier for practitioners to determine what they can achieve and what they need to achieve is considered. SWOT analysis is a tool to identify the various factors that form It is used systematically to formulate corporate strategy.

This analytical approach is based on Logic which maximizes strengths and opportunities while minimizing weaknesses and threats. In short, the SWOT analysis can be applied to the analysis and sequencing that affects the four factors. Therefore, the results of the analysis are as follows: Strategic factors, company strengths, Weaknesses, opportunities, threats.

The elements applied are reflected in the form of a SWOT Matrix, namely:

How strengths can take advantage of existing opportunities

How to overcome weaknesses that hinder the use of existing opportunities.

How power can deal with existing threats.

How to make threats into reality or overcome weaknesses that can create new threats.

METHOD

The method used in this research is descriptive qualitative method, qualitative research is based on the philosophy of post positivism because it is used to examine the condition of natural objects as opposed to experiments where the researcher is the key instrument of sampling The data source is purposive and Snowball is a collection technique with triangulation or a combination from inductive or qualitative data analysis and qualitative research results emphasize meaning rather than generalization. Qualitative research is descriptive in this step the researcher must describe an object, phenomenon or social setting that will be written in narrative writing. This means that in writing the data and facts collected are in the form of words or pictures, not numbers. in writing qualitative research reports containing excerpts of data or facts revealed in the field to provide support for what is presented in the report (Sugiyono, 2011).

According to Siyoto and Sodik (2015) that sampling is a form of non-probability sampling in which decisions about individuals to be included in the sample are taken by the researcher, based on various criteria that may include special knowledge of the research problem, or the capacity and willingness to participate in the research problem. study. The advantage of purposive sampling is that researchers can identify participants who tend to provide detailed and relevant data to the research question. however, in disseminating findings, researchers must be fully transparent about the criteria on which the sampling process is based. The main weakness of purposive sampling lies in the subjectivity of the researcher's decision making is a potential bias, and a significant threat to the validity of the research conclusions. This effect can be mitigated by trying to ensure that there is internal consistency between the aims and the epistemological basis of the study, and the criteria used to select the purposive sample.

RESULTS AND DISCUSSION

Semarang Regency is one of the regencies in Central Java. The area hides millions of attractions around it, including stunning hidden natural panoramas, so that many

people or tourists do not know the beauty of Semarang Regency and its cool location. The investors have not invested much in the tourist area so that investors from within and outside the country are needed to be able to develop the potential that exists in Semarang Regency. The tourist attractions in Semarang Regency can be divided into four categories, namely:

Nature

Cultural Tourism

Artificial Tourism

Industrial Tourism

Semarang Regency has several natural attractions, including:

Wana Wisata Penggaron

Once in the Wanawisata area, visitors can enjoy various interesting activities such as sports, jungle tracking, outbound training, SAR training, camping, scouts, traverse, recreation and picnics, in addition to the beautiful natural atmosphere. It can be done in other open spaces. Not only that, Wanawisata is also used as a pretty good place for bird watching. The area is home to about 97 species of wild birds, including the green peacock, bido snake eagle, birah lizard and flower lizard.

Curug Semirang

Curug Semirang is one of the tourist attractions in the village of Gogik in the district of West Ungaran, Semarang Regency which is now a place to relax. However, considering the existing tourism potential, Curug Semiran presents a new location in the form of a swimming pool which is commonly called Wanawisata Curug Semiran. This place is very suitable for traveling with family because of the natural atmosphere and the Semirang waterfall that can make tourists enjoy the waterfall.

Curug Kembar Bolodewo

Curug or Waterfall Bolodewo are two waterfalls that are close to each other and are called "twins". The word "Bolodewo" is called Curug Kembar Bolodewo because it comes from the puppet character "Baladewa". In this area you can find the traditional food of this village, namely "Montor Mabur". This food is made by mixing cassava with palm sugar.

Curug Bidadari

Waterfall 7 Bidadari is a waterfall located in the area of Mount Ungaran, Semarang. It is located in Semarang Regency, Sumowono District, Kesenen Village. This place is called Curug7 Bidadari because it has 3 levels and 7 waterfalls of different sizes.

Kalipancur

Waterfall Kalipancur Waterfall is a natural tourist destination located in the village of Nogosalen, Getasan district, Semarang regency, about 14 km west of the city of Salatiga. There is no public transportation to get to this tourist attraction so you have to use a private vehicle then walk for more than 3 km to get to the waterfall.

Curug Lawe Benowo Kalisidi

Curug Lawe is one of the waterfalls on Mount Ungaran in Semarang. The waterfall is protected by forest and the semicircular slopes that surround it. Its height reaches about 30 meters and there are water droplets that resemble white threads. That's why it's called "Lawe", to get to Curug Lawe, tourists have to walk about 3 km. The beauty of Curug Lawe can be enjoyed by domestic and foreign tourists.

Gedong Songo

Temple Gedong Songo Temple is a relic of the Ancient Mataram Kingdom, built around the 8th century. It was Ratu Sanjaya, the king, who built the Gedong Songo Temple at the beginning of the reign of Rakai Mataram. However, this Hindu temple was only discovered by Sir Thomas Stanford Raffles until 1804. Initially only seven temple buildings were found, so it was named Gedong Pitu Temple. Then, between 1908 and 1911, a Dutch archaeologist named Vansteijn Karenfels discovered two more temple buildings. Since then, its name has been changed to Gedong Songo Temple and has been restored twice. Gedong Songo temple combines cultural tourism and natural tourism so that it is suitable to be used as a tourist destination.

The cultural tourism owned by Semarang Regency has many varieties, including the Palagan Ambarawa Museum, Ambarawa Railway Museum, Nyatnyono's Tomb, Maria Kerep Ambarawa Cave, Sri Kukus Rejo Gunung Kalong while artificial tours owned by Semarang Regency are: Bukit Cinta Rawa Pening, Emerging Baths Ambarawa, Fountain Water Park, Tirta Argo Siwarak, Lerep Indah Swimming Pool, Kopeng Educational Tourism Park, Rawa Permai, Rabbit Park, Langen Tirta Park, New Bandungan Indah, Eling Bening Ambarawa, Tlogo Resort Plantation, Goa Rong View, Pesanggrahan Watu Agung, Kencana Agro Tourism, Hortimart, Umbul Sidomukti, Banaran Coffee, Tree Top Outbound Kopeng, Bandungan Diva Land, Semilir Hamlet. (<https://visitjawatengah.jatengprov.go.id/>, accessed on August 15, 2022).

Potential Tourism

Villages in Semarang Regency There are 70 tourist villages in Semarang Regency, of course, with the existence of 70 tourist villages, it can increase income for the manager of the tourist village. The potential of tourism villages in Semarang Regency focuses more on 3 aspects, namely waterfalls, plantations and culture.

Curug

There are many waterfalls in Semarang Regency, including the Semirang waterfall which is one of the tourist attractions in Gogik village in the Ungaran Barat sub-district, Semarang Regency which is now a place to relax. However, considering the existing tourism potential, Curug Semiran presents a new location in the form of a swimming pool which is commonly called Wanawisata Curug Semiran. This place is very suitable for traveling with family because of the natural atmosphere and the Semirang waterfall which can make tourists enjoy the waterfall, then there is the Curug Kenbar Bolodewo which has the peculiarity of having two waterfalls that are close to each other and are called "twins". The word "Bolodewo" is called Curug Kembar Bolodewo because it comes from the puppet character "Baladewa". In this area you can find the traditional food of this village, namely "Montor Mabur". Montor

Mabur or the Indonesian term is an airplane that is made into food by mixing cassava with palm sugar and becomes a typical snack of Curug Bolodewo,

As for another waterfall that is quite famous is Curug Bidadari which is a waterfall of seven angels which has three levels with seven waterfalls. with different sizes. The existence of waterfalls in Semarang Regency can certainly attract potential tourists to be able to visit Semarang Regency, of course with good management of these waterfalls can bring income for both the waterfall managers and the Semarang Regency government so that they are able to move the economic sector.

Plantations

Semarang Regency has a number of plantations that can be used to support tourism activities, namely the Hortimart Argo Center in Bawen which has a concept similar to the Mekarsari Fruit Garden, where visitors can enjoy various types of fruit plants and can take various educational classes related to planting, picking fruit. to packaging, apart from Hortimart, there are still many coffee and clove plantations that have not been developed as tourism activities so that later training and assistance are needed to develop potential, especially plantations.

Culture

Indeed, the unique arts and culture of Semarang Regency has attracted the attention of all domestic and foreign tourists. Tourists who come to Semarang Regency only to see the arts and culture of Semarang Regency. There are several arts and cultures that have their own uniqueness compared to other arts and cultures, but also have their own uniqueness. Indonesia is rich in various arts and culture. Here are some arts and culture typical of Semarang Regency. There are several types of culture that are appointed to be used as tourism, including Kuda Lumping which is a traditional dance that depicts soldiers who will fight on the battlefield on horseback, while the horses used are made of woven bamboo made by horses. This dance is easy to find when there are traditional activities in the Semarang Regency community. Tongkling is a form of gratitude for the people of Semarang Regency to God Almighty and there is still a strong element of mutual cooperation in the people of Semarang Regency.

The tongkling or kentongan is usually sounded to welcome the activities of the local community's traditional party. This Tongling art tradition is usually staged in performing arts for public entertainment and for important purposes such as celebrations and cultural carnivals. In the past this tongling art was associated with Macapat songs, but now Kentongan is combined with modern songs of its time. There is no special ritual in the tongkling game. Various groups, ranging from adults to children, can play pliers and participate in the game of pliers. In the past, children played Kentongan and adults played drums and gamelan with Macapat songs. The tongkling game itself has four singers whose goal is to create a sound that harmonizes with the Kentongan instrument. The art of tongkling itself has existed in Semarang Regency for 16 years. This tongling art must be cultured together so that it disappears with the times and is not filled with sophisticated techniques.

Tongling can be maintained as public entertainment and as education to provide insight for those who do not know about the art of tongkling. Cultural activities in Semarang Regency have not been fully explored, so assistance from relevant

agencies and agencies is needed so that later it will further enrich the culture in Semarang Regency, and can become attractions and tourist attractions for visiting Semarang Regency.

Efforts have been made by the Department of Education, Culture and Sports, Semarang Regency.

The efforts that have been made by the Semarang Regency Education, Culture and Youth Sports Office include: Semarang Regency Sports

Culture and Youth Education Office fosters, trains, Semarang patents fosters, trains, how to manage, manage to become a Tourism Village with comparative studies to Tourism Villages in Semarang. out of town.

The Department of Education, Culture and Sports of Semarang Regency during the Covid-19 Pandemic carried out socialization of health protocols to the public, such as wearing masks, washing hands, and avoiding crowds.

The Semarang Regency Youth and Sports Education Office in collaboration with the Covid-19 Task Force of the

Semarang Regency Sports Culture and Youth Education Office provided basic food assistance to communities affected by Covid-19.

Semarang Regency Education, Culture and Sports Youth Service with Travel Agents, Bloggers, GENPI in promoting tourism including tourist villages in Semarang Regency

Manage the SIPARTO website (Online Tourism Information System) Semarang Regency (<https://siparto.semarangkab.go.id/>, accessed on August 10, 2022).

Constraints and crisis management

During the Covid-19 Pandemic, people in Tourism Villages were not too affected because people worked daily as farmers, it's just that since the Covid-19 Pandemic the number of visitors in Tourism Villages decreased, thereby reducing the community's additional income. In addition, the public must have been vaccinated and must carry out antigen SWAB.

CONCLUSIONS

A tourist village is a rural area that has several special destinations that are worthy of being a tourist area. In this area, the people still have traditions and culture that are still relatively original. In addition, several supporting factors such as typical food, social systems, and others reveal agricultural tourism village areas. Each village has the potential to become a major tourism asset. The beauty and uniqueness of nature is nature tourism. If the village has a unique tradition and culture, it can be a tourist destination for cultural trips. If the village has a unique traditional food and drink menu, that's okay. The ingredients, taste and appearance make it a great culinary destination in this village. If this village has unique and unique handicrafts that can be a tourist destination for typical village souvenirs. Or if the village has relics or archaeological sites of historical value. Historical/prehistoric times can be a tourist destination in a historic village.

Semarang Regency is one of the provinces in Central Java that has natural resources. tourist. The natural resources owned by Semarang Regency make Semarang Regency what it is. There are tourist destinations that can be developed, such as sea tourism and mountain tourism. In addition, one of the tourism developments in Semarang Regency that can be developed is a tourist village. Efforts to maintain tourism in Semarang Regency during the pandemic are the promotion of tourist villages in collaboration with managing the SIPARTO Website and collaborating with bloggers, travel agents and GENPI. The existence of tourist villages increases the empowerment of the potential of each village but becomes a challenge for the government and the community, proper empowerment and management are needed so that tourist villages in Semarang Regency can continue to develop and increase public interest in visiting tourist villages.

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