



Yogyakarta - Indonesia,  
November 21 - 22, 2012

**PROCEEDING OF  
JOGJA INTERNATIONAL CONFERENCE ON COMMUNICATION**



**COMMUNICATION IN CULTURE :  
WHOSE CULTURE ?**



## **THE CONTRIBUTION OF VILLAGE TOURISM IN INCREASING INTER-REGIONAL COMMUNICATION**

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### **Abstract**

The existence of the village has an important role in tourism today. Many rural areas are far from the city's noise has a natural feel that has been transformed into an area with tremendous value. Various circles trying to find such those areas in order to enjoy the beautiful scenery that they rarely found in the cities. The villages aren't only having a natural beauty, but also having people with strong traditions, culture and heritage, as well as their hospitality to all people. They are able to provide a verbal and non verbal information and communication without differentiate each of other. They don't consider to whom they speaks, does not care about race, ethnicity, religion, or even class. They only provide an open communication without asking a reward. Each village tourism has a various natural resources that is rarely owned by other village tourism. Each village tourism also has its own unique characteristics that are attractive to be visited. The interesting thing that owned by village tourism is a heritage, such as various types of traditional toys like *Grobak Sodor*, *Dakon*, *Petak Umpet*, *Sunda Manda* and many other. Those types of toys become a part of village tourism that are able to deliver the communication in to the public at large and show that a village has a various natural resources that able to communicate and give a contribution in the tourism area.

**Key words:** village, communication, tourism

### **INTRODUCTION**

Various villages are scattered in various parts of Indonesia has the potential to be developed into a tourist area. Kabupaten Semarang one of districts in Central Java also has a region with a rustic feel and has some of the characteristics and uniqueness. And these areas have the beauty and attraction for people to visit because it fits into a tourist destination. In this area, people still have the traditions and culture that are relatively pristine. In addition, some factors such as special food, farming systems and social systems co-coloring a tourism village. This tourist village beyond these factors, maintained is one of the most important factors of a tourist destination area. In addition to a variety of unique, regional rural tourism should also have a range of facilities to support it as a tourist destination area. Various facilities will facilitate the visitors in the tourist village tour activities. Facilities that should be available in areas such as rural tourism is a means of transportation, telecommunications, healthcare, and also accommodation. Especially for accommodation facilities, tourist villages provide lodging facilities such as home stay so that any visitor with the feeling of the original village atmosphere.



The village tourism is a form of integration between attractions, accommodation and support facilities are presented in a structure of a society that blends tradition with procedures and regulations. (Wiendu. 1993).

Village tourism has criteria, including;

1. Tourist attractions, ie including all natural, cultural and human creations. Places are selected are the most interesting and attractive villages.
2. Mileage; is the distance from the tourist areas, especially tourist residence and also mileage and distance from the provincial capital of the district.
3. The amount of the Village regarding the problems the number of houses, population, and the characteristics of the rural area. This criterion relates to the carrying capacity of tourism in a village.
4. Trust and social systems; an important aspect given the particular rules in a rural community. Needs to be considered is the religion of the majority and the existing social system.
5. Availability of infrastructure, facilities and services include transportation, electricity, water supply, drainage, telephone and so on.

Each criterion is used to look at the main characteristics of a village to then determine whether a country will be a country with pause type, the type of one-day trip or a type of inpatient stay.

According to Law No. 9 of 1990 on tourism: that tourism is everything related to travel activities undertaken voluntarily, as well as to enjoy the temporary objects and attractions including the object and the operation of the tourist attraction.

According Onong Uchayana : the communication as a process of delivering thoughts, or feelings by a person (communicator) to others (communicant). The mind can be ideas, information, opinions, and others that appear out of his mind. Feelings can be a conviction, certainty, doubt, anger, courage, excitement, anxiety, etc.

One of a tourist village is dusun Ngrawan, desa Tanon, Getasan , Kabupaten Semarang , Central Java . In this village, the community seeks to maximize the potential of tourism in their area. The friendly atmosphere immediately be felt when entering this area. Villagers welcomed guests with their traditional culinary characteristics: Wedang Secang and Gethuk Sawut. Wedang Secang is ginger mixed with a cup timber. While Gethuk were derived from palm sugar and sprinkled with grated coconut. Topeng Ireng dance is a traditional dance of Central Java is unique because it looks like the makeup of the American Indian tribes. And the type of dance is iconic, when there is an event or cultural event village. This village also has other assets that many traditional toys children in the past that until now continues to be preserved. Among them are Dakon, Egrang, Sunda-Manda, Gobag Sodor, Bekelan and others. Types of traditional toys is usually presented in cultural events as a form of wealth preservation.

#### **RESEARCH METHODOLOGY**

This research is to find out how big contribution in the tourism village give effect to the other villages to preserve the culture of racing through its potential. This research is to find out the description, understanding and experience of each region in preparing the existing villages in establishing communication between them so as to synergy with each other. Giving understanding can only be done by limiting the context to be studied, so that the understanding came after researchers conducted observations, obtain data and analyze it.



Bogdan and Taylor (1992: 21-22) explains that qualitative research is a research procedure that produces descriptive data in the form of spoken or written and perilaku orang were observed. A qualitative approach is expected to generate the description yang mendalam of speech, writing, and or behaviors that can be observed from an individual, group, community, or organization and in a particular context yang dikaji setting from the perspective of a complete, comprehensive, and holistic.

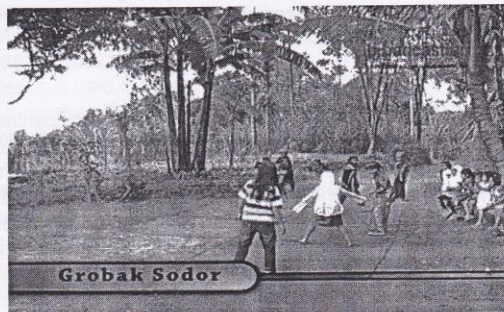
Data collected in the form of words, images, and not the numbers. Thus, the research report will contain excerpts of data to illustrate the presentation of the report. The approach will dilakukan adalah phenomenology as the research explains the meaning of a concept or phenomenon that is based on the experience of consciousness that occurs in some individuals. The research was conducted in a natural situation, so there is no restriction on the meaning or understanding the phenomena studied (Moleong, 2005)

Research with footage technique is selective, using judgment based on theoretical concepts used, personal desires researchers, and other empirical character. Therefore footage used is purposive sampling. (Sutopo, in Witjaksana Gunawan, 2005)

#### **RESULTS DISCUSSION**

Dusun Tanon, desa Ngrawan, Getasan, Kabupaten Semarang, Central Java has a unique geographical location on the slopes of Mount Merbabu, mountain Telomoyo and Andong mountain at an altitude of 1450 m above sea level. The village is still impressed with the variety of unique original, hospitality and a variety of potential villages that are still very beautiful. Adjacent to nature on the slopes of Mount Merbabu Kopeng with an elevation of 3150 m. The cold mountain began to be felt when entering the tourist area Kopeng. Getting closer to the Kopeng visitors will find farm fresh vegetables such as carrots, cabbage, potatoes, and cabbage.

Kopeng tourist area there are many villas that include a TV and hot water, meeting rooms, dining rooms, and even kitchens. So travelers felt at home with ample parking page. Tourists can freely enjoy the holidays and recreation. For tourists who have a hobby climbing, visit Forest Tourism Kopeng. And saw the mountain of Merbabu with shine by the afternoon sun. It would like glittering peaks. Not to mention the fresh air. The research findings obtained and disclosed by researchers after conducting in-depth interviews (depth interviews) with 4 speakers drawn from different professions, but to contribute to improve the communication of the existence of the tourist village with other villages. Researchers trying to find answers about how their experiences in establishing communication with other areas so that they can motivate other regions to develop the potential of other areas that are worthy of being a tourist village. Interviews are grouped in themes below; How is the role of community leaders in establishing communication with other villages? What kind of communication? How often do the communication? What creativity? What is the reason of doing creative? Any information given to increase the presence of the tourist village? How do they create a good message, so communication over a tourist village to be effective?



**A. Description; contribution tourist village in improving communication with other villages**

Informant 1 : Businesses tourism (Yossiady.BS.)

Dusun Ngrawan, desa Tanon village has many potential. The natural beauty, friendliness and a natural feel and a strong cultural tradition of providing its own power for the village. The village is also still preserve traditional toys such as Dakon, Grobak Sodor, Egrang,

Petak Umpet etc. There was also have a traditional dance, Topeng Ireng recently inaugurated a separate icon for this village. They admitted, this village has been much visited by many tourists both local and foreign tourists. More than 925 tourists had roamed the village Ngrawan. This tourist village offers beautiful mask art package, Wedang Secang as a welcome drink, Gethuk Sawut, souvenir flower, milk, agricultural products, and so on. The existence of this village to motivate villages in other areas to develop tourism villages with different potentials.

Informants 2: The leader (Camat) Getasan: Tri Waluyo

Dusun Ngrawan is one of the sub Desa Getasan Tanon we have the potential areas with diverse cultures with their uniqueness. The amount of ownership that is informed by members of the public in this region further strengthens the sense of community, emotional attachment to preserve the culture and diversity, high kinship. This power into the strong foundation in strengthening their presence in order to provide information to the relevant parties. The government and its members strongly support the existence of this tourist village and always will through communication forums were organized in various events in Kabupaten Semarang. Furthermore, facilitated by coordinating with other villages to support and do the same in accordance with its competence.

Informants 3: Community leaders –Suratno

As community leaders, rural tourism has a history that is very high. Not only rich culture and togetherness preserved, but more than that the strength of brotherhood among those fortified with the same desires and goals all members of society. The ability to build brotherhood through emotional ties became an effective medium of communication. Similarly, in creating human communication outside the villages. For example, word of mouth communications major role in the existence of a participation increase tourist village. The increase in the number of tourists from time to time very supportive people from different areas to visit these attractions. The village tour like this is unique, and unlike other tourist objects that have been affected by the rapid advancement of technology. Meanwhile, rural tourism has developed in a very natural concept to promote the purity of nature, rural atmosphere, and were welcomed with the hospitality community leaders. Plus, given a game various types of dances, traditional toys children, cultural specific version is not owned by the village and other areas. This is what distinguishes the tourist village has a charm which could provide a magnet for people to visit it. Various tourist village character traits and is then packaged in an event of interest, giving rise to the other villages will do the same at their potential.

Informants 4: Hanny Diarsa - tourists and student

The tourism village is feasible to be used as reference material and academic activities. Different culture with all its potential is very suitable to be a source of research, cultural studies and assignments. As well, traditional toys of the past that still exists as Grobak sodor, Dakon, Sunda Manda, Petak Umpet and other needs to be preserved, so it is not eroded by the progress of modern toys that actually has negative impact childhood development. Various types of traditional toys that exist today should be given space to be communicated. The form can be media can help the understanding of the existence of this traditional toy. Media may include socialization in schools, communities, organizations, and other institutions by involving stakeholders there. Socialization can use compact disk, media, slides, and other appropriate media.

**B. Description; contribution in enhancing the promotion of rural tourism**

Informant 1: Businesses tourism (Yossiady.BS.).

This tourist village became part of the wealth that is priceless. Therefore it is necessary the development and update of the packaging in publicizing themselves through communication programs that are run. The success of the communication program is highly influenced by the use of appropriate variables to achieve the desired goals. As business people on a world tour, I really appreciate that the village was able to type in the facilitation and cooperation with travel agents with higher numbers. Hopefully, they were able to introduce the potential of this tourist village with a variety of advantages and uniqueness that can be understood by many people. Trend adult nature is constantly undergoing development significant. Therefore, the priority nature tourism with local hospitality village with more serious needs to be developed and be able to motivate the other villages to continue to improve.

Informants 2: The leader (Camat) Getasan: Tri Waluyo

As part of the Kecamatan Getasan, Dusun Ngrawan, is a barometer as a tourist destination in the form of the village. In this village is very potential to be used as a reference and for the development of other villages. Originally, the village also has a rich cultural heritage, relics of their parents in previous generations. As the embodiment of cultural preservation and respect of his predecessors, dusun Ngrawan as tourist villages together made history by providing its own color and exist to maintain their culture amid the rise of modern culture.

The local government, are supporting members of the community to participate in the strengthening of local cultural traditions and wealth in the form of rural tourism. Various aspects of assistance both in financing and education and training is given to support this tourist village. The government has tried to help the promotion through print and electronic media, so that the number of tourists will always increase. Local governments also assist in regulation for the existence of this tourist village still continue to exist.

Informants 3; Suratno - Community leaders

Citizens have the knowledge and education are limited in terms of self-promotion. However, they have also played a conventional capability is huge. Personal communication between them, their communities, their siblings and extended family and those who are part of their culture naturally established communication and manual. Strength was also deserve appreciation, because it also has a major contribution in informing rural tourism. Although traditional impressed, but this model also assessed participate give a positive message. Hospitality community with all its cultural potential is capable of forming a positive image from time to time. Changes and improvements over their behavior, have very good to participate and build a good image

Informants 4: Hanny Diarsa - tourists and student

Although the majority of residents are those with limited knowledge and education. But the necessary education and training in rural tourism package making it more attractive. It takes creativity to improve their skills, through young people with enthusiasm and new energy to think of promotional packaging on the outside world. This of course, does not diminish the potential and the substance of a tourist village. And also uphold cultural authenticity and respect the existence of his predecessors. They needed to build synergies together with the

involvement of many parties. As community leaders, academics, local governments, expert advice, and other parties that support that rural tourism is increasingly recognized local, national and foreign.

#### **CONCLUSION**

From this study it can be concluded that there are two themes: 1. contribution tourist village in improving communication with other villages and 2. contribution in improving the tourism village tourism promotion

##### **A. Contribution of rural tourism to improve communication with other villages**

The uniqueness of rural tourism with the potential to sustain viable local culture as a form of cultural preservation. The ability of a tourist village in the region packed the main attraction and different. It's a magnet for surrounding villages to work and fix those villages that have the potential of becoming a tourist village. Through local cultural events organized raises motivation other villages to tend to see and follow events conducted. It means being a means of communication between them.

##### **B. Contribution of rural tourism to increase tourism promotion**

Friendliness of the people, the culture was not shared by other regions become overwhelming force in encouraging and enhance the positive image of a tourist village. Village tourism is a huge asset, can not be valued in money. Therefore we need a good understanding of all parties on the meaning of rural tourism. Required knowledge and education in terms of tourism promotion for hamlet residents Ngrawan. It is necessary to show that they are also capable of doing a good promotion, through the way they are, their culture and their style without leaving the local wisdom and wealth that they have.



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