

Tanjung Belit Village Pokdarwis Participative Communications In Developing Batu Dinding Waterfall Tourism

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Abstract

Tourism development requires the involvement of the surrounding community. Pokdarwis was established to develop and improve the socio-economic welfare of the community. This study aims to analyze the form of Pokdarwis participatory communication in developing the Batudinding waterfall tour in Kampar Regency. Research using qualitative methods with participatory design. The research subjects totaled 13 informants selected purposely and accidentally. Data was collected through in-depth interviews, observation and documentation. Data validity used the technique of extending participation, persistence of observation and triangulation. The results of the research show that the form of participatory communication is divided into three stages, namely the planning stage, the implementation stage and the results utilization stage. In the planning stage the community participates by participating in monitoring, providing advice, and supervising the management of tourist objects. In the implementation phase, the community participates in the program being implemented. In the third stage, utilization of the results, the community tries to participate and donate energy to run the program or project that has been built. The form of coaching is done directly or indirectly. Directly given through training, discussions, competitions, and outreach. While indirectly it is provided through social media Instagram, cellphones, and the Tourism Office website, as well as printed media in the form of books.

Keywords: Communication, Participative, Tourism Awareness Group, Tourism Development.

Introduction

Tourism is a series of tourism activities that are supported by various facilities and services provided by the community, business world, and local government. Tourism means a tourist activity carried out by a person or group of people visiting a place temporarily for recreational purposes (Tourism Law Number 10 of 2009 Article 1). Participatory communication aims to achieve reciprocal cooperation at all levels of participation (Hardiyanto & Zunariyah, 2018). The use of nature and culture in the tourism industry continues to grow, but Indonesia's natural resources have enormous potential and are spread over nearly 17,000 islands, their potential has not been utilized in each tourist destination.

Participatory communication has the goal of achieving reciprocal cooperation at all levels of participation (Hardiyanto & Zunariyah, 2018). It can be said that all parties must participate in communication and receive a lot of input and words from other people, assess and respect attitudes and foster an attitude of mutual trust in one another. Because the concept of participatory communication shows that development-oriented management is always based on various different groups and communities seen from various aspects such as economic, social and cultural factors as complements to one another (Satriani et al., 2011). The key process for bringing stakeholders together and working together to solve problems is

participatory communication process. According to (Hamijoyo S, 2010). Participatory communication plays an important role in the community empowerment process as an active planner, owner and manager of action programs Yoon (Hadiyanto, 2008) states that the implementation of participatory communication enables personal dialogic communication between the community and village development agents, more effective use of traditional or folk media, and the growth of group social activities and the development of community media

The results of previous research also show that participatory communication plays an important and very effective role in the awareness process, in communicating messages of empowerment and developing community creativity (Pitasari, 2019). Participatory development communication as an approach offers new hope for reorienting the role of communication towards development which focuses on empowering underdeveloped communities so far (Hadiyanto, 2008). People who are aware that their area has tourism potential and could serve as a tourist destination can also carry out activities that promote tourism potential with ease (Nurjanah, 2018). The participation of Pokdarwis in each region is still low in the development of tourist villages, because Pokdarwis are not focused so they ignore the development of tourist villages and still show a tendency in one direction, and the lack of action from each stakeholder makes relations between stakeholders still less communicative (Oktadiani, 2023). All parties participate in communication and try to listen to other people's words, assess and respect attitudes and mutual trust. One of the sub-districts in Kampar Regency which has a very beautiful natural charm, namely the Kampar Kiri Hulu area, especially Tanjung Belit Village, which utilizes natural resources or the Batudinding waterfall tour to develop natural tourism

Batu Dinding Waterfall with its uniqueness, has 7 levels of waterfalls located in the “Imbo Batu Dinding” Customary Prohibited Forest area, Tanjung Belit Village, Kampar Kiri Hulu District, Kampar Regency which is spread over an area of 300 hectares. Since the Tanjung Belit Village Tourism Awareness Group (Pokdarwis) has been in charge of managing BatuWall Waterfall, it appears to be a natural magnet that is able to draw visitors every month. Because this tourist attraction is located in the Imbo Batu Dinding customary forest area, the initiative for the existence of this customary forest came from traditional leaders and the people of Tanjung Belit several years ago who wanted to preserve the Rimbang Baling forest around their village area. The idea came from traditional leaders and community leaders as well as Pokdarwis to create a tourism portal in the vicinity as a reminder. Then carry out renovations or restoration of the Batudinding Waterfall Tourism object to utilize and improve Natural Resources in Tanjung Belit Village.

Pokdarwis was formed to form community groups that aim to improve economic welfare and are willing and concerned about tourist destinations as good hosts. The Tanjung Belit Village Pokdarwis also invited the Tanjung Belit Village community to jointly hold events as a means to get to know and promote the tourism potential in the surrounding area, such as the Balimau Kasai event to welcome the holy month of Ramadan, which was held in the Batudinding Waterfall area.

The establishment of Pokdarwis began with a dialogue between young people who had the same vision to develop the natural potential of Batudinding Waterfalls, which then involved many parties in developing inclusive tourism. This success must be studied to find

out that participatory communication played a role in the success of the Tanjung Belit Village Pokdarwis in managing and developing the Batudinding waterfall tour. Adequate and appropriate inclusive communication encourages Pokdarwis members to take a role in caring for and growing, and developing further, utilizing existing local potential. This can be a factor in the development of tourist areas.

On September 17 2022, Tanjung Belit Village was designated as one of 50 Creative Villages in Kampar Regency at the opening ceremony of the Minister of Tourism and Creative Economy (Menparekraf) of Indonesia, which was also attended by the Acting Regent of Kampar Regency Dr. H Kamsol, MM., Member of the Indonesian Parliament Dr. Syahrul Aidi Ma'azad, Expert Staff to the Ministry of Environment, Dr. Afni Chairperson of the Indonesian Creative Village Association (ADKI) Fikri El Azis Center, Regional Secretary of Kuantan Singingi Dedi syambudi, and Chair of TP-PKK Kampar Deswita Kamsol. Menparekraf also explained that in this case each village can also cooperate with the government, the tourism bureau, and the Indonesian Creative Village Association in their respective regions. (mediacenter.riau.go.id).

Communities around the location of tourist objects are the main parties expected to participate in developing a tourist attraction. This is because the community understands the different natural conditions there. In order to achieve shared objectives with Pokdarwis members and the community of Tanjung Belit Village, the community participates in every tourism development program that the group plans. The community also wants to monitor the development of tourist attractions while at the same time showing tourists how friendly the people of Tanjung Belit Village are.

This study aims to contribute to a deeper understanding of participatory communication in community empowerment through Pokdarwis in developing natural tourism objects in villages. In line with this, this paper also aims to provide recommendations regarding the potential development of tourism objects in rural areas through participatory community development because the community knows best about environmental conditions. Therefore, this paper seeks to strengthen the role of the community or community groups such as POKDARWIS so that they have the ability to deal with problems and can actively participate in campaigning or communicating tourism in their respective areas.

Method

The research method used is a qualitative method through a case study approach. In-depth approach by going through the stages of observation bound by space and time to explain the complexity of the problem under study. Research with case studies is also carried out by exploring complex phenomena to develop theories or evaluate programs. (Baxter & Jack, 2015) Along these lines, qualitative research methods have several benefits for developing environmental and risk communication projects. (Corte et al., 2018) Therefore, case studies place great emphasis on the role of the researcher as the main instrument in research. (Alpi & Evans, 2019) The focus of the case in this research is POKDARWIS participatory communication in the development of natural stone waterfalls in Tanjung Belit Village, Kampar Regency.

The subjects of this study were the perpetrators of the development of the stone wall waterfall tourist attraction which was carried out through interviews with the Tourism Awareness Group and direct observation of the activities of the tourism object managers. In addition, researchers also collected various documentation related to this research. Secondary data is collected from documentation of communication activities, posting activities on websites, social media, news releases, laws, government regulations and so on.

Study Area

The stone waterfall is a waterfall located in the village of Tanjung Belit, in the district of Kampar Kiri Hulu. It's one of the hidden waterfalls that offers the uniqueness of the amazing natural charm. Visitors can depart from the village of Gema which will be directly impressed by the typical panorama of Kampar Left Hulu which is the subway river. The trees and the sounds of the forest insects filled with beauty on the way to the stone waterfall of the walls.

The Stone Wall Falls is in the Kenegerian Forbidden Natural Forest area of Tanjung Belit with an area of $\pm$ 300 hectares. As for the history of the Waterfall, Stone Wall is where this waterfall has existed from ancient times, no one dares to enter the waterfall because the people there have long believed that the place is angker and there are guardians. Even more, the waterfalls are in the forest that is quite far from the residents' houses. However, the more and more people around here are beginning to realize that they are starting to see the adequate economic potential of the waterfalls and are being visited by the people there and accompanied by the neighboring villagers. The name of the stone waterfall on the wall is from the days of our forefathers. However, the history is heard and circulated among the people that in the flow of the Tanjung Belit river there are formed walls that lie firmly in the river and the stream of that river next to the waterfalls so it is called the Waterfall Stone Wall. That's the origin of the waterfall, called the stone-walled waterfall according to the stories of the local community.

The surrounding community is often referred to as the Bading waterfall which is an abbreviation of Stone Wall. This stone waterfall wall has seven parts and each part forms a clear watershed between dense cracks. Located in the forbidden indigenous forest area of Tanjung Belit Kenegerian known by the local community as "Imbo Stone Dindiang" which is the attraction of Stone Falls walls. At each level, visitors have to pass sharp and sloping hills and it takes a lot of effort to complete each level provided. Thro this time, the public has claimed that visitors can only access Level 4, because the journey is often wet, so it makes the streets slippery. So visitors only reach level three. However, there is a possibility that some visitors want to reach level 4.

As time passed, visitors and people began to come and visit the waterfalls. Because the conditions were good enough and the people around and the youth began to participate in the development of the waterfall tourist attraction, the stone walls began to stone-royong to make boards or directions and began to repair the road so that it was easy to be accessed by visitors and also the community began to clean the bushes and wood that obstructed the process of travel to the destination.

Initially the access road to the tourist attraction Stone Falls Dinding was only a small road as a link to the community to their gardening site, but in 2002 the PEMDA (District

Government) in collaboration with the Tanjung Belit Village Government opened the road access to the resort. With the opening of access to the road, tourist waterfalls and stone walls became easy to go to the tourist location and the farmers in the village of Tanjung Belit also easy to get to the garden. Then in 2011 began to be known as the location of the ecological object, which can be seen from the beginning of the increasing number of visitors coming from both those from the local area even to outside the area of Kampar Left Hulu. Then in 2012 the waterfall stone wall tourist attraction started viral on social media and was visited by many tourists. It is also not without the support of the village entities that are involved in developing the tourist attractions of Stone Falls Walls and can have a positive impact on the community as well as the village itself.

Since begins to come tourists community tanjung belit enthusiastic to shoot and improve the way to the location of tourist objects such as repairing bridges that used to be only accessible by walking but for the moment can be passed by using motorcycles or can also be accessed through the Subayang River by using boats (pighau) which makes the attraction more to go to the site of the tourist attraction Water Falling Stone Dinding because of seeing directly the stream of the subayang river and enjoy the beauty of nature that is still awake well.

With a large number of tourists coming from both the territory of the district of Kampar and from outside the districts itself, even from abroad, it has begun to be viewed by the government of Kamar district and established the tourist attraction of Water Falling Stone Dinding in the village of Tanjung Belit district Kampar Kiri Hulu as an official tourist attraction. The government of the district of Kampar, Riau has established the stone waterfall walls in the village of Tanjung belit Prefecture Kampar left hulu as a tourist attraction in 2017. Then on September 17, 2022 the Minister of Tourism and Creative Economy of the Republic of Indonesia gave the official appreciation to Tanjung Belit village as one of the 50 creative villages in the district of Kampar Province of Riau.

Then from that the village apparatus, customary figures and the whole masyarakat village of Tanjung Belit added the spirit to participate in the development of better for the tourist objects one of them by forming a group of Sadar Tourism (Pokdarwis) which as the holder of interests and needs that are the sources of the community around and the most primary purpose of Pokdarwis is as the manager, the driver and the responsible tourist that exists in the village of Tang Belit in particular Water Falling Stone Wall



Air terjun tingkat pertama & kedua



Air terjun tingkat ketiga & keempat



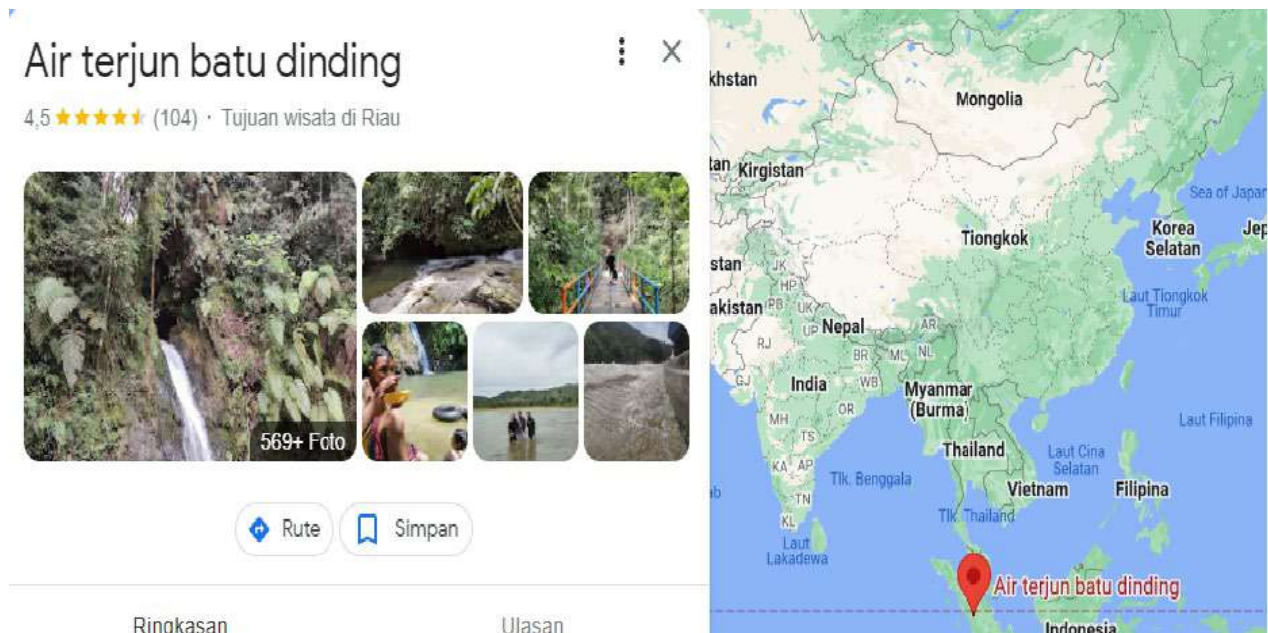
Air terjun tingkat ke lima & ke enam



Air terjun tingkat ke tujuh & batu yang menyerupai dinding yang tinggi



Pembuatan jalan dari balok semen menuju air terjun agar tidak curam



Results and Discussion

The results of participatory communication of the Tanjung Belit Village Tourism Awareness Group (Pokdarwis) in the development of Batu Wall Waterfall Tourism in Kampar Regency are the first where the participatory communication process of the Tanjung Belit Village Tourism Awareness Group (Pokdarwis) in the development of Batu Dinding tourist destinations in Kampar Regency consists of three processes in which the participation stage is the stage, the implementation of the third stage of participation, Implementation Stage Participation Stage Second Stage Participation. In addition, counseling to the Tourism Awareness Group (Pokdarwis) of Tanjung Belit Village, Kampar Regency on the development of Batu Wall Waterfall tourist attractions consisted of direct and indirect training.

1. Participatory Communication Process of Tourism Awareness Group (Pokdarwis) Tanjung Belit Village in Developing Batu Wall Tourism Object Kampar Regency

1) Participation in the Planning Phase

The participation stage means involving an individual in the stage of preparing plans and strategies, as well as preparing committees and budgets for an activity. The surrounding community participated by providing suggestions and criticisms at the meeting held. Direct community involvement in planning has a huge impact on the success of development programs. This is seen because at the planning stage the community is given the opportunity to participate in decision making and planning that is built so that they are made subjects and not just as development targets (Soleh, 2014).

During the meeting with Pokdarwis and Ninik Mamak or traditional leaders not only discussing the planning of tourism object management, Pokdarwis as a tourist attraction manager is obliged to provide reports related to tourist attractions, both in terms of increasing visitors to financial income reports. Because we as the village government are an extension of Pokdarwis as the manager of tourist attractions

Various plans were designed jointly by members of the Pokdarwis and the Trustees, namely the village government and ninik mamak Tanjung Belit Village, at this meeting participatory communication carried out by meeting participants was seen then planning was formulated in each meeting agenda held every quarter. The meetings held are divided into two types, namely the first meeting with internal members of the Pokdarwis and the Pokdarwis Trustees and the second special meeting which invites the government or tourism organizations. The agenda at the first meeting discussed at this meeting usually discusses evaluation and routine service plans in welcoming visitors, then a special meeting will present the tourism office and tourism organizations, in this meeting there will be more discussions about tourism management so that Pokdarwis members as tourism object managers can gain a lot of knowledge and experience for Pokdarwis members. At this meeting, the tourism office and related organizations will provide advice and input related to the development of stone wall tourism objects so that they are maintained beautifully even though many visitors come and will also discuss important agendas or tourism development programs that will be run together with the village community for the development of stone wall attractions.

2) Participation in the Implementation Phase

At this stage participation means involving someone in the stage of execution of work. The community can be directly involved in providing energy, enthusiasm and material as well as ideas and ideas as a form of participation in work. These limitations in program implementation are a continuation of a previously agreed plan in terms of planning, implementation and objectives.

Pokdarwis is fully responsible for the management of Batu Wall waterfall tourist attraction. Those who create programs and run programs that have been created to develop stone wall attractions. Among the programs that have been implemented by the Pokdarwis are:

- a) Creation of warning boards for visitors
- b) Create banners containing restrictions around the attraction

- c) Making cement blocks to facilitate road access to the waterfall
- d) Clean and maintain the location around the attraction
- e) Create a picket schedule to guard the ticket post
- f) Make a safety lane by installing wood for the handle on the road path to the waterfall
- g) Making toilets for visitors
- h) Trying to complete the facilities and infrastructure at the location of the tourist attraction

Pokdarwis Tanjung Belit Village utilizes social media such as Instagram with @tanjungbelitrepost account names and Facebook accounts @Tanjungbelitrepost to inform their activities in managing tourist attractions while promoting Batu Wall waterfall attractions. However, their social media is only active when there are certain events or activities. Pokdarwis uses outdoor media in the form of pasting information boards around the location of tourist attractions. This warning is a form of communication to visitors about the rules and warnings in visiting Batu Wall waterfall attractions.

Figure 1. Warning sign for visitors



Source: Researcher Documentation 2023

In addition to the participating communities, the village government also helped the development program of Batu Wall Waterfall tourist attraction. Tanjung Belit Village Secretary said that although there has been no fresh funding provided by the Tourism Office for tourist attractions, the village government is trying to help in the process of developing tourist attractions. Assistance from the village in the form of providing facilities if there are students or lecturers who are conducting research will be well received. In addition, the village government also provides ambulances that can be used to carry visitors if anyone is injured.

Ninik mamak and the village government also make regulations for visitors not to damage trees and plants at tourist sites in the form of warning board media before entering the tourist attraction location.

Figure 2 : Warning sign for visitors



Source: Author's documentation, 2023

Visitors are prohibited from littering, must comply with religious norms, immorality, customs and applicable laws and regulations. This shows the participation of ninik mamak as a coach in helping the development of stone wall attractions. With the warning boards, it is also expected that the participation of visitors who come in maintaining the beauty of nature around the location of the stone wall tourist attraction. Then at the event on September 17, 2022, Tanjung Belit Village was given an appreciation for the inauguration by the Minister of Tourism and Creative Economy (Menparekraf) of the Republic of Indonesia virtually as 50 Creative Villages in Kampar Regency which was attended by the Regent of Kampar and his staff. At the time of this event, the Tanjung Belit Village Pokdarwis also involved PKK mothers to prepare all consumption needs at this event. Not only that, teachers at every level of education in Tanjung Belit Village were also involved in bringing their students to participate in the inauguration event.

In addition to community participation, the village government is also involved in the development program of Batu Wall Waterfall tourist attraction. The village government is attempting to aid in the development of tourist attractions, according to the Tanjung Belit Village Secretary, despite the Tourism Office not having provided funding for them. Assistance from the village in the form of providing facilities if there are students or lecturers who are conducting research, it will be well received. In addition, the village government also provides ambulances that can be used to carry visitors to support the availability of health units at tourist sites.

3) Participation in the Income Generation Stage

Participation at this stage can be interpreted as one's involvement in the exploitation stage of the activity after the activity is completed. Community limitations at this stage arise in the form of manpower and money to operate and maintain the projects built. Participation at the work stage cannot be ascertained from the quality or quantity of the results of program implementation. In terms of quality, it will be seen from the achievement of output, while in terms of quantity, it can be seen from how much the presentation of the success of the program implemented is in accordance with the targets that have been set. Pokdarwis received various awards as a tourism object manager, participatory communication oriented towards realizing mutual cooperation for all levels of participants from planning, implementation to

utilizing the results that have been carried out by the head of the pokdarwis award obtained by Dedi Irawan who won the 1st seed award at the 2022 Riau tourism village appreciation event in the Homestay category .

Many benefits are obtained due to the increase in visitors who come to Batu Wall tourist attractions, one of which is the community's economy, most of the people, especially housewives, open stalls as a form of their business. Villagers also participate in terms of improving their economy and the income generated can also make visitors who come of course always increase. The income generated from the results of Batu Wall waterfall attractions is quite large, besides of course the income can be for the management of the tourist attraction itself can also be an income for the village. The income obtained will also be given for the management and making facilities and infrastructure around the location of the tourist attraction even though not all facilities and infrastructure are fulfilled such as prayer rooms do not yet exist at the location of the tourist attraction. Although facilities such as toilets, hand washing stations, stop posts, tourist maps and so on already exist at the location of tourist attractions.

The benefits in terms of economic improvement are also felt by people who open a camping tent rental business with the business name Senja Subayang for visitors who want to enjoy the natural beauty that is still natural around the location of Batu Wall Waterfall tourist attraction, especially on weekends and national holidays even the tents rented out of them run out for visitors who still come to enjoy camping. The community can also run a *pighau* (boat) motorcycle taxi business for visitors who want to go down the Subayang River. The *pighau* (boat) motorcycle taxi business run by the community is only carried out if someone orders, therefore the community can still carry out activities as usual if they are not mocking *pighau* (boats).

Participation in this stage has begun to be felt through the efforts of the surrounding community that are successfully managed and in demand by visitors. Businesses made and run by the community also support the development of stone wall attractions. With the existence of MSMEs, the local community is also expected to advance the community in the economic sector, in addition to supporting the development of Batu Wall waterfall tourist attraction, then it can also introduce the hospitality of the local community to visitors who come from outside the area here, participatory communication can be seen by the people of Tanjung Belit Village. Another positive impact for the people of Tanjung Belit Village is the creation of familiarity between communities as well as an effort to care for the surrounding nature that has been inherited by ancestors.

Community participation in the utilization stage of the results has been carried out although not optimal. The community has not fully developed creative products to improve their economy from the existence of Batu Wall Waterfall. One of the reasons is because there is still a lack of funds owned by the community there and also of course the low level of public education makes them lack ideas to develop the use of tourist attractions there. The people of Tanjung Belit Village had previously made handicrafts as souvenirs for visitors but were not continued. Once again because of the lack of funds for production and the lack of development ideas owned by the community.

2. Form of Tourism Awareness Group Development (Pokdarwis) Tanjung Belit Village in Developing Batu Wall Waterfall Tourism Object, Kampar Regency

According to KBBI, coaching means efforts, actions, and activities that are carried out efficiently and effectively in order to obtain better results. The development of Pokdarwis is intended for the advancement of tourism managed by a Pokdarwis. Pokdarwis is a tourism conscious driver at the village level, Pokdarwis must understand how to manage and develop a tourism potential. Various skills, be it communication skills, technological skills or skills in the field, must be possessed by a group of members of the tourism awareness group. This is one of the main success factors in the tourism sector.

The form on pokdarwis training is divided into two training models, the direct training model and the indirect training model. Direct training is training with mediation through direct interaction and elements of face-to-face training and pokdarwis as support. This form of direct training can be done through interviews, training discussions and education such as workshops, jamboree competitions and other forms of training. While in indirect research training is carried out by training elements using mass media both print and electronic media and other means of publication such as television, newspapers, billboards, banners and other similar media.

1) In-person Coaching

In the book *Tourism Awareness Group* by Firmansyah Rahim, it is explained that the elements of Pokdarwis Coaches, both at the central and regional levels, consist of the government and other elements such as ninik mamak or private parties who oversee the tourism industry and universities. The District Tourism Office is directly responsible for the Pokdarwis in its area. Meanwhile, on the other hand, the Ministry of Tourism and Economy and provincial-level agencies in the field of tourism become direct administrators of pokdarwis in the regions (promoters or supporters of the development of pokdarwis in the regions).

Direct coaching is coaching carried out in the form of direct interaction and face-to-face between elements of the Coach and Pokdarwis as the party being built. The usual form of coaching received by the Pokdarwis of Tanjung Belit Village is through discussions, trainings and competitions. The training received included training provided by University of Riau lecturers on September 28, 2022 who held a training entitled "Social Media Training in the Promotion of Batu Wall Waterfall Tourism, Kampar Regency, Riau Province".

From the direct guidance received by the Pokdarwis of Tanjung Belit Village, it can be seen that participatory communication occurs where there is a two-way communication process between the supervisor and Pokdarwis, this will produce good development in the tourism sector in Tanjung Belit Village. Then from the participatory communication model according to Kincaid and Everett, where the communication process here is circular and each actor tries to interpret and understand the information he receives as best as possible, so that the communicator can react well or convey the results of his thoughts to others.

2) Indirect Coaching

The second coaching is indirect coaching. Indirect coaching is coaching carried out by elements of the Coach through the use of mass media (both print media and electronic media) and other social media. This type of indirect form of coaching can be done through the placement of public announcements in newspapers, on television or other media such as billboards, book donation tapes, etc. and of course on social networks. Like the statement from the chairman of Pokdarwis that the Pokdarwis of Tanjung Belit Village often get guidance through mobile phones from the District and Provincial Tourism Offices related to how to develop tourism, then guidance obtained from Instagram social media and the Tourism Office website, Pokdarwis was also given a guidebook for managing tourist attractions and books containing tourism, the same thing was also said by Sarkawi as the Head of Development Tourism Destinations of Kampar Regency Tourism Office.

The development of Tanjung Belit Village Pokdarwis is usually carried out by the coaching elements, namely Ninik Mamak and the Tanjung Belit Village Government, the Kampar Regency Tourism Office and the Riau Provincial Tourism Office. Coaching carried out by the government is coaching that builds human resources.

Conclusion

The conclusion of the results of the study found that the participatory communication process is divided into three stages, namely, participation in the planning stage, participation in the implementation stage and participation in the utilization stage of results. In the planning stage, the community participates by monitoring, advising, and supervising the management of Batu Dinding waterfall attractions carried out by pokdarwis. The second is the implementation stage, where the community participates in programs run by Pokdarwis. The third stage of utilization of results, in this stage the community gives their efforts and energy to run the program or project that has been built.

The development of the Tourism Awareness Group (Pokdarwis) of Tanjung Belit Village is divided into two, namely direct and indirect coaching. Direct coaching is carried out face-to-face or interactively, namely through trainings, discussions, and Bimtek. Indirect coaching through the use of Instagram social media, mobile phones, and the Tourism Office website, as well as print media in the form of books.

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