

## Analysis of the Role of Tourism Awareness Group Communication in Developing Tourism Destinations Based on Local Wisdom in Tipang Village, Baktiraja District, Humbang Hasundutan Regency, North Sumatra Province

Halasan Sugianto Sibarani<sup>1</sup>, Humaizi<sup>2\*</sup>, Dewi Kurniawati<sup>3</sup>

Faculty of Social Science and Political Science, Universitas Sumatera Utara

**Corresponding Author:** Humaizi [humaizi@usu.ac.id](mailto:humaizi@usu.ac.id)

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### ABSTRACT

This research aims to analyze the communication role of the tourism awareness group in Tipang village by prioritizing local wisdom in developing tourism destinations, analyzing the strategies of tourism awareness groups applied in developing tourism destinations, and finding the obstacles experienced by tourism awareness groups in developing tourism destinations based on local wisdom. This research uses a descriptive qualitative approach with a phenomenological paradigm. Data collection techniques were carried out through observation, in-depth interviews, and documentation studies. The validity of the data was checked by triangulating interviews with the Lake Toba Authority Implementing Agency (BPODT) and academics who had carried out tourism development activities at the research location. This research found that 1) The communication role of the Tipang village tourism awareness group has three types of roles: active role, participatory role, and passive role. 2) Strategy of tourism awareness groups in developing tourism destinations based on local wisdom Tipang village implements an integration strategy by involving other tourism destination managers, utilizing information dissemination through social media and print media distributed in strategic areas or places

## **INTRODUCTION**

The role of communication in the tourism industry is significant in various aspects and components of tourism. Communication plays an important role in supporting tourism destination marketing efforts. In various aspects, including media and communication content. Media can be used as a marketing channel for destinations, accessibility, and human resources, and tourism organizations. Communications is also responsible for compiling the content of messages that must be communicated with the public or tourists. The world of tourism is a complex product that requires effective communication to convey information about marketing, destinations, accessibility, and resources to tourists and all parties involved in the tourism industry, including tourism institutions.

The development of the tourism sector requires participation and support from all parties involved in the industry. The stakeholders in question consist of three (three) parties, namely the government, private sector, and society, with their respective roles and functions. All these stakeholders cannot work alone but must work together to achieve and realize development goals.

The purpose of this research is to see how communication occurs in groups who are aware of Tipang village tourism by prioritizing local wisdom in the Humbang Hasundutan Regency. This research will maintain and uphold local culture to make plans that suit its characteristics. It cannot be denied that technological progress is very fast nowadays, and this progress has had an impact on the growth of the tourism industry, especially in terms of the use of social media in tourism promotion. Digitalization of the tourism sector can help managers. For this reason, targeting potential markets, especially in areas that have extraordinary tourism potential, requires mature marketing strategies and concepts. Nevertheless, the next question is how tourist destinations can use mass media most effectively to promote their local tourism.

The process of conveying information to social media in terms of delivering promotions for tourist destinations in Tipang must be made attractive, besides promoting its beauty or tourism potential, it needs to include local wisdom that can attract the interest of visitors. The communication analysis in question is the role of the tourism awareness group in conveying messages or information in promoting tourist destinations in Tipang village, and also what communication strategies are carried out by this tourism awareness group in terms of welcoming guests and accompanying visitors or tourists who visit tourist destinations in Tipang Village.

Countries around the world are increasingly paying attention to the importance of tourism development. Indonesian tourism is one area that has great potential to improve the country's economy. In Indonesia, there are many tourist attractions with a strong variety of cultures that can attract local and foreign tourists. One of the tourism areas that is being developed into a National Tourism Strategic Area (KSPN) in Indonesia is Lake Toba in North Sumatra Province.

Successful tourism is a destination or location that must have attractiveness, comfortable transportation, comfortable facilities, infrastructure and facilities, and good promotion. Tourism destinations can ideally utilize

natural, cultural, and agricultural potential which can be used as a tourist attraction and of course must be managed well and professionally, both by the government, developers, and the community, in this case, the tourism awareness group institution in Tipang Village, Baktiraja District, Humbang Hasundutan Regency.

## **THEORETICAL REVIEW**

### ***Communication***

According to Mulyana (2007), *communis* is a word that is often used as the origin of the word communication. Which refers to the togetherness of meaning, thoughts, and messages. Likewise, the term community means togetherness. From the perspective of relationships between humans, communication according to DeVito (2006) occurs in a certain context when one or more people send and receive messages to each other, where these messages can have an influence (effect) in form.

In general, these communication elements are the basic components involved in every communication process between individuals or groups. Communication is an important process in human interaction, and understanding the elements of communication helps us understand how information and messages are conveyed, received, and understood.

Each element of communication is interrelated and interacts with each other in the communication process. Understanding the importance of each of these elements can help improve the quality of communication, avoid misunderstandings, and ensure that messages are successfully conveyed and well understood.

### ***Group Communication***

In general communication is the process of interaction and message exchange that occurs between three or more people with the aim of sharing information, developing ideas, or resolving problems, both in formal and informal contexts. Group communication can occur when a person communicating interacts with more than two people. It involves individuals being aware of their membership in a group and communicating with each other. In addition, through group communication, interaction patterns between individuals can be identified, including in terms of decision-making.

According to this perspective, group communication refers to a group of individuals who have a common goal and interact with each other to achieve that goal. In this context, group members get to know each other and see each other as an integral part of the group. This perspective is in accordance with the phenomenon that occurred when the Enlightened Surabaya community carried out socialization about "Fun Ingress" to their new members. Even though the member has just joined, other members still consider him as part of the group regardless of the length of his involvement in the community.

### ***Tourism Awareness Group***

In the Guidebook for Tourism Awareness Groups (2012), a tourism awareness group can be defined as an institution at the community level consisting of tourism actors who have concern, and responsibility and act as drivers in supporting the creation of conditions that are conducive to the growth and development of tourism. The main goal of the tourism awareness group is to realize *Sapta Pesona* in order to increase regional development through the tourism sector and optimize its benefits for the welfare of local communities. One concrete example of a tourism awareness group is a community organization known as the Tourism Mobilization Group. The tourism awareness group is a self-help and self-help group that socially seeks to increase public understanding regarding tourism, involve the community in the development of the tourism sector, and increase the benefits of tourism for members and society as a whole. Making tourism development a success. In the tourism awareness group, there is a main function which is called *Sapta Pesona*. *Sapta Pesona* is a definition of the concept of conscious tourism which relates to the role and support of the community as hosts in an effort to create an environment and atmosphere that supports the growth of the tourism industry through the realization of characteristics such as safe, orderly, clean, cool, beautiful, friendly and memorable.

The aims and objectives of forming this tourism awareness group are to create conditions that support the growth of the tourism sector and realize the potential and economic benefits that can be obtained through tourism activities to improve welfare. Efforts are made to form community groups that act as motivators, mobilizers, and communication facilitators to increase the readiness and awareness of the community around tourism destinations or tourist attraction locations. This group was founded to increase the community's position as the main actor in tourism development and be able to cooperate with other stakeholders to improve the quality of tourism development in Tipang village, Baktiraja District, Humbang Hasundutan Regency and realize the values of *Sapta Pesona* for growth and the growth of tourism in the region and its benefits for regional development and community welfare by instilling positive attitudes and support from the host community. As well as introducing, preserving, and utilizing tourist attractions in Tipang village, Baktiraja District, Humbang Hasundutan Regency. From this explanation, it can be concluded that the activities of the tourism awareness group are to increase knowledge and insight about tourism, increase the ability to manage business, manage and provide information about tourism to tourists and the public, and provide advice or input to local governments on how to develop tourism.

### ***Tourist Destinations***

Kotler (2010:29) said that tourist destinations are places with real boundaries or perceptions, such as islands, markets, or politics. Destination, according to Hadinoto (1996: 115), is a certain location where someone chooses to stay for a certain time. The term "destination" can be used for a planned area that partially or completely contains all the facilities and services required by

visitors, such as tourist products, recreational facilities, restaurants, hotels, attractions, and shops.

According to Nurisjah as quoted by Amalya (2010), agrotourism areas can be planned and developed by taking into account five main ideas, namely: 1) meeting the needs and desires of tourists, 2) improving the welfare of the community and related areas involved in agrotourism projects, 3) preserving traditional agricultural culture and the surrounding natural environment, 4) providing guidelines for the reconstruction and reorganization of agrotourism areas.

### ***Local Wisdom***

Local wisdom can be defined as wise, prudent, valuable, and virtuous local ideas and knowledge possessed by members of the community. This comes from cultural traditions or oral traditions, which are passed down and used from generation to generation to regulate the social life of society in various fields.

Various cultural riches that grow and develop in society are known, trusted, and considered important for increasing social cohesion (Haba, 2007:11; Abdullah, 2008:7). Local wisdom, or local genius, is "the sum of the cultural characteristics which the vast majority of a people have in common as a result of their experiences in early life", according to Quaritch Wales. Cultural character refers to the characteristics and characteristics that appear in a culture. Cultural ownership groups refer to individuals or communities who own that cultural heritage. Life experiences that originate from cultural characteristics include a series of experiences that are influenced by related cultural elements. In order to improve prosperity and promote peace, local wisdom is accessed through cultural products related to the lifestyle and experiences of the community that owns it. These cultural products include value systems, beliefs and religion, work ethic, and the way the dynamics of life take place (Pudentia, 2003:1; Sibarani, 2013:21-22).

Local wisdom has several benefits and values. 1) identity marker of communication; 2) adhesive component (cohesive aspect) across communities, religions, and beliefs; 3) cultural elements that exist and live in society; 4) the color of a community's togetherness; 5) will change the way people think and reciprocal relationships by placing it on their culture and common ground; 6) encourage the building of togetherness, appreciation, and act as a joint mechanism to overcome differences between individuals and groups. These functions show how important local wisdom, or local genius, is in dealing with various types of conflicts that arise as a result of cultural change.

Local wisdom is an important value in people's lives which aims to consistently preserve the environment, according to Law No. 32 of 2009 concerning environmental protection and management. Local wisdom comes from two words: local, which means local, and wisdom, which means wisdom. Local wisdom is any form of habit, insight, understanding, belief, or attitude that guides human actions in a community. This definition was conveyed by Hasanah (2016:41), who described local wisdom as a collection of wise, valuable, and full of wisdom-concepts that are maintained and followed by all members of society.

Aspects such as perception, knowledge, habits, and norms are an integral part of cultural heritage that is passed down from one generation to the next.

These various values and norms, together with cultural traditions, will be applied in the Analysis of the Role of Local Wisdom-Based Tourism Awareness Group Communication in Developing Tourism Destinations in Tipang Village, Baktiraja District, Humbang Hasundutan Regency.

## **METHOD**

This research uses a qualitative approach. This type of research aims to explain how to analyze the role of tourism awareness group communication based on local wisdom in developing tourism destinations in Tipang Village, Baktiraja District, Humbang Hasundutan Regency. Organizational communication studies that examine the role of communication in developing tourism destinations. This research uses the interactive model proposed by Miles, Huberman & Saldana (2014). An interactive model is an activity in an analysis that is carried out continuously until completion. Interactive model activities include data reduction, data presentation, drawing conclusions, and verification. Data collection techniques in this research are interviews, observation, and documentation studies. The following also describes the research method which includes research location, data and data sources, data collection techniques, and data analysis techniques.

Collecting qualitative data involves the application of observation methods that are generally applied in the qualitative tradition, such as conducting gradual and in-depth interviews, participant observation, and other techniques. Qualitative research begins with observations of a particular phenomenon. Through a qualitative approach, researchers can identify research subjects and experience the experiences they experience in everyday life. Mulyana in Kusmiati (2018) states that the aim of qualitative research is to gain an authentic understanding of human experience, according to what the individuals concerned feel.

Lincoln and Guba in Kholil (2016: 122) mention the characteristics of qualitative research, one of which is a natural setting where the atmosphere is what it is because the act of observation can influence what is observed. They also mention humans as the main instrument as the primary collecting tool. Because humans are the ones who can relate to humans, not recording devices, notes, and so on. Researchers are also required to carry out their own research in the field. Another characteristic is using qualitative methods that are very rich in description because the methods commonly used when collecting data involve observation, in-depth interviews, and documentation studies.

### ***Research Location***

In research entitled The Role of Tourism Awareness Group Communication in Developing Tourism Destinations Based on Local Wisdom, was carried out in Tipang Village, Baktiraja District, Humbang Hasundutan Regency, North Sumatra Province.

### ***Data Collection Technique***

Data collection in this research used several steps, namely observation, interviews, and documentation.

#### **1. Observation**

Nasution (in Sugiyono, 2020, page 106) states that observation is the foundation of all scientific disciplines. Scientists can only carry out research based on data, which is concrete information about the reality of the world obtained through observations using various sophisticated devices. Collecting data through observation techniques becomes relevant when the research is related to human behavior, work processes, and natural phenomena, and when the respondents being observed do not always provide correct information.

Researchers made direct observations with Tipang Nauli. Researchers observed the role in developing tourism based on local wisdom in Tipang village. The purpose of this observation was to properly analyze the role in developing local wisdom-based tourism in Tipang village. Apart from that, how to implement a tourism destination development strategy based on local wisdom and deal with the obstacles experienced in Tipang village.

#### **2. Interview**

Interviews are a data collection technique by interviewing informants about the role of local wisdom-based communication in local government, (private sector) entrepreneurs, and tourists. In this case, the interview is divided into two parts, namely structured interviews and in-depth interviews. Structured interviews are interviews conducted with questions prepared outside the field while in-depth interviewing, as explained by Kriyantono (2014: 102), is an approach to collecting data by meeting face-to-face with informants in order to obtain a deep and comprehensive understanding. In this research, researchers used in-depth interviews with informants who were in contact with Pokdarwis, asking various questions related to roles, strategies, and obstacles in developing local wisdom-based tourism destinations in Tipang village.

#### **3. Documentation Study**

According to Haryono (2020:90), Documentation studies are studies carried out by viewing or analyzing documents created by the subject or other people about the subject. Many facts and data in qualitative research are stored in documents. Researchers carried out documentation with informants and collected data from photos and recordings obtained from informants. Documentation carried out by researchers involves taking pictures and recording each activity. Taking photos and recordings had first received permission from the informant.

### ***Data Analysis Techniques***

The data analysis technique uses an interactive model by Miles, Huberman & Saldana (2014). Miles, Huberman & Saldana stated that in the context of qualitative data analysis, the activity process is carried out

interactively and continues continuously until completion, with the aim of ensuring clarity of the data being analyzed. Miles, Huberman, and Saldana (2014) also stated that analyzing data involves three steps, namely: data condensation, presenting data (data display), and drawing conclusions or verification (conclusion drawing and verification).

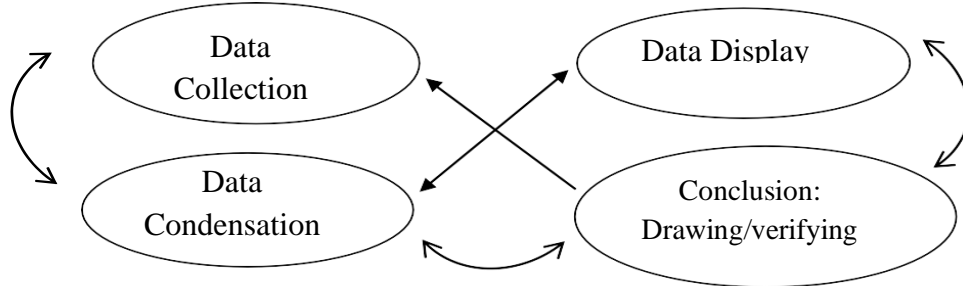


Figure 1. Components of Interactive Data Analysis (Miles, Huberman & Saldana 2014: 33)

## RESULT AND DISCUSSION

### *Tourism Destinations in Tipang Village*

There are 3 types of tourist attractions in Tipang village that can attract visitors to visit Tipang village, namely natural tourism, agricultural tourism (agrotourism), and cultural tourism.

#### *Nature Tourism*

##### 1. Simamora Island

Simaora Island is a small, uninhabited island that appears like a small mound surrounded by mountains. This small island has a land contour that resembles a green hill colored by grass on almost all sides.



Figure 2. Simamora Island

##### 2. Sigota-gota waterfall

Sigota-gota waterfall is a natural attraction with 6 levels originating from the upper reaches of the Pollung plateau river. This waterfall divides two main rivers, namely Aek Dolok and Aek Toba. The Aek Dolok River flows upstream through rice fields and finally falls into Lake Toba. On the other hand, the Aek Toba river flows through rice fields downstream before

falling into Lake Toba. The charm of this waterfall makes it a popular destination among tourists.



*Figure 3. Sigota-gota Waterfall*

### 3. Gonting Ordinance

Gonting ordinance, Tipang village, is one of the best spots to enjoy the charm of Lake Toba.



*Figure 4. Gonting*

### *Agritourism (Agricultural Tourism)*

#### 1. Sibara-bara Terraces

The Sibara-bara Terrace is a large rice field agritourism location with views of Lake Toba. This location is nicknamed the Ubud of Lake Toba, because the location and atmosphere are similar to Jatiluwih village in Ubud, Bali.



Figure 5. Sibara-bara Terraces

The community has processed agricultural products in Tipang village into local products from Tipang village that tourists can enjoy, namely sasagun and red rice.



Figure 6. Sasagun and Tipang Red Rice

#### Cultural And Historical Tourism

##### 1. Manganhon Indah Siporhis Tradition and Sihali Aek Tradition

*Manganhon beautiful siporhis*"Eating the most delicious rice like tumpeng" is a sacred event as an agreement, commitment, and request to ensure irrigation continues to run smoothly and requests for good agricultural results in Tipang Village. This ritual has been carried out by the ancestors of the predecessors of Tipang village until today.

The sihali aek tradition is one of the traditions that the Tipang community still maintains to this day. The Sihali Aek tradition is a system that regulates the irrigation of rice fields in Tipang village. The implementation of this tradition cannot be separated from the Manganhon Indah Siporhis tradition, the norm in implementing the Sihali Aek tradition is carried out after the Manganhon Indah Siporhis tradition has been completed. Mangkali AEK "improving irrigation" must be carried out in cooperation (together, simultaneously, and working together), because there is a lot of work in improving irrigation that cannot be done by individuals, but must involve several people together.



*Figure 7. Ritual of Manganhon Indahan Siporhis*

After the implementation of the Manganhon Indah Siporhis tradition has been completed, the traditional elders in Tipang village will work on "determining the day" when the irrigation cleaning or implementation of the Sihali Aek tradition will be carried out and all those present or taking part in the Manganhon Indah Siporhis tradition must or must Participate in irrigation cleaning.

In implementing this tradition, there are various social norms that must be obeyed by irrigation workers, which have the impact of sanctions if they are not complied with in the process of "repairing irrigation".

Tradition *This* carried out every year between October and November with applicable rules which are the local wisdom of the Tipang Village community.

## 2. Siungkap-ungkapon Stone (Toguan)

The Siungkap-ungkapon stone is a stone that is often opened by lifting it to see its contents. This Siungkap-ungkaponn stone is a stone that the King of Lontung gave to his daughter Toga Sumba (Simamora and Sihombing) which occurred in the 4th or 5th generation of the Batak King's lineage.



*Figure 8 Siungkap-ungkapo stone*

The Siungkap-ungkapon stone is a historical relic that in ancient times was used as a reference for planting rice seeds. This stone is in Sosor Julu village. According to the story, if it was opened during the rice planting period by the people of Tipang Village if the stone contained white ant eggs, then that was an indication for the people to plant white rice seeds. On the other hand, if there are red ant eggs, then people must plant red rice seeds.

### 3. Cultural Attractions

Traditional arts and games performed by local people for visitors to watch



*Figure 9 Cultural Attractions*

### 4. Harbangan Stone Banjar Tonga

The Banjar Tonga Harbangan stone was the entrance and exit gate to a huta (village) in the past, the Banjar Tonga Harbangan stone is still well preserved in the Banjar Tonga village.



*Figure 10. Harbangan Banjar Tonga*

#### 5. Sarcophagus

Stone graves of clan ancestors. Sarcophagi are often considered "spirit boats", which carry spirits sailing to the spirit world. In Tipang village there are several sarcophagi that are still well preserved, including the Sarcophagus of Raja Ijulu Manalu, the Sarcophagus of Somba Debata Raja, the Sarcophagus of Tuan Dihorbo Purba, the Sarcophagus of Domiraja Nababan.



*Figure 11 Sarcophagus of Raja Ijulu Manalu*



*Figure 12. Sarcophagus of Somba Debata Raja*

6. Ruma Bolon

Ruma Bolon is a traditional Toba Batak house, the Ruma Bolon of Tipang Village is located in the old village or what is called Huta Banjar Ganjang. The bolon house building which is hundreds of years old is the main attraction when tourists visit Tipang Village. The bolon house in Tipang Village has now been converted into a homestay. Several bolon houses are used as homestays in Tipang village, namely, the Banjar Tonga homestay and the homestay of the Tipang Village Owned Enterprise.



Figure 13. Banjar Tonga Homestay



Figure 14. BUMDes Homestay

In this research, the researcher focuses on the role of tourism awareness group communication in developing tourism based on local wisdom. The researcher found that the cultural traditions and rituals of Tipang village have local wisdom such as mutual cooperation which is useful for creating peace and improving the welfare of the local community, with the local wisdom that exists in Tipang village. This is a strength in increasing tourism.

The research also concluded that Tipang village has a tangible and intangible cultural heritage. The intangible cultural heritage in Tipang Village is the sarcophagus, the old village with traditional Batak houses, the toguan (a place for ritual ceremonies and a place for deliberation), the Siungkap-ungkaponstone (ritual ceremony for determining rice seeds).

The intangible cultural heritage in Tipang is the traditions and rituals that still take place in the community, both relating to life cycle ceremonies such as birth ceremonies, marriage ceremonies, and death ceremonies as well as those relating to livelihood cycle ceremonies such as planting ceremonies, management ceremonies and harvest ceremony.

### ***The Role of Tourism Awareness Group Communication in Developing Local Wisdom-Based Tourism Destinations in Tipang Village***

Roles are tasks and responsibilities carried out by individuals or groups. As stated by Soerjono Soekanto (in Lantade and Friends, 2017) role is a dynamic aspect of position (status), if someone carries out their rights and obligations in accordance with their position, then they are carrying out a role. In this research, the tourism awareness group is a group that has an important role in developing local wisdom-based tourism destinations in Tipang village. This group it self was formed on April 15 2021 by the Humbang Hasundatan Regency Tourism Office, which has now changed its name to the Tourism, Youth and Tourism Office. Humbang Hasundutan Regency Sports.

The division of roles according to Soekanto (2001:242) is divided into 3, namely, 1) Active roles, roles given by group members because of their position in the group as a group activity, such as administrators, officials, etc., 2) Participative roles, roles which are given by group members to their group which provides a very useful contribution to the group itself, 3) Passive role, passive contribution by group members, where group members refrain from giving opportunities to other people in the group so that it runs well.

It is the researcher's observation that in this research, the three forms of roles have been carried out by the tourism awareness group, although not optimally. This can be seen based on the results of interviews with expert informants Drs. Nelson Lumbantoruan, M..Hum stated that in the context of the Tipang village tourism awareness group, it shows that only a small number of group members are actively involved in various activities, such as technical guidance that has been carried out with the village government, both in activities that include services to tourists and dissemination of information through media related to Pokdarwis. The group leader (chairman) is the only individual involved in simple promotions, such as reporting or taking pictures in Tipang village. This promotion was then spread widely but still focused on the role of

chairman. The remaining group members have not shown significant involvement in tourism promotion efforts. In fact, most of them are not willing to participate in socialization activities, unless there is transport money in return from the party organizing the socialization. This creates challenges in increasing the involvement and motivation of all group members to play an active role in promoting tourism in Tipang Village, especially through wider outreach activities.

*"What I have seen in the Tipang village tourism awareness group so far, only a few members in the group have carried out, BPODT, and the village government has carried out technical guidance several times, both in terms of services for visiting tourists and disseminating information through the media to Pokdarwis, but only a few members have actively participated in technical guidance activities. Meanwhile, promoting through simple things such as covering or taking pictures in Tipang village and distributing them is only done by the chairman. Others in the group do not want to be active in promoting tourism, especially in the form of socialization that is carried out, many do not want to participate if there is no transport money provided by the socialization manager."*

Based on the results of interviews, researchers found that the role of the tourism awareness group can be explained through the group communication function. According to Roudhonah (2007), the most prominent element of the group communication function in the Tipang village tourism awareness group is the communication function in the field of education, where all members of the tourism awareness group are collectively formal and informal for tourism knowledge to increase competency, through comparative studies to developed tourist destinations, accompanied by tourism training, conducting performance evaluations with village heads regarding Pokdarwis. The use of social media such as Instagram, Facebook, TikTok, and YouTube is implemented to upload and promote tourist destinations and activities taking place at tourist locations that will develop. However, in practice, communication that occurs within the tourism awareness group still lacks motivation, thus affecting the productivity of the tourism awareness group to promote tourism destinations based on local wisdom.

This is in accordance with the statement of expert informant Drs. Nelson Lumbantoruan, M. Hum.

*"It's very lacking because they don't even want to respond as a group. They have not wholeheartedly joined this tourism awareness group. "For input to the village, it is necessary to evaluate this group, so that the goals and tasks of the tourism awareness group can be carried out well."*

The second expert informant, Prof. Dr. Robert Sibarani, MS, also stated that internal communication within the group is very important to encourage coordination and collaboration between group members and stakeholders in order to achieve the goal of developing tourism destinations in Tipang village.

*"There is a need to improve communication between groups, where internal communication in tourism awareness groups is very important to encourage coordination and collaboration between group members in order to achieve tourism development goals. By sharing information, common goals can be clearly understood, strengthening the understanding of each member's role, and increasing synergy. Effective communication also facilitates collective decision-making processes, minimizes conflict, and builds a strong team spirit to achieve sustainable tourism development. Through the exchange of ideas, information, and views, group members can recognize each other's expertise, align efforts, and design coordinated strategies. Open and effective communication also helps overcome communication barriers, promotes mutual understanding, and strengthens the involvement of group members, creating an environment that supports the joint achievement of tourism development goals."*

### ***Tourism Awareness Group Strategy in Tourism Destination Development based on Local Wisdom Tipang Village***

Activities to develop tourism destinations based on local wisdom in Tipang Village cannot be separated from determining strategies in marketing communications. Marketing communication itself is a reference in marketing activities to achieve goals based on detailed analysis and research and managed over a long period of time (Bowdin, et al., 2012). The author further explains the various marketing activities that have been carried out by the tourism awareness group in the following discussion regarding marketing communication strategies and tools used to increase public awareness of local wisdom-based tourism destinations in Tipang Village.

The marketing communication strategy implemented by the tourism awareness group in Tipang Village is the Integration Strategy, namely a strategy that involves cooperative relationships between marketers and other parties such as place managers or other products that are different from the products they own (Bowdin, et al., 2012). Based on the findings from interviews with expert information, Drs. Nelson Lumbantoruan, M, Hum., as a representative from BPODT (Executing Body for the Lake Toba Authority) gave the view that the tourism awareness group had carried out a strategy in the form of comparative studies to several other tourist locations that had developed previously. The next step is to conduct training with the tourism theme, carry out evaluation and supervision of tourism awareness groups by the person in charge, namely the village head, and utilize social media as a promotional medium for tourism destinations.

*"By conducting comparative studies to several tourist locations that have developed, then conducting training related to tourism, conducting evaluations or monitoring of tourism awareness groups by the person in charge, namely the village head, utilizing social media such as Instagram, Facebook, TikTok and YouTube to upload and promote about the tourist destination and what activities are being carried out there."*

Based on findings in the field and views from expert informants, researchers analyzed that the tourism awareness group planned an integration strategy with the consideration that concepts that could be learned from other tourist attractions that had previously developed could provide a basis of knowledge and competence for all elements that were part of the tourism awareness group. to develop the potential and promote Local Wisdom-Based Tourism Destinations in Tipang Village. Training obtained through cooperative relationships with other tourist attractions can also be a positive side and advantage for the tourism awareness group in Tipang Village to increase public awareness of local wisdom-based tourist attractions.

In supporting the potential growth of Local Wisdom-Based Tourism Destinations in Tipang Village through an integration strategy, the tourism awareness group utilizes several marketing communication tools or channels as a driving force in the marketing process of potential tourism destinations in Tipang Village. According to expert information, Prof. Dr. Robert Sibarani, MS., as Chair of the USU Research Institute, the tourism awareness group really utilizes the potential of social media to promote various information about the value of tourist destinations and any activities that take place at tourism destination locations in Tipang Village.

*"By utilizing social media such as Instagram and Facebook to upload and promote the tourist destination and what activities are being carried out there."*

Social media is a marketing communication tool according to Shimp and Andrew (2018), namely a marketing communication channel that is used to reach target visitors or consumers, in the form of YouTube, Facebook, and Twitter platforms. Nowadays, social media has become a strong foundation for disseminating information, especially in marketing activities for products, services, and tourism locations. The expert informant's opinion strengthens the understanding that the tourism awareness group has considered that to reach target visitors who are outside the region is to use social media so that all values that have been evaluated and formed through integration strategies with other parties can be well realized through the dissemination of information on the media. social. The use of social media through an integration strategy can also be seen through the creation of content involving influencers and public figures so that it can increase public interest and interest in visiting local wisdom-based tourism destinations in Tipang Village.

Interview results from other expert informants, Drs. Nelson Lumbantoruan, M.Hum., as a representative from BPODT (Executing Body for the Lake Toba Authority) also explained that there are other communication tools used by tourism awareness groups in promoting tourist destinations in Tipang Village, namely distributing brochures to restaurants or restaurants in Tipang Village with a target coverage of guests or people from outside the area who pass through or stop by Tipang Village. This communication channel is considered to still have the opportunity to create support or interest from the community to support sustainable tourism development.

*"...leave brochures to restaurants in Tipang village to distribute to guests. This simple thing can be done by communicating and identifying opportunities to get support, to ensure sustainable tourism development."*

The use of brochures in marketing activities is known as a place advertising category according to Shimp and Andrew (2018), namely a marketing communication channel or tool in the form of placing billboards or posters, and brochures in open areas, such as city centers, streets, or recreation areas. The researcher analyzed that the consideration of tourism awareness groups to continue carrying out promotional activities through brochure media was based on research regarding a person's habit of tending to pay more attention to something when they are in a calm and safe situation. Choosing a place to eat as the location for distributing brochures is a choice for every guest who visits Tipang Village you will decide to rest accompanied by enjoying special dishes that represent the local culinary characteristics of Tipang Village.

Based on the results of interviews and information findings in the field, researchers analyzed that the role of the tourism awareness group in Tipang Village to promote tourism destinations based on local wisdom has been well planned, but has not been realized optimally. The tourism awareness group's awareness of the knowledge that can be learned from other tourism destinations as well as forms of cooperation to increase competence in promotional activities are advantages for the tourism awareness group in Tipang Village. Marketing communication channels or tools used by tourism awareness groups have also reached the two most common elements, namely the digital and conventional realms, both of which have been used to reach target visitors from communities outside the region and communities around Tipang Village. However, there are still obstacles in self-motivation to consistently disseminate tourism information (uploading tourism promotional content) and a lack of creating promotional innovations, in order to increase public interest in visiting local wisdom-based tourism destinations in Tipang village.

## **CONCLUSIONS AND RECOMMENDATIONS**

1. The communication role of tourism awareness groups in developing tourism destinations based on local wisdom in Tipang village has 3 types of roles: active role, participatory role, and passive role. The three forms of roles have been carried out by tourism awareness groups, although not optimally. This creates challenges in increasing the involvement and motivation of all group members to play an active role in promoting tourism in Tipang Village, especially through wider outreach activities.
2. Tourism awareness group strategies in developing tourism destinations based on local wisdom Tipang village implement an integration strategy by involving the management of other tourism destinations, also utilizing the dissemination of information through social media and print media distributed in strategic areas or places.

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