



## Communication development on tourism development in Majene Regency

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### ABSTRACT

The main problem in this study was how the development communication model in tourism development in Majene district was explained through the potential advantages of tourism development and how the development communication model used the pentahelix model approach in tourism development in Majene regency. The aims of this study are to analyze the potential advantages and found a development communication model through the pentahelix model approach in tourism development in Majene regency. The method in this study was descriptive qualitative with a case study approach that sought to reveal facts, symptoms and events objectively through development communication in tourism development in Majene Regency. Source of data came from primary data and secondary data. Collecting data was through observation, interviews, documentation, triangulation and reference tracing. Data analysis and interpretation techniques was through data reduction, data presentation, conclusion drawing and data validity. The results of the study stated that the superiority of tourism potential in Majene Regency after the earthquake disaster in early 2021 needed to be addressed. It was found that the development communication model through the pentahelix model approach in tourism development involved pentahelix elements as stakeholders in the planning, implementation and evaluation processes based on their abilities. Communication relationships between elements did not yet show interactive and complex relationships due to different perspectives, lack of coordination and collaboration. It takes a common vision and mission as well as synergy so that it is more effective, measurable, directed and coordinated. The implication of this research is to provide knowledge and understanding to the public about the importance of development communication in adding new insights and knowledge, especially in the study of development communication. In addition, it is necessary to build communication and cooperation between stakeholders in seeing the substance of the development communication model in tourism development in Majene regency.

**Keywords:** Development communication; tourism; pentahelix

## 1. INTRODUCTION

Communication and development are two closely related concepts. Communication plays a crucial role in the development process (Masri, 2014). Development is not merely realized through construction projects that adhere to blueprint frameworks (Adisasmita, 2013), but rather, it is a systematic process of growth and learning (Mukarom, 2020). According to Everett M. Rogers, development communication is viewed as an endeavor to employ communication within mass communication to foster intelligence and social welfare (Hafied, 2020).

The objective of communication development is to analyze and discover exploratory development communication models using the pentahelix model approach in the tourism development of Majene district. Objectively, this research can serve as a critical review for the government and stakeholders within the tourism agency, enabling them to collaborate effectively to enhance the effectiveness of the "pentahelix" concept (Bungin, 2017).

The development communication model cannot be divorced from the influence of technological advancements and collaboration among various relevant stakeholders. In the tourism sector, one approach to developing a development communication model is known as the pentahelix concept. The application of this concept was initiated by the Minister of Tourism in 2016 and subsequently modified in Regulation No. 14 of 2016 by the Minister of Tourism of the Republic of Indonesia, outlining Guidelines for Sustainable Development of Tourist Destinations (Idawati, 2022). The Pentahelix model is an innovative development model derived from the Quadruple Helix model, linking academics, practitioners/businesses, communities, government, and media to create ecosystems rooted in creativity and knowledge. The expected outcome of this concept is a solution for fostering creativity, innovation, and technology in the creative industries (Yasir, 2021).

Majene Regency possesses distinctive natural landscapes and a rich cultural heritage, making it an appealing tourism destination. According to statistical data for Majene district in 2021, there were 133,838 visitors, including 2 international tourists and 133,836 domestic tourists, who enjoyed various forms of tourism such as maritime, nature, and cultural tourism. The planning for rural/kelurahan tourism has started to emerge and take shape because it is seen as manageable and can be transformed into a tourist attraction, driven by the aspirations of the local residents in forms of initiatives and wishes.

Over time, challenges have arisen in the research areas of Dato beach tourism and Baluno beach tourism. These challenges include suboptimal community participation in developing tourism potential, irregular use of media, and limitations in the number and variety of tourist attractions due to the impact of the COVID-19 pandemic in 2019 and an earthquake in early 2021, which had adverse effects on tourism in the district. Majene experienced reduced activity due to the damages sustained. In response to these

challenges, the government continues to encourage, mobilize, and, in some cases, enforce policies and regulations that involve the community in the development process, particularly when facing natural disasters. Despite government-led development programs and innovations, they do not always receive the necessary support or result in increased community participation. This is attributable to the specific conditions, characteristics, and backgrounds of the local community. Therefore, the need for an appropriate development communication model format remains highly relevant. It is from this perspective that it becomes imperative to apply a different development communication model, especially when the characteristics and backgrounds of the people differ.

## **2. METHODS**

The research method employed was qualitative and descriptive, utilizing a case study approach. Data collection encompassed both primary and secondary sources. Primary data was obtained through in-depth interviews, participant observation, and document analysis. The research informants comprised various stakeholders, including the Majene district government (specifically, the tourism office and the Majene community empowerment service), academics, entrepreneurs/businesses, local communities, and the general public related to Dato beach and Baluno beach. Additionally, informants included the local media director, village government officials, Dato beach manager, Chairperson of Bumdesma Binanga Village, Chair of YPPMD, artists, educators, religious leaders, traditional shop owners, and visitors, totaling 20 individuals. Secondary data was gathered from relevant sources and reference materials. Data analysis and interpretation involved techniques such as data reduction, data presentation, drawing conclusions, and ensuring data validity.

The research was conducted at two locations: Dato' beach tourism site and Baluno beach tourist site. The selection of these locations was based on several factors, including ease of management, both from technical and non-technical perspectives. Furthermore, these locations were chosen due to their connection to the theme of communication in the development of tourist sites. Both locations had experienced challenges, including abandonment following a pandemic and earthquake, and there was a belief that they had not been adequately managed.

## **3. RESULTS AND DISCUSSION**

The development communication model has predominantly focused on efforts to drive social transformation through communication with community members in developing countries, especially those who require increased knowledge and life support. Various models of development communication have been implemented and tested in diverse countries. Based on the interviews conducted with the pentahelix elements in this study, the development communication model in tourism development in Majene district, particularly for Dato' beach tourism and Baluno beach tourism, includes the following:

## 1. The Innovation Diffusion Model

The innovation diffusion model involves stages for disseminating a new innovation in tourism development. At Dato beach, a new innovation is in the planning phase, aiming to create a digital application to support "Smart Tourism." On Baluno beach, mangrove seedlings growing within the tidal zone are being developed as forest vegetation for ecotourism. This presents the potential for a new tourism activity that utilizes the surrounding natural environment and is managed with a conservation approach, considering its educational and conservation elements.

The process of introducing new innovations, such as the digital application for "Smart Tourism" at Dato' beach and the development of mangrove plants at Baluno beach, encompasses three stages: the initial stage, the process stage, and the consequences stage. In the initial stage, when the audience is introduced to a new idea, several factors influence their acceptance of the idea. These factors include the recipient's willingness to embrace something new, a broader social understanding beyond their immediate environment, and the perceived need for the innovation. The process stage involves supporting the need for innovation with knowledge related to the values of the social system, ensuring that the innovation aligns with the social and cultural system, facilitating effective communication with the innovation. Subsequently, in the persuasion stage, the innovation undergoes scrutiny regarding its utility, suitability, ease of use, and observability. After the persuasion stage, the decision-making stage follows, where individuals decide whether to adopt or implement the new innovation in tourism development at Dato' beach and Baluno beach. In the decision-making stage, consequences manifest in the audience's response, encompassing acceptance or rejection as a form of confirmation. If the audience accepts the idea or innovation, they are likely to continue using it if they perceive its benefits. Conversely, they may discontinue use and seek an alternative product with similar functionality or abandon the innovation entirely if it fails to meet their expectations.

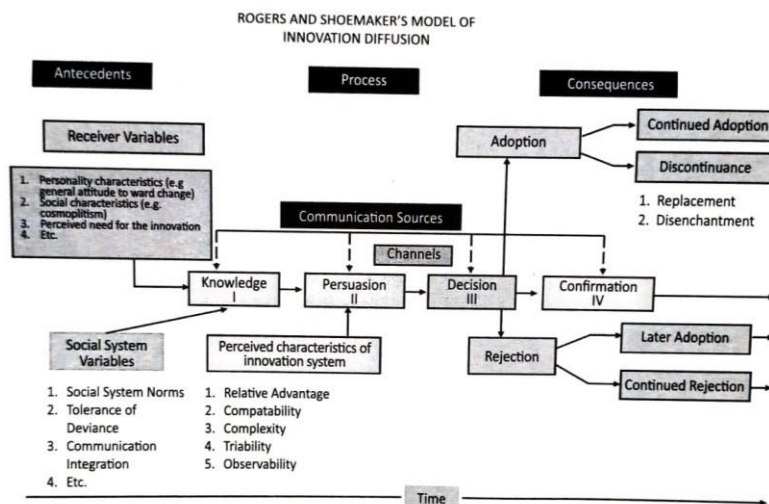


Figure 1. The innovation diffusion communication model by Everett M. Rogers

## 2. Social Marketing Communication Model

The social marketing communication model is employed as a method to apply conventional commercial marketing techniques for the promotion of tourism development at Dato' beach and Baluno beach. The marketing communication program, as outlined in the Majene Regency Tourism Office's work plan, focuses on the cultivation of cultural partnerships, destination development, and tourism promotion. This program is known as the Tourism Marketing Development Program, specifically emphasizing the development of the tourism image. It encompasses various aspects, including the enhancement of tourist destinations, campaigns to raise tourism awareness, and promotional activities and events aimed at promoting these tourist destinations.

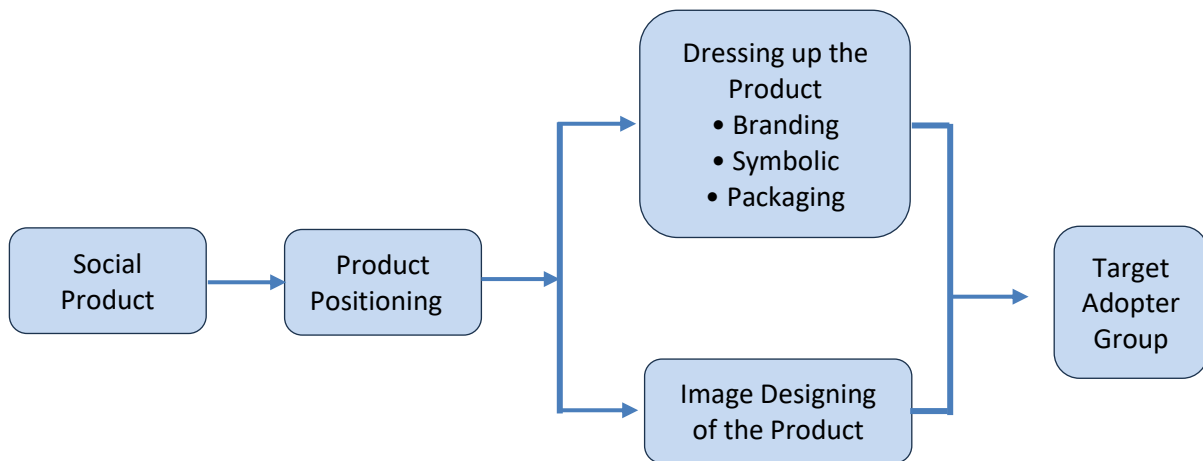


Figure 2. The social marketing model

In the development of the tourism sector in Majene Regency, the Tourism Office is focusing on the growth of marine tourism, primarily centered around the beaches. Two areas with significant development potential are Dato beach tourism in the East Banggae sub-district and Baluno beach tourism in the Sendana sub-district. These coastal areas are distinguished by their natural beauty and the abundance of marine resources, making them prime candidates for optimized management and further development of Dato' beach tourism and Baluno beach tourism.



Figure 3. Dato' Beach Tourism in Banggae Timur



Figure 4. Baluno Beach Tourism di Sendana

Based on the results of interviews with stakeholders from the pentahelix element in this study, it was noted that, "from a geographical perspective, the length of Majene beach is approximately 125 kilometers, and there are several areas along the coast with picturesque views that have the potential for tourism development and can accommodate a large number of visitors." Therefore, it is imperative to continue promoting and encouraging tourist visits to the Dato' Beach tourism sector and Baluno beach tourism. Maximizing the potential of marine tourism requires diligent efforts and collaboration among the central and regional governments, local communities, tourism businesses, and investors. Effective synergy and cooperation from all parties are highly anticipated.

Aligned with the leading and priority programs in national tourism development, marine tourism is recognized as one of the key tourist destinations that demands development efforts. This includes introducing new tourist destinations, supporting environmental preservation campaigns, and enhancing cultural aspects of marine tourism. Furthermore, the enhancement of local human resources will facilitate tourist access to these sites and foster interactions with the local population. The community should remain actively involved in developing creative industries, as marine tourism can contribute to the economic growth of tourist destinations, thereby improving the welfare of local communities.

The Majene Culture and Tourism Office should consider redesigning the development of the tourist areas. This can be accomplished by engaging consultants or a team of experts to create a comprehensive plan for the long-term development of Dato' and Baluno beach areas. These locations, which are popular local tourist destinations during the holiday season, should feature amenities such as playground facilities for children (including wading pools and swings), stalls for creative and handicraft industry traders, outlets for regional specialty culinary offerings, as well as entertainment stages and lodging facilities.

## **CONCLUSION**

The advantages of tourism development potential in Majene district are evident in research aimed at fostering innovation. One such innovation involves the strategic planning to create digital applications that support "Smart Tourism." Meanwhile, at Baluno beach, the cultivation of mangrove seedlings along the tidal lines is being promoted to establish forest vegetation for eco-tourism development. This holds the promise of introducing a new tourism activity that capitalizes on the surrounding natural environment, managed with a conservation-oriented approach, given the educational and conservation elements within the area.

Furthermore, it is imperative to foster communication and cooperation among stakeholders to better understand the essence of the development communication model in tourism development within the Majene Regency. Leveraging both the innovation diffusion model and the social marketing communication model proves highly effective in enhancing development communication practices in Majene Regency's tourism development initiatives.

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