

Implementation Of The Digital Communication Model For Agro-Based Tourism Villages In Balongrejo Village And Pesudukuh Village, Nganjuk Regency

Hudi Santoso ¹, Wahyu Budi Priatna ², Selly Oktarina ³

¹Communication Digital and Media Study Program, Vocational School, IPB University

²Department of Agribusiness, Faculty of Economy and Management, IPB University

³Department of Agribusiness, Faculty of Agriculture, Sriwijaya University



Abstract – In Indonesia, tourism villages have become a plan and goal in national development carried out across sectors, both by the Ministry of Home Affairs; Ministry of Villages, Development of Disadvantaged Regions and Transmigration; Ministry of Cooperatives and Small and Micro Enterprises (SMEs); Ministry of Tourism; and other sectoral ministries that can support the realization of tourism villages. to answer challenges and capture opportunities in the era of globalization/digitalization through *repositioning* the existence of tourism activities starting from the investment, promotion, manufacture of tourism products, preparation of international marketing networks, preparation of quality human resources through quality hospitality, and tourism education, use of internet technology (*reservation system*) in increasing the number of tourist arrivals, as well as creating an atmosphere of *coopetition* (*cooperation*). The purpose of the study was to identify the potential for education, motivation, and infrastructure, to identify the potential of Balongrejo Village and Pesudukuh Village as pioneering agro-based tourism villages, to implement the *pentahelix model* as a communication strategy, digital communication models for agro-based tourism villages in Balongrejo and Pesudukuh villages. The method used in this research is a field study (*field research*). Primary data were collected through direct observation and in-depth interviews to obtain in-depth information from key informants and conduct *Focus Group Discussions* (FGD) as well as literature studies with a qualitative descriptive analysis approach. Accessibility in the education sector is generally adequate, but there is still a dropout rate (APS). The accessibility of the community in obtaining health services in 2022 has generally shown improvement, however, the Village Polyclinic (Polindes) still lacks functioning because it is tightly damaged, the poor have not been served 100%, and the development has not been adequately infrastructure. The existence of infrastructure facilities and infrastructure indispensable to the development of the village, so that access to information and communication as well as the distribution of goods and services can be felt more evenly by the community because all communities have the opportunity to grow and develop and progress together to reduce the level of inequality between villagers. In addition, road and communication infrastructure at this time is still showing a decline in tourism village actors. To realize profitable and sustainable thematic tourism programs, collaboration with a transparent and interactive tourism village digital communication model is needed. The approach to the concept of digital communication in tourism villages combined with the concept of collaboration between stakeholders can illustrate that the planning and implementation of programs, concepts, and ideas can work well in the future.

Keywords – agro-based tourism village, communication model, pilot.

I. INTRODUCTION

In Indonesia, the tourism village has become a plan and goal in national development carried out across sectors, both by the Ministry of Home Affairs; Ministry of Villages, Development of Disadvantaged Regions and Transmigration; Ministry of Cooperatives and Micro Small Enterprises (UKM); Ministry of Tourism; and other sectoral ministries that can support the realization of a tourism village. This is because the potential for the number of villages is very large and has a unique diversity both in terms of nature and culture. Based on existing data, in 20-20 there were 74,954 villages throughout Indonesia, of this number there are 1,902 villages that have the potential to become tourist villages and there are 7,505 villages that have restaurants/restaurants. With the support from the Village Fund Budget (ADD) in 201 9/60 trillion rupiahs and 18,000 Village-Owned Enterprises (*BUMDes*) throughout Indonesia, this potential can be encouraged to be realized (Kemenpar 2020). For the prospect of tourism at the international level as well as in Indonesia, especially in rural areas, to be implemented, tourism actors should do careful and directed planning. This is to answer challenges and capture opportunities in the era of globalization/digitalization through *repositioning* the existence of tourism activities starting from the investment, promotion, manufacture of tourism products, preparation of international marketing networks, preparation of quality human resources through quality hospitality, and tourism education, use of internet technology (*reservation system*) in increasing the number of tourist arrivals, as well as creating an atmosphere of *coopetition* (*cooperation*) at the internal and external levels (neighboring countries), (Hubeis 2018).

The Minister of Tourism and Creative Economy said that the impact of the pandemic on tourism, and the creative economy was tremendous, the decline in foreign tourists reached 75%, and domestic tourists around 30%. More than two million people lost their jobs out of a total of 34 million people engaged in the tourism and creative economy sectors. Furthermore, there are three main pillars for the recovery of tourism and the creative economy, namely innovation, adaptation, and collaboration, as a big nation, we should collaborate, innovate by utilizing digital technology and adapt in a pandemic by prioritizing strict and disciplined health protocols (Kemenpar 2020).

To achieve the goal of becoming an attractive tourist village, known to many people, then able to make an economic contribution to the community and the region, Therefore various strategies are needed to encourage the achievement of these goals. Communication model in the context of planning, and developing tourism village potential in Nganjuk Regency one of them uses the *pentahelix model* and the concept of marketing communication as an implementable concept that can provide a basic operational framework, can be planned, easy to implement, and its success can be measured. By understanding the condition of potential tourism villages in the area, especially Nganjuk Regency, a communication model can be implemented to plan and develop the potential of tourism villages. Given the rapid development of media, both in terms of technology, and content, the digital communication model for tourism villages of them is a *website based* need to apply properly so that the goals of pioneering and developing tourism villages that are advanced and independent by the spirit of the community and the expectations of various *stakeholders* are achieved.

Based on the background above, the problems faced by the village head, Bumdes management, youth organizations and tourism village administrators require facilitation in planning and piloting tourism villages, especially focusing on agro-tourism with the support of the natural, and cultural potential of the community. With the facilitation, it is hoped that the agro-based tourism village pilot program can be realized and in the end will be able to drive the village community's economy. This will help the SDGs programs in Balongrejo Village and Pesudukuh Village, Nganjuk Regency, which are lacking, especially the Decent Work *Goals* and reducing inequality and optimizing village potential.

Aim

The objectives of the study were to identify the potential for education, motivation, and infrastructure, to identify the potential of Balongrejo Village and Pesudukuh Village as pioneering agro-based tourism villages, to implement the *pentahelix model* as a communication strategy, and to implement digital communication models for agro-based tourism villages in Balongrejo and Pesudukuh villages.

II. RESEARCH METHODS

The method used in this research is *field research*. Primary data was collected through direct observation and in-depth interviews to gather in-depth information from key informants and conduct *focus groups Discussion* (FGD) and literature study with a qualitative descriptive analysis approach.

III. RESULTS AND DISCUSSION

Education Potential, and Infrastructure of Balongrejo Village and Pesudukuh Village

Balongrejo Village and Pesudukuh Village, located in the Bagor District, are two villages that have agro-based tourism potential to generate the village economy, including potential for aquaculture, the potential food crop agriculture, *palawija* plantations, educational forests, small ruminant farms (sheep, goats, and goats), others handicrafts, trade and activities of Micro, Small and Medium Enterprises (MSMEs). Balongrejo Village is a village that is part of the area within the scope of Bagor District, Nganjuk Regency, East Java Province, Indonesia. Balongrejo Village consists of four hamlets, including Hamlet Balongrejo, Hamlet Gawok, Hamlet Kepuhtelu, and Hamlet Wates.

The results of the research show that the accessibility and quality of education and health are still low. Accessibility and quality in the education sector can be interpreted as the ability of the community to meet the needs for adequate and quality education provided by the government.

Suprayitno (2018) explains that the higher the non-formal education and formal education, the higher the capacity level of a person. The level of formal education and suitability for the field of work occupied determines a person's competence in terms of facing risks, promotion skills, independence, and performance.

Accessibility in the education sector is generally adequate, but there is still a dropout rate (APS). The accessibility of the community in obtaining health services in 2022 has generally shown improvement, however, the Village Polyclinic (*Polindes*) still lacks functioning due to close damage, the poor have not been served 100%, and inadequate development infrastructure. The existence of infrastructure facilities, and infrastructure that is indispensable in the development of the village, so that access to information and communication as well as the distribution of goods and services can be felt more evenly by the community because all communities have the opportunity to grow and develop and progress together to reduce the level of inequality between villagers. In addition, road and communication infrastructure is currently still showing a decline. Road repairs have not been matched by quality improvements and a suboptimal maintenance system.

Suprayitno (2018), said that the internal factors that influence the capacity of farmers in managing agro-tourism are age, education level, number of family dependents, cosmopolitan, business experience, land tenure, and non-formal education. Herawati (2018), said the factors that affect farmer capacity are farming experience, level of formal education, non-formal education, cosmopolitan level, and area of land use. The results of Marliati's research (2018), show factors characteristics of farmers that are significantly and positively correlated with the fulfillment of the need for developing the capacity of agribusiness farmers is age. Non-formal education also influences the capacity building of tourism actors. Non-formal education has proven to be effective because the curriculum combines technical skills education with character development and social awareness. Blaak *et al.* (2013), stated that non-formal education more quickly meets the practical learning needs of the community because the curriculum and learning system is more flexible and adaptable (according to the goals of the learner/target participants).

Low motivation, attention, and guidance for micro, small and medium enterprises (MSMEs) and a high number of open unemployment. The existence of various small businesses in the community have not received the attention of training on halal certification licensing and guidance from the government, including funding assistance in increasing production so that they can absorb the need for labor, however, the number of unemployed is still quite large, especially in the period after planting/harvesting agriculture.

Motivation is a statement that is realized in the presence of power the power to act or move directly through the behavioral channel that leads to a goal or goal (Olumuyiwa *et al.* 2012). Managanta (2018), states that motivation will be directed at oneself, or one of the desires driven by others and by the environment, and can motivate others as well. Tourist actors need motivation in doing farming, both conscious and directed desire and willingness in seeking progress and self-development

The contribution of Village Original Income to the APB The village is still minimal. Contribution of Village Original Income, especially from Village Owned Enterprises Revenue to the APB Villages is still low, therefore optimization of Village-Owned Enterprises needs to be done to increase Village income. The Consciousness that the community is still lacking in environmental cleanliness and the use of infrastructure. The existence of infrastructure facilities and infrastructure in settlements like drainage is still being misused by the community to dispose of household waste so it is necessary to provide socialization and education to the community. In addition, the lack of land owned by the community so it needs to be assisted such as infiltration of household waste so that people do not throw/flow household waste into drainage which can disrupt environmental conditions.

Potential of Balongrejo Village and Pesudukuh Village as Pioneer for Agro-Based Tourism Village

The results of research in the field, Balongrejo Village and Pesudukuh Village have a quite interesting natural potential to be managed as natural tourism potential, especially the existence of ancient rivers, and community forests, which can be used as interesting *water tourism* for photo spots for visitors. Another potential that can be developed is cultural tourism because Balongrejo Village and Pesudukuh Village have a cultural heritage that has interesting local arts to develop. In addition, many other local pearls of wisdom can be promoted as part of thematic tour packages. According to Yoeti (2001), in tourism, a good *style*, for example, an object must be interesting to watch or study, have specificity, and is different from other objects, and the infrastructure of the place is well maintained. There are facilities for *something to see*, *something to do*, and *something to buy*, and can be equipped with accommodation facilities and other things deemed necessary.

Based on this potential, the Village Government of Balongrejo and Pesudukuh Village in collaboration with Village-Owned Enterprises (BUMDes) have initiated the piloting of tourism villages based on agro, nature, and culture. It is hoped that the pilot tourism village can be realized under the 2022 village work program. Other problems faced by tourism village managers are not having permits, optimizing tourism village management, and the concept of planning, and developing a mature tourism village. This condition is of concern to the Heads of Balongrejo Village and Pesudukuh Village because potentially Balongrejo and Pesudukuh Villages have great potential to be developed into tourism villages based on agro, nature, and culture. With the development of village tourism, it is hoped that it will have a *multiplier effect* on other sectors, especially for driving the village economy whose benefits will be felt directly by the community.

Tourism has an extraordinary *multiplier effect* on other sectors, not only economic and social, but also in the environmental, security, and health sectors and even spiritual wealth. This results in the presence or absence of tourism will have a very broad impact. (Priatna 2021).

This is in line with what was conveyed by Musaddun *et al.* (2013) that Wonokerto Beach tourism will never be as advanced as it is now if there are no facilities that provide a sense of comfort to tourists. One of them is marine tourism supporting facilities. Maritime tourism is businesses that offer non-nautical tourism products or services around Wonokerto Beach, such as hotels, restaurants, bars, mini *markets*, *art shops*, massage services, non-permanent stalls, and street vendors.

The results of the study show that the initiation of a tourism village cannot be separated from the provision of physical facilities, and infrastructure. Provision of facilities and infrastructure, especially in the areas of access to transportation, roads, access communication networks, design of tourist location objects, as central destination locations, *tourism*, culture, and local wisdom are very important for the realization of increasing the economy and people's welfare. It is also important to realize the condition of infrastructure, and physical facilities so that the future village development strategy can be directed by the goals and needs of the community. Accessibility, the strategic location of the tourist village will make it easier for tourists to go to the tourist village. Accessibility is related to the condition of the road to the village and the ease of determining which transportation to use. This requires the role of the central and regional governments to synergize in developing road infrastructure to facilitate transportation accessibility. Village tourism is a village that has natural tourist objects and attractions that blend with the lives of the villagers. Tourist attractions in tourist villages are usually in the form of the natural environment of the rural atmosphere, the customs of a village, and the arts that are owned (Herdiana 2019).

Accessibility to all types of infrastructure, and transportation facilities that support the movement of tourists from the area of origin of tourists to tourism destinations, examples are highways, toll roads, bridges, land, sea, air transportation, crossings, and so on. Implementing elements/related services that function as service operators for the needs of tourists in carrying out tourist trips,

for example, *tour operators*, tour guides, transportation business managers, and so on. The time needed and the activities carried out by tourists in making tourist trip visits to develop activity programs (Yoeti 1997).

Suprayitno (2018) said that in planning tourism areas, tourist accommodation facilities should consider the requirements for the centralization of accommodation. That is, the location of accommodation facilities is endeavored to be in the middle or adjacent to tourist attractions. Far and near here must be interpreted based on convenience, time, and cost to achieve it. Centralization requirements need to be considered because they relate to tourist activities, most of which time to visit tourist objects and attractions.

The pioneering development of agro-based tourism villages in order to be successful in accordance with their objectives must be responsive to conditions that occur in the community. This condition involves several problems. The current strategy is still an obstacle in the realization of community welfare. These problems include tourism awareness groups (*Pokdarwis*) not being formed, the role of village heads, optimization of bumdes, local government support, academic assistance from universities, and the use of media as a means of promotion in marketing tourism villages that involve the community more. This is as conveyed by Karim *et al.* (2017), one of the government programs for community involvement in tourism to support tourism development in an area is the formation of Tourism Awareness Groups (*Pokdarwis*). This program is promoted nationally with the hope that the whole community will consciously implement the *Sapta Pesona Wisata* that has been echoed by the government for the last few decades. *Sapta Pesona Wisata* contains seven invitations, namely Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memories. This program focuses on understanding the capacity of the community for tourism so that it is directed and sustainable Hanana *et al* (2017) revealed that a persuasive communication strategy is needed in the formation of *Pokdarwis* (tourist awareness groups). the combination of the four elements of communication is important so that it can be maximized in achieving the goals of the tourism-conscious community. Pajriah (2018) said that human resources (HR) are one of the factors that play an important role in advancing the tourism sector. Human resources in the tourism sector are humans who are very important resources, especially in *service-based organizations*. Human resources play a role as a key factor in realizing successful performance.

The results of the study indicate that farmers' income and agricultural productivity are still low. Balongrejo and Pesudukuh villages are considered agricultural areas so the majority of the people work as farmers or work in agriculture. Thus to improve the community's economy, agriculture must be a top priority. The productivity of certain commodities has increased, but the price of production is still relatively low so the income of farmers is still low. By carrying out a breakthrough in piloting an agro-based tourism village, it is hoped that it will provide new enthusiasm and energy for the community as an alternative livelihood which impacts improving the economy of the village community.

According to Mirza *et al.* (2017), income is the amount of family income for members of the women's farmer group that comes from farming and non-agricultural activities. The level of income will contribute to household income which is directly suspected to influence the capacity of tourism actors. According to Anantanyu (2009), income is the selling value of agricultural products produced after deducting all costs that have been incurred.

Implementation of the pentahelix Model (ABCGM) as a Communication Strategy

The concept of collaboration to achieve the desired goals is very important nowadays. Availability of resources, limited authority, as well as limited advantages, are the reasons why collaboration is the right and effective solution for expanding networks, and access. The results of this study indicate that to succeed in the tourism industry, especially in tourist villages in Nganjuk Regency, intense competition requires the participation of all stakeholders. The government as the main actor who has full power plays a role in forming regulations that cover all other elements, such as academia, society, media and business people. However, the limitations possessed by the government are of course limited in terms of budget allocation, limited in terms of concept, and limited in terms of research and development of tourism villages.

Hariadi (2005) explains that the government's role as a facilitator does not necessarily release all affairs to the community in development, because it is very strategic and important, and the public interest remains the government's obligation. This is as according to Cahyo & Nuryanti (2018), there is an initiation from the government sector to provide related assistance management of tourist areas or in the development of basic infrastructure that supports tourism activities. Local governments or other parties such as universities must hold many activities that can increase the competence of tourism actors. Tyas & Damayanti (2018) said that the assistance provided by the government is still limited in the business sector and has not led to a tourism

approach. For this reason, assistance is needed for the people of Kliwonan Village through awareness and socialization of tourism and *Sapta Pesona* so that people understand more about their tourism potential. In line with the results of Oktarina's research (2022), the importance of mentoring by empowerers is not only carried out by local extension workers but also by volunteer assistants in providing appropriate information and intensity of assistance related to required information and problem-solving.

Tourism village actors in their activities have advantages in terms of developing ideas into material benefits, the availability of business strategies, business networks, and cooperation between business people are both advantages and threats for tourism village actors if they are not by government regulations. The Synergy between academics, business elements, *community*, and government as well as the use of digital media. The pentahelix model (ABCGM) in the tourism village pilot is the right combination. The *pentahelix model* is very important as a communication strategy to find the right solution. Changing the way of thinking of residents, tourism village actors, village government, and *bumdes* requires systematic and strategic efforts related to the development of tourist villages. (Yuningsih *et al.* 2019)

According to Poudel *et al.* (2014), the community is a *stakeholder* that is in direct contact with tourism activities in the village initiated by the government, and the business world in the region. Social, economic, and cultural issues need to be accommodated. The role of the community is needed so that the tourism package program planned by tourism village actors, supported by the government, and business elements can be realized. The role of academics also holds the key to realizing this and will also have an impact on increasing knowledge, innovation, novelty, methods, and even developing insight and skills for tourism village actors, and the community in the form of service, training and research.

Therefore, tourism village actors must be more active in making collaborative tour package programs from other tourist villages to introduce attractions, and potentials to potential tourists, for example, people from neighboring villages who work as bonsai farmers, this collaboration which will have an impact on increasing sales.

Digital Communication Model for Agro-Based Tourism Village in Balongrejo Village and Pesudukuh Village

Tourism villages need the role of social media activists and *mainstream media*. In addition, the role of *website-based digital media* is also very necessary at this time. Media *website* that contains actual and interesting information about tourism village profiles, tourism village programs, tourist village news, tourist village galleries, infographics, reservations, tourist village inquiries, and advertisements. *Website-based digital media* has a very large influence on tourism village managers, and the community as potential tourists as information, promotion, and marketing media (Santoso, 2022). This is in line with research by Aristi (2020), Nugraha *et al.* (2017) explained that tourism promotion that still puts forward a *linear strategy* makes it less likely to get the attention of a wide audience. Kuryanti & Indriani (2018); Irfan & Apriani (2017) explain that tourism promotion media is very effective when utilizing information technology (IT) by creating a tourism *website (e-tourism)*. Retnasari *et al.* (2019) revealed that tourist villages are visited by many tourists, especially the *millennial generation* because they are supported by promotions through social media, namely Youtube, Website, Instagram, and Facebook. Apart from being used as a tourist village website, according to Kuswanti & Oktarina (2019), this media can be used as a medium for marketing information for local culinary specialties.

Tourism activities, in addition to aiming to obtain benefits, are also aimed at the realization of increasing the income of residents around tourist villages. In realizing a tourist village that can be reached by many people, *stakeholders* from the village can also collaborate with other *stakeholders* by utilizing digital media. In addition to being able to be used for communication, digital media can also be used as a means of media promotion. This potential is an applicable solution for village MSME actors and tourism actors to market tourism products and services.

Tourism village actors can realize profitable, and sustainable thematic tourism programs, collaboration with a transparent, and interactive tourism village digital communication model is needed. The concept of marketing communication approach combined with the concept of collaboration between stakeholders can illustrate that the planning and implementation of programs, concepts, and ideas can run well in the future.

The results of the research show the implementation of the development of communication science, especially the Tourism Village Digital Communication (KDDW) model. Utilization of digital media, marketing communication activities in piloting, and capacity building of tourism village actors in Balongrejo Village and Pesudukuh Village, Nganjuk Regency. The pilot concept of

an agro-based tourism village in Nganjuk Regency should be focused on implementing an integrated and collaborative tourism village digital communication model. The pentahelix model (ABCGM) consists of academia, business, *community*, *government*, and media.

The concept of a digital tourism village to build tourism village starts with building its ecosystem. Therefore it cannot be done alone. Achieving the goal of becoming an advanced and independent tourist village, is carried out jointly with stakeholders. In addition, tourism village actors must change their perspective, way of thinking, and way of working, from a competitive strategy to a collaborative strategy (Santoso, 2022).

The recovery from the Covid-19 *pandemic has changed the landscape* of the tourism village business which was originally a *competition approach* leading to a *competition approach* (cooperating). Tourism village actors should create a market expansion, save business feasibility study budgets, and design village local advantages with different uniqueness.

The results of the Focus Group Discussion (FGD) which involved several stakeholders including the Chairperson of the DPRD, representatives of the tourism agency, representatives of the Bappeda, District Heads, Village Heads, Tourism Awareness Groups, and academics agreed to make Balongrejo Village, and Pesudukuh Village pilot agro-based tourism villages. These are the dreams and aspirations of the residents of the two villages since 2015. Now is the right time to make it happen because it is supported by all elements of society. Two villages in addition to potential tourist villages. creative economy (MSMEs) will also be developed.

According to the Head of Balongrejo Village, making Balongrejo Village a tourist village has been his dream since 2015. Now is the right time to make it happen because the idea of building a tourist village has been supported by all elements of society. Balongrejo village has great potential as an agro-based tourism village, since 2006-2007 farmers can harvest up to three crops a year (shallots, corn, melons, chilies, and rice). His party together with the Bumdes management has conducted comparative studies on the development of tourist villages Malang and Jogja and other tourist villages.

The same statement was conveyed by the head of Pesudukuh Village, according to him, tourist villages are a new thing for this village, it needs a good approach so that all elements of society are accommodated. Because a good foundation will produce good results too. The same with Balongrejo Village, before covid-19 we also designed a tourist village, Alhamdulillah now the process is starting. The purpose of the tourist village is to encourage the welfare of the village community. Farmers and SMEs as a source of economic value for the citizens need added value. It started with the village market as a means of selling and promoting MSME products and agricultural products from residents. there is already support from DPRD, local government, and related agencies. However, the promotion and use of media technology is still needed.

The sub-district head of Bagor sub-district fully supports the pilot plan for a tourism village in his area. This idea is under the government's *tagline*, "build deso noto kuto", it is hoped that this program can develop the city of Nganjuk itself. According to him, the internet network should not be missed because for now it is lacking in the villages of Pesudukuh and Balongrejo. Whereas tourist villages need an internet network to expand and make it easier for residents, and visitors to communicate and *upload* photos and videos on various media *platforms*. Internet accessibility is still difficult. Collaboration with the Ministry of Communication and Informatics is needed to facilitate the development of *wireless fidelity* (*wifi*) networks.

This is as stated by Usman (2016), Oktarina *et al* (2019) internet infrastructure can be provided or organized by the government, private sector, public-private partnerships, or can also be self-help communities which are then facilitated by the government, the form of implementation depends on village conditions, for villages, the conditions for implementing internet infrastructure are open in the form of a government-private role. Even so, the availability of communication facilities is not evenly distributed, because it is not easy to facilitate a good internet network in hilly/mountainous areas, especially since many tourist villages are located in the highlands or hills.

The same statement, according to him, the important points in the establishment of a tourist village are the active participation of the village community, the design of tour package programs, and internet network infrastructure as a means of communication in the digital era. Tourism village programs start from pioneering, developing, advanced and independent. in Nganjuk Regency, only one tourism village has been running, namely the tourism village of Bareng, Sawahan District, which is based on nature. Just like before when the construction of the "heaven hill" together, at first many villagers were unsure, but now it has been proven

that there are already many visitors and it has had an impact on the community. Tourist village actors must be adaptive, what kind of tourism is suitable and *sustainable in the future*, don't let anyone build a swimming pool, and all make a swimming pool, like in Bajulan village, it is finally abandoned. Regional specialties can be used as tour packages especially since this area is cassava-producing.

Focus Group Discussion (FGD) Activities for Agro-Based Tourism Village Pilots on Wednesday, August 2, 2022, at Balongrejo Village Hall, Bagor District, Nganjuk Regency. This FGD was carried out based on the 2022 Lecturer Returning Village program initiated by IPB University with the theme "Implementation of an Agro-based tourism village digital communication model in Balongrejo village and Pesudukuh Village, Bagor sub-district, Nganjuk Regency."

The FGD was attended by the Chairperson of the DPRD, Representatives of the Tourism Office, Representatives of Bappeda, and the sub-district Head. Bagor, Balongrejo Village Head, Pesudukuh Village Head, Head of BPD, *Pokdarwis*, *Bumdes*, Community Leaders, Youth Organizations, MSMEs in Balongrejo and Pesudukuh villages as well as several students and alumni of IPB from Nganjuk district.

This activity is carried out to identify the potential that exists in the village to be used as a pioneering tourist village that can prosper the village community. The head of Balongrejo village said, "The potential in Balongrejo village is agro-tourism with commodities of shallots, melons, and oranges which are currently still being developed".

This kind of activity is also strongly supported by the local government. This is in line with the statement from the chairman of the Nganjuk DPRD. "We are ready to oversee activities that are beneficial to the community, with a note that they must be conceptualized in detail and don't seem rushed."

The results of the agreement from the focus group discussion include; planning the design of agro-tourism locations as destination centers. The village head needs to socialize with village residents regarding program plans, forming administrators, tourism awareness groups (*Pokdarwis*), initial budgeting by the village, and local government, collecting data on agro-tourism (commodities and their processed goods and the creative economy) that can be visited in the village at an early stage, a list of planting times, harvesting and area, technical and economic guidelines for each commodity offered, various attractions that can be staged, tour packages, and prices to be offered, HR training (guides, agro actors, safety, environmental hygiene, health), MSME training (various products from quality villages), training on preparing village tourism proposals, training on tourism village governance, training on digital village tourism branding, website creation as a digital village tourism communication (KDDW) involving all stakeholders, assistance from related agencies IPB university and Department of Tourism continuously.

IV. CONCLUSION

The quality of education and infrastructure facilities are still low. Accessibility and quality of the education sector can be interpreted as the ability of the community to meet the needs of providing adequate and quality education by the government.

Farmers' income and agricultural productivity are in a low category. To improve the community's economy, agriculture must be a top priority. The productivity of certain commodities has increased, but the price of production is still relatively low, the impact of which is that farmers' income is still lacking. By making a pioneering breakthrough for agro-based tourism villages, it is hoped that it will provide new enthusiasm and energy for the community as an alternative livelihood whose impact is to improve the village community's economy.

The synergy between academics, business elements, *community*, and government as well as the use of digital media. The pentahelix model (ABCGM) in the tourism village pilot is the right combination. The *pentahelix model* is very important as a communication strategy to find the right solution to change the mindset of the population, tourism village actors, village government, *bumdes*, systematic and strategic efforts are needed regarding the development of tourist villages (Santoso, 2022).

This pioneering agro-based tourism village in Nganjuk Regency should be focused on implementing an integrated and collaborative tourism village digital communication model.

REFERENCES

- [1] Anantanyu S. 2009. Partisipasi petani dalam meningkatkan kapasitas kelembagaan kelompok petani: Kasus di Provinsi Jawa Tengah [Disertasi]. Bogor (ID): Institut Pertanian Bogor.

- [2] Aristi, N. 2020. Upaya promosi pariwisata daerah melalui pelatihan penyelenggaraan pentas seni sekolah di Kecamatan Pangalengan, Kabupaten Bandung. *Jurnal Pengabdian Pada Masyarakat*, 5(1), 239-248.
- [3] Blaak M, Openjuru GL, Zeelen J. 2013. Non-formal vocational education in Uganda: Practical empowerment through a workable alternative. *Journal of Educational Development*. 33(13): 88-97.
- [4] Cahyo ED., Nuryanti W. 2018. Peran Sektor Pemerintah dan Swasta dalam Perkembangan Destinasi Wisata di Kabupaten Morotai. *Gadjah Mada Journal of Tourism Studies*. 1(2): 64-78.
- [5] Hariadi SS. 2005. Revitalisasi kelompok tani sebagai media penyuluhan pertanian di era globalisasi. *Jurnal Ilmu-Ilmu Pertanian*. 1(2):83-93.
- [6] Herawati. 2018. Kapasitas petani pengelola usahatani padi sawah ramah lingkungan di Sulawesi Tengah. [disertasi]. Bogor (ID): Institut Pertanian Bogor.
- [7] Herdiana D. 2019. Peran masyarakat dalam pengembangan desa wisata berbasis masyarakat. *Jurnal JUMPA*. 6 (1):24-34.
- Hanana A, Elian N, Marta R. 2017. Strategi komunikasi Persuasif dalam menciptakan masyarakat sadar wisata di kawasan wisata pantai Padang kota Padang. *Jurnal Ilmu Sosial Mamangan*. 6(1):34-46.
- [8] Hubeis M. 2018. Tren Pariwisata. www.negerilaskarpelangi.com [diakses 12 November 2022].
- [9] Irfan, P dan Apriani. 2017. Analisa strategi pengembangan e tourism sebagai promosi pariwisata di pulau Lombok. *Ilkom Jurnal Ilmiah*. 9(3) 325-330
- [10] Karim S., Kusuma BJ., Amalia N. 2017. Tingkat Partisipasi Masyarakat dalam Mendukung Kepariwisataaan Balikpapan : Kelompok Sadar Wisata. *Jurnal Kepariwisataaan dan Hospitalitas*. 1(2):269-80.
- [11] Kemenpar. 2020. *Tren Industri Pariwisata Tahun 2021*. Jakarta (ID): Kemenpar
- [12] Kuryanti S, Indriani N. 2018. Pembuatan website sebagai sarana promosi pariwisata (studi kasus: pantai Jatimalang, Purworejo). *Jurnal Sinkron* 2(2): 37-48
- [13] Kuswanti A, Oktarina S. 2019. Pemanfaatan media informasi bagi kemandirian ibu-ibu rumah tangga. *Suluh Pembangunan: Journal of Extension and Development*, 1(1): 47-55.
- [14] Managanta AA. 2018. Kemandirian Petani dalam Meningkatkan Produktivitas Usahatani Kakao di Provinsi Sulawesi Tengah. [Disertasi]. Bogor (ID): Institut Pertanian Bogor.
- [15] Marliati. 2018. Pemberdayaan petani untuk pemenuhan kebutuhan pengembangan kapasitas dan kemandirian petani beragribisnis (Kasus di Kabupaten Kampar Provinsi Riau). [disertasi]. Bogor (ID): Institut Pertanian Bogor.
- [16] Mirza, Amanah S., Sadono D. 2017. Tingkat kedinamisan kelompok wanita tani dalam mendukung keberlanjutan usaha tanaman obat keluarga di Kabupaten Bogor, Jawa Barat. *Jurnal Penyuluhan*. 13(2):181-193
- [17] Musaddun, Kurniawati W., Dewi SP., Ristianti NS. 2013. Bentuk Pengembangan Pariwisata Pesisir Berkelanjutan di Kabupaten Pekalongan. *Jurnal Ruang*. 1(2):261-270.
- [18] Nugraha AR, Perbawasari S, Zubair F. 2017. Model komunikasi pariwisata yang berbasiskan kearifan lokal: Studi deskriptif kualitatif di Wilayah Lembang Kabupaten Bandung Barat. *Jurnal The Messenger*. 9(2):231-240.
- [19] Oktarina S. Sumardjo S, Purnaningsih N, Hapsari DR. 2020. Activities of farmer women groups in utilizing digital communication media in urban farming activities in Bogor City. *International Journal of Progressive Science and Technology*, 19(1): 241-249.
- [20] Oktarina S. 2022. Model Komunikasi pemberdayaan wanita tani pada program *urban farming* di Kota dan Kabupaten Bogor. [Disertasi]. Bogor (ID): Institut Pertanian Bogor.
- [21] Olumoyiwa OS, Awotungase AS, Oyebo AO. 2012. Motivation, an engine for organizational performance, a case study of Lagos State University. External System. *Journal of Business and Management*. 6(2):30-41.

- [22] Pajriah S. 2018. Peran Sumber Daya Manusia dalam Pengembangan Pariwisata Budaya di Kabupaten Ciamis. *History and Education*. 5(1): 25-34.
- [23] Poudel, S., Nyaupane, GP, & Budruk, M. 2014. pemangku kepentingan Perspektif Pembangunan Pariwisata Berkelanjutan: Pendekatan Baru untuk Mengukur Hasil. *Jurnal Penelitian Perjalanan*, 55(4), 465–480
- [24] Priatna WB. 2021. Mengefektifkan komunikasi di sektor pariwisata: Menyelamatkan Tenaga Kerja dan Kekayaan kehidupan bangsa. *Indonesiaupdate.com*. [diakses 10 November 2022].
- [25] Retnasari M. Setiawati SD, Fitriawaty D. Anggara R. 2019. Pengelolaan Media Sosial Sebagai Strategi Digital Marketing Pariwisata. *Jurnal kajian pariwisata*. 1(1):76-83
- [26] Santoso H. 2022. Model Komunikasi Digital Desa Wisata dalam Pengembangan Kapasitas Pelaku Desa Wisata di Kabupaten Bogor. [Disertasi]. Bogor (ID): Institut Pertanian Bogor.
- [27] Suprayitno MAA. 2018. Kapasitas Petani Pengelola Agrowisata di Kabupaten Malang. *Jurnal Penyuluhan*. 12(2):335-346.
- [28] Tyas NW., Damayanti M. 2018. Potensi Pengembangan Desa Kliwonan sebagai Desa Wisata Batik di Kabupaten Sragen. *Journal of Regional and Rural Development Planning*. 2(1): 74-89.
- [29] Usman S. 2016. Pengembangan Desa Broadband Terpadu. *Jurnal Ilmu Komunikasi*. 14(3):189-198
- [30] Yoeti AO. 1997. *Perencanaan dan Pengembangan Pariwisata*. Jakarta (ID): Pradnya Paramita.
- [31] Yoeti. 2001. *Ilmu Pariwisata: Sejarah Perkembangan dan Prospeknya*. Jakarta (ID): Pertja.
- [32] Yuningsih, T., Darmi, T., & Sulandari, S. 2019. pentahelix Model Pengembangan Pariwisata di Kota Semarang. *Jurnal Inovasi Sektor Publik*, 3(2): 84–93.