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**MODEL KOMUNIKASI PARIWISATA GREEN CANYON DI DESA  
PULAU PINANG KABUPATEN LAHAT SUMATERA SELATAN**

***COMMUNICATION MODEL OF GREEN CANYON TOURISM IN  
PULAU PINANG VILLAGE, LAHAT DISTRICT, SOUTH SUMATRA***

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**ABSTRACT**

*Green Canyon is a tourist attraction that has good potential to be developed through the existence of a community. This study aims to explain the communication model of Green Canyon tourism in Pulau Pinang Village, Lahat Regency, South Sumatra. The theoretical study of Burhan Bungin's is the basis for this research. This research is a qualitative research with a descriptive approach that takes the natural tourism object of Green Canyon. Data collection was taken through observation, documentation and interviews. The results showed that there were two tourism communications, namely tourism group communication and tourism online communication. Tourism group communication is a tourism management group towards visitors. Tourism online communication is where Instagram and Facebook used in delivering messages and information to the public. The communication model formed in Green Canyon is two-way communication because of the collaboration between tourism management groups that involve youth organizations as well as village communities in the development of Green Canyon nature tourism.*

**Keywords:** *Communication Model, Green Canyon, Tourism*

**ABSTRAK**

Green Canyon merupakan salah satu objek wisata yang memiliki potensi yang bagus untuk dikembangkan melalui adanya komunitas. Penelitian ini bertujuan untuk untuk menjelaskan model komunikasi pariwisata Green Canyon Desa Pulau Pinang Kabupaten Lahat Sumatera Selatan. Kajian teoritis pemikiran Burhan Bungin merupakan landasan dalam penelitian ini. Penelitian ini adalah penelitian kualitatif dengan pendekatan deskriptif yang mengambil objek wisata alam Green Canyon. Pengumpulan data dalam penelitian ini diambil melalui observasi, dokumentasi dan wawancara. Hasil penelitian

menunjukkan terdapat dua komunikasi pariwisata, yaitu komunikasi kelompok pariwisata dan komunikasi online pariwisata. Komunikasi kelompok pariwisata merupakan kelompok pengelola wisata terhadap para pengunjung. Komunikasi online pariwisata merupakan media sosial Instagram maupun Facebook yang digunakan dalam penyampaian pesan dan informasi kepada khalayak. Model komunikasi yang terbentuk di wisata alam Green Canyon adalah komunikasi dua arah karena adanya kerjasama antara kelompok pengelola wisata yang melibatkan karang taruna sekaligus masyarakat desa dalam pengembangan wisata alam Green Canyon.

**Kata kunci:** Model Komunikasi, Green Canyon, Pariwisata

## INTRODUCTION

Tourism is one of the significant fields in a country. The development of the tourism sector is a relationship between social, economic and industrial processes. In tourism activities, tourism components will be interrelated. In the development and management of tourism objects, this component cannot be separated from the concept of tourism villages that exist on the tour.

Lahat Regency holds a lot of tourism potential in South Sumatra. One of the natural attractions located in Lahat Regency, precisely in Pulau Pinang Village, is Green Canyon. Green Canyon can be reached in approximately 6 hours from Palembang City and only takes 15 minutes from Lahat City. The entrance ticket price is also very affordable at IDR 5,000. In traveling to this destination, visitors can walk or pay motorcycle taxis at relatively cheap prices. Easy access to destinations and low prices have made Green Canyon a popular tourist destination since 2016.

Based on observations made by researchers, Green Canyon is a beautiful natural tourist attraction located 1 km from Lahat Regency. Green Canyon can be reached in approximately 6 hours from Palembang City and only takes 15 minutes from Lahat City. The charm of Green Canyon lies in the combination of green surroundings and clear river flow, making Green Canyon a favorite destination for local and national tourists.



Figure 1. Green Canyon nature tourism

The development of tourist areas is highly dependent on the resources and uniqueness of the area. This uniqueness can be in the form of physical uniqueness and non-physical uniqueness (tradition and culture) which is the main element driving the tourist attraction. Tourism must be seen as a community-based activity (Chamdani, 2018: 65). The community is a group of people who are in a bond and live together, this community carries out its duties and functions properly through communication (Joehastanti, 2012: 62).

The community that drives this tourist attraction is the local community of Pulau Pinang Village. Green Canyon tourism object is widely known through local community branding. The way the community communicates tends to be conventional, namely through billboards in front of tourist attractions and the dissemination of information by word of mouth. However, Green Canyon has become a famous destination with many visitors who capture the natural beauty of this object through their personal social media accounts who unconsciously communicate in promoting Green Canyon attractions.

The government of Lahat Regency, especially Pulau Pinang Village, establishes and maintains good relationships and communication with various parties, such as local and outside communities, communities, media and other partners. This relationship is a form of effective communication in developing, building, and managing Green Canyon natural tourism in Pulau Pinang Village.

Delivering messages in communication is not an easy thing. The message delivered is not always effective and there are often mistakes in communication. Therefore, this message should be conveyed through the selection of a good communication model so that it can be conveyed effectively. According to Gordon Wiseman and Larry Barker, models serve to describe the communication

process, show visual relationships, and help in finding and fixing obstacles in communication (Fiske, 2012: 39).

Previous studies related to tourism communication models aimed at determining tourism communication models both used qualitative descriptive methods. But there are some that use explorative methods. Explorative methods are used to describe a new phenomenon that is not widely known to the wider community. Previous research

Based on the context of the problems that have been described, the formulation of this research problem is "How is the Green Canyon tourism communication model of Pulau Pinang Village, Lahat Regency, South Sumatra". The purpose of this research is to find out the tourism communication model of Green Canyon, Pulau Pinang Village, Lahat Regency, South Sumatra. Departing from the explanation above, the researcher is interested in conducting research on the Green Canyon tourism communication model of Pulau Pinang Village, Lahat South Sumatra.

## **RESEARCH METHODS**

The research was conducted using a qualitative approach with descriptive methods. The descriptive method aims to explore an event or social reality by describing the variables related to the problem under study (Ardial, 2014). According to Creswell (1998) in Ardial (2014), a qualitative approach is a research process based on efforts to investigate social activities in humans. This research uses a qualitative approach because researchers create a complex picture, which examines words, detailed reports containing respondents' perspectives and natural situations.

Imam Gunawan (2014: 80-81) adds that qualitative research emphasizes formal thinking and tries to answer the problems at hand. Researchers develop the concept of sensitivity to an existing problem and answer realities related to grounded theory and describe an understanding of the phenomena in the study. Therefore, this research focuses on the problems found and is real and explains the facts about the problem by interpreting rationally and critically. In this study, researchers used tourism communication theory developed by Burhan Bungin.

The subjects of this research are the community, managers and visitors to Green Canyon water tourism in Pulau Pinang Village. The object of research is the focal point or attention in a study. The object of research is the variable studied at the same research site. The object of this research is Green Canyon in

Pulau Pinang Village. Data collection was carried out by observation, documentation and interviews. Researchers conducted their own observations by coming to the Green Canyon tourist attraction in Pulau Pinang Village, then making in-depth observations and recording how the communication activities carried out by the parties involved in tourism. Interviews were conducted with several informants consisting of tour management groups, village officials, communities and tourist visitors. Researchers recorded various information needed during the observation and interview process as a form of documentation.

Data analysis conducted in qualitative research is carried out during data collection and after data collection is complete. Then, researchers will analyze the data so that they can find the tourism communication model used and applied at the Green Canyon water attraction. Data analysis is carried out through three stages, namely reduction, data presentation, and conclusion drawing.

## **RESULTS AND DISCUSSION**

### **Green Canyon Profile**

Green Canyon Lahat is located in Pulau Pinang District, Lahat Regency, South Sumatra Province. Geographically, Lahat is one of the regencies in South Sumatra which is about 217 km from Palembang. This nature tourism is the flow of the Ayek Lim River which empties into the Lematang River. Green Canyon is located between coffee and rubber plantations owned by residents of Pulau Pinang Village. The Green Canyon river flow is filled with rows of large rocks along a 200 to 250 meter long stream. This river flows into Curup Panjang.

Green Canyon nature tourism has only been open for a few years. Based on an interview with Insan as the head of the Green Canyon natural attraction management, this tour was initially not opened to the public. This is because Green Canyon is upstream from the Curup Panjang waterfall which has a dangerous current. In addition, the Green Canyon area is still a scrub forest that is very rarely touched by local residents. The landowner feels that he is not ready to regulate and supervise people who want to visit. The opening of the land into tourism began when a journalist secretly came to this location. The journalist said that the Green Canyon was very similar to the Green Canyon in America. The large rocks and green valleys in the area make these two tours almost the same. The journalist also shared photos of the Green Canyon through his personal

social media accounts. After seeing the great interest of the community to visit, the landowners agreed to open access to Green Canyon nature tourism in 2016 until now.

Pulau Pinang Village has an area of 22.44 km or 13.63% of the area of Kecamatan Pulau Pinang. The village borders Tanjung Mulak village to the north. The east is bordered by Gumay Ulu. The south is bordered by Pulau Pinang village. The west is bordered by Tanjung Mulak village.

### Green Canyon Tourism Communication Model

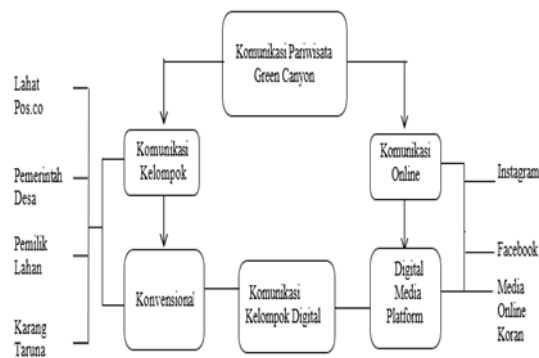


Figure 4.1 Communication Model of Green Canyon Tourism, Pulau Pinang Village  
(Research results, 2021)

From the picture above, the Green Canyon tourism communication model in Pulau Pinang Village is obtained. Green Canyon tourism destination uses multiple communication, namely with group communication there are those who still use conventional methods in giving messages to the public and there is online communication by spreading and delivering messages through social media.

Based on the results of the study, researchers describe the communication model of Green Canyon nature tourism through the tourism pentahelix model with the results of Aribowo's thinking about the pentahelix model. According to Aribowo (2019) in creating orkstrasi and ensuring the quality of activities, facilities, services, creating experiences and the value of tourism benefits in order to provide benefits and benefits to the community and the surrounding environment, it is necessary to drive the tourism system through optimizing the role of business, government, community, academic, and media publications or BGCAM.

### Communication Model of Green Canyon Tourism Management

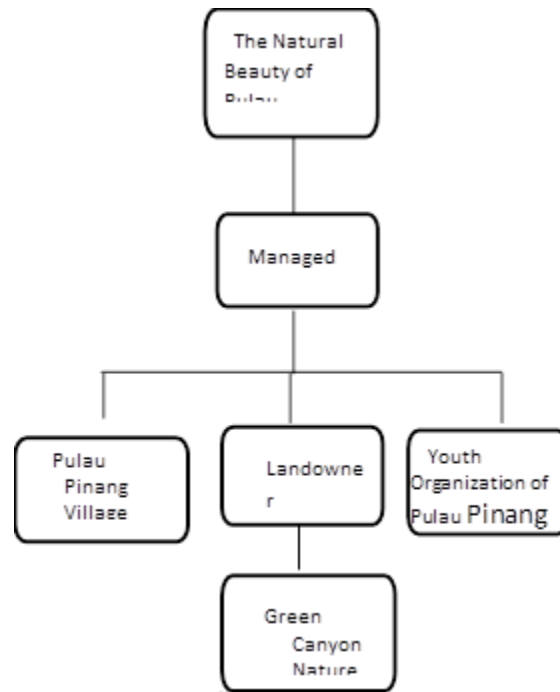


Figure 4.2 Communication Model of Green Canyon Tourism Management in Pulau Pinang Village (Research results, 2021)

Figure 4.2 shows the communication model of Green Canyon tourism in Pulau Pinang Village. Green Canyon tourism destination is managed by three communicators, namely village officials, landowners, and youth organizations of Pulau Pinang village. The expected effect of the communicator is that the community or audience is getting to know and want to visit Green Canyon natural tourism. Isnani explained that each communicator often held socialization of the introduction of Green Canyon natural tourism. This socialization was welcomed by the wider community.

### Tourism Group Communication

The potential of tourism in a destination is influenced by the management system that is developed. Green Canyon nature tourism has a tourism management group whose task is to help manage, develop, and promote this tour. The tourism management group involves several things, such as the

personal abilities of tourism actors, both destination owners, venue rulers, and the ability of tour guides. Bungin (2015) adds that another important thing is the organization of group dynamics, knowledge of tourism history, and the ability to speak.

With the formation of this tourism management group, Green Canyon nature tourism can be recognized, managed and developed better. However, the formation of Green Canyon nature tourism is inseparable from the support and cooperation of various parties, such as landowners, village officials, and the local community. Through the cooperation of tourism management groups, Green Canyon has become a beautiful destination with alluring natural preservation and prioritizes the socio-cultural and economic empowerment of the local community.

The Pulau Pinang Village Government works closely with the Green Canyon tourism management group and the Village Youth Organization in overseeing and developing this tourism. The village government also acts as the person in charge of the tour. Then, the village government invites local residents to participate in developing this tour. With this tourism, the community can carry out economic activities and earn income by selling in the tourist area. The economic sector in Green Canyon water tourism has several businesses, such as; selling regional souvenirs and food. To help the community market their business, the tourism management group also invites the community to sell at Green Canyon water tourism. This was also explained by the head of the Green Canyon water tourism management group in Pulau Pinang Village, who was the first informant.

"The village government is responsible for this tourism. So, we work together with the village government to develop Green Canyon, so that many tourists visit and also provide employment for local people. The village government considers that this tourism is a beautiful natural resource that we must preserve together. We also have to be innovative so that visitors don't get bored of visiting here again". (First informant, September 27, 2021)

Tourism management groups that work with the village government to oversee and develop this tour, starting from the tourist attraction itself and activities that support tourism development. This is in accordance with the thoughts of Burhan Bungin (2015) which states that studies in tourism communication can be utilized as a tourism development effort, namely with tourism group communication. Tourism group communication is related to the personal abilities of tourism actors, both landowners, tourism managers, or

tourists, so as to be able to take advantage of group tourism economic activities so that group communication skills become the main key needed.

Activities carried out in Green Canyon water tourism often involve the community, represented by the village youth organization. Members of the youth organization also work together with the tourism management group to monitor tourism activities at Green Canyon. Furthermore, these activities will be evaluated in the form of reports that will periodically be reported to the Pulau Pinang village government.

The communication model in the development of Green Canyon water attractions has several stages of information delivery. In this case, the Head of Pulau Pinang Village is the highest leader who acts as the main communicator. The Village Head functions to convey information individually to the tour management group. The information or messages received will be managed to be delivered to members of the youth organization of Pulau Pinang Village. This information contains matters relating to the development of Green Canyon water tourism. The information conveyed is persuasive or persuading, which means that it aims to attract potential tourists to be interested and act in accordance with the contents of the message conveyed by the communicator.

#### Tourism Online Communication

In this era, online media is often utilized as a promotional medium. Many activities or things are promoted through social media. Promotions of food, goods, services, politics, and tourism often appear on social media. According to Burhan Bungin, online media has 5 capabilities, namely: the ability to convey information (upload), the ability to process information, the ability to disseminate information (download), the ability to forward information, and form an information image. All of these capabilities can be applied in tourism communication activities (Bungin, 2015).

Based on the research results, the dissemination of messages and information about Green Canyon nature tourism is carried out through social media, such as Instagram and Facebook. These accounts play a role in disseminating information about Green Canyon nature tourism run by the tour management group. Various information such as photos and videos that describe the activities that take place in Green Canyon nature tourism. This is in accordance with the statement of the fifth informant during the interview:

"Information about the existence of Green Canyon water tourism is carried out in various ways and efforts. Initially, we only spread it by word of mouth. However, after some time we posted photos and videos of this tour to Facebook

and Instagram. We think this method is more capable of reaching many tourists from other regions. In addition, people who visit also often share their moments while here through their personal Facebook or Instagram. That's one way information spreads quickly". (Fifth informant, September 29, 2021).

Green Canyon nature tourism has an Instagram social media account that can be accessed anytime and by anyone. This Instagram account is intended for people who want to see more information about Green Canyon nature tourism. All this information can be seen through an Instagram social media account with the account name @greencanyon\_curuppanjang.

In terms of online tourism communication, people get information about Green Canyon water tourism through its official Instagram account. Not only that, Instagram accounts such as @lahatterkini and @lahatpedia often post the natural beauty of this tour. Tourism management groups and the community share information by making posts about Green Canyon. Through information as well as promotional activities in the form of photos and videos, the general public becomes interested in knowing more about Green Canyon and visiting this tour. In this case, it can be seen that the effect of communication is able to encourage changes in public attitudes and behavior. From the explanation above, we can see that the communication model through social media that occurs is as follows:



Figure 4.3 Communication Model Online Green Canyon Tourism in Tanjung Pinang Village (Research results, 2021)

Based on the picture of the online communication model above, it can be described that the initial communication activities begin with the Green Canyon natural tourism management group posting various photos and videos about activities, facilities and visitors to Green Canyon natural tourism on Instagram social media through the @greencanyon\_curuppanjang account with the aim of providing information and promoting Green Canyon natural tourism to the outside community, especially Instagram users. In addition, hashtags are also added to posts so that searches are easier.

Theoretically, communication through social media aims to send information created by the communicator to be forwarded to the recipient of the message or communicant through online media. Based on the model described earlier, it is known that the number of communicators is very wide. In 2021, there are 170 million social media users in Indonesia, and among them, 85 million people are Instagram users (inet.detik.com). In online communication activities, a communicator is free to determine which social media to use in conveying information.

Communication is a very important element in a communication process. Meanwhile, communicators are one of the important factors in the success of a communication. The intended communicator is expected to receive and understand the information conveyed by the tour management group and is interested in following the direction of the tour management group, namely by visiting Green Canyon natural attractions. Based on one of the results of an interview with the first informant, explained that:

"In conveying information, we try to focus on the goal of increasing tourists who want to travel here. Therefore, the message we convey is made as good and interesting as possible so that it can be well received by the outside community. Many people do not know and think that access to this tour is difficult to reach. So, through social media we convey information to potential visitors that this tour has been paved, cars and motorbikes can easily enter." (First informant, September 26, 2021)

From the explanation above, it is stated that in conveying information by the tourism management group through online media, it aims to provide information about accessibility to tourist destinations. In addition, this information is also expected to attract potential visitors to come and witness the natural beauty of Green Canyon natural tourism. Therefore, delivering messages must be done by writing or sharing interesting and positive activities.

In accordance with the results of the above research, it can be concluded that the communication model that is in accordance with this research is a two-way communication model. Two-way communication is a communication process that involves a relationship between the sender of the message and the recipient of the message, so that a response or reciprocity is obtained when the message is sent to the receiver.

The communication model formed in Green Canyon nature tourism is multiple communication, where the communication process occurs in all directions is an ideal type of communication with the Green Canyon nature

tourism communication model because there is an opportunity for both parties to provide their respective views or responses. The stages of multiple communication in the development of Green Canyon nature tourism consist of several stages. First, the creation of ideas by the messenger. At this stage, the village government of Pulau Pinang has information that will be conveyed to potential message recipients, namely the Green Canyon natural tourism management group. Second, as the recipient of the message, the tour management group will process the message received so that the message is worth sharing with the public or potential visitors. At this stage, the tour management group must find the most effective way of delivering messages. In this case, the tour manager chose Instagram social media as a channel or channel for delivering messages.

Furthermore, the tour manager also shares this message with the Karangtaruna of Pulau Pinang village who will assist them in activities in Green Canyon nature tourism. This process is an important stage because it plays a role in determining whether the information is received properly or not. After receiving the message from the tourism management group, Karang Taruna will involve the village community to jointly improve their creativity in various fields that they live in, for example in the culinary field, business, and so on. This community participation will be very meaningful in maintaining and developing Green Canyon nature tourism.

In addition, the delivery of information through social media channels, namely Instagram of Green Canyon natural tourism, which is carried out by the Green Canyon natural tourism management group to the outside community so that they recognize and are interested in visiting Green Canyon. At this stage, Green Canyon nature tourism has a great opportunity to be seen and recognized by Instagram users. Perceptions that arise from Instagram users can vary. After receiving this information, the receiver will provide the feedback they have on these messages.

## Green Canyon tourism visitor interaction Pulau Pinang Village

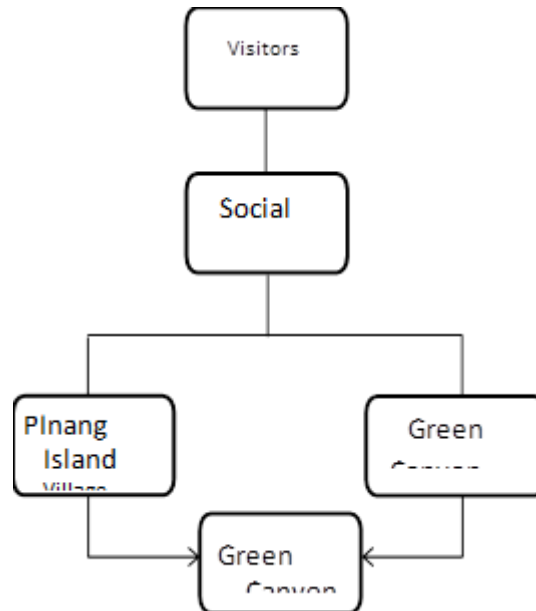


Figure 4.4 Communication Model of Interaction of visitors to Green Canyon tourism Pulau Pinang Village (Research results, 2021)

Communication model of Green Canyon tourism visitor interaction in Pulau Pinang Village. Visitors are receivers or recipients of messages in social interactions between the people of Pulau Pinang village and Green Canyon Nature Tourism Managers. The interaction carried out by tourism aims to provide important information about Green Canyon nature tourism. This information is things that visitors need to know, for example, access points to Green Canyon, time and place and rules that must be obeyed by tourists visiting Green Canyon nature tourism. For example, if visitors need a tour guide, the manager will provide these needs.

## CONCLUSION

Based on the results of the research and discussion that has been presented by the author in the previous chapter, several conclusions can be drawn regarding the communication model of Green Canyon natural tourism in Pulau Pinang village. The Communication Model at Green Canyon tourism destination is managed by three communicators, namely village officials, landowners, and youth organizations of Pulau Pinang village. The expected effect of the

communicator is that the community or audience is getting to know and want to visit Green Canyon natural tourism.

In this research, there are two tourism communications, namely tourism group communication and tourism online communication. Tourism group communication is a group of tour managers to visitors. Tourism online communication is the social media Instagram and Facebook used in delivering messages and information to the public.

The Communication Model at Green Canyon tourism destination uses the pentahelix model where in creating orkstrasi and ensuring the quality of activities, facilities, services, creating experiences and the value of tourism benefits in order to provide benefits and benefits to the community and the surrounding environment, it is necessary to drive the tourism system through optimizing the role of business (business), government (government), community (community), academic (academics), and media (media publications) or BGCAM.

The communication model formed in Green Canyon nature tourism is multiple communication where the communication process occurs in all directions of the message sent by the messenger to the recipient of the message. The village government of Pulau Pinang involves many parties who are actively involved in the development of Green Canyon nature tourism. Through cooperation between the village government, tourism management groups, youth organizations and the local community, the management of Green Canyon's natural tourism potential has been carried out quite well, one of which is effective communication so that tourism activities can run well.

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