

Development Communication Innovation Patterns to Increase Community Participation in Tourism Activities in Penyengat Island

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ABSTRACT

Purpose: This study aims to measure the level of community participation, analyze communication patterns, and formulate communication strategies and communication innovation patterns to increase community participation in tourism activities.

Research methods: The level of community participation was measured by structured interviews and questionnaire instruments and analyzed using the IBM SPSS Statistics 26 with Arnstein's participation typology. Communication patterns and communication strategies to increase participation were obtained through focus group discussions (FGD) with Penyengat Island tourism stakeholders and in-depth interviews with respondents and key informants.

Results and discussion: The results of this study indicate that community participation in tourism activities is found in participation in Pokdarwis activities, training and capacity building for business actors, as well as monitoring and evaluation of tourism activities. The typology of participation is in the manipulative category, with a lack of community participation in planning activities and tending to only be executors of government programs.

Implication: The communication pattern applied is only limited to linear communication with no reciprocity from the communicator to the communicant, so a participatory communication strategy is needed that allows circular communication to increase community participation in tourism activities.

Keywords: Development Communication, Linear Communication, Tourism, Participation

INTRODCUTION

Arrivals of foreign tourists in Tanjung Pinang City until August 2022 decreased but gradually increased. In 2020-2021 it has decreased due to the Covid 19 pandemic, the government has limited community activities to prevent the spread of the Corona virus. At the beginning of 2022, the government has started to loosen policies by opening entry points for arrivals from abroad and along with this the government has also started to promote the tourism sector which had slumped.

Based on the results of field observations, it was found that the phenomenon of Penyengat Island has tourism potential, especially cultural

tourism. However, there is no synergy from Pokdarwis which is an extension of the tourism agency. Pokdarwis is not equipped with good knowledge, is not qualified and does not stimulate well, there is no community involvement by stakeholders (stakeholders), there is no monitoring. Apart from that, infrastructure and facilities are damaged and inadequate, cultural heritage is not maintained and the lack of community participation is known from the lack of community participation and the lack of space for the community to contribute to the development of tourism on Penyengat Island (Andini, 2022). It is realized that the conditions of local communities are not nearly the same as urban communities, which are indeed easy to adapt to, especially with technological developments and innovations. In meeting the needs of tourists in the area in particular, the government through related agencies has organized various outreach to the public. One way to optimize community participation is by coaching and improving the quality of tourism actors, both through outreach and training for people in areas that are tourist destination (Yasir, 2021) s.

The Tanjung Pinang City Tourism Office holds training every year. This training incorporates community participation established by community members themselves, through their collaboration in achieving common goals and making the community a better place to live, as well as resolving conflicts between the needs and interests of residents between pursuing a better quality of life and economic development and cultural tourism conservation. In addition to this program, the local government also forms and fosters a tourism-aware community through a Tourism Awareness Group (Pokdarwis). With the establishment of a tourism-aware community, it will have a positive impact because they will benefit from tourists who spend their money. It is hoped that the results of this program can provide comfort and safety for tourists and of course can improve the standard of living or welfare of the surrounding community.

The realization of tourism is the interaction of humans who travel who act as consumers which is one of the determining factors for the success of destinations in the region. Human resources are one of the important factors in advancing the tourism sector, in which most of the organizations are service based in particular. The product of the tourism industry is a service. Therefore, the emphasis must be on the aspect of service that is tailored to the needs of tourists. Human resource development in the tourism industry is currently facing global challenges that require innovation. In the scope of cultural tourism conservation, the role of the community and tourism development has become the focal point of several studies to revive cultural tourism destinations and maintain their goals with future developments that contribute to the sustainable improvement of their quality of life. In addition, the participation of residents to increase the sense of belonging (sense of belonging), develop social networks, and instill a greater appreciation and understanding for local area values.

Three types of community participation can be identified in the context of tourism development and heritage management namely coercive participation, induced participation, and spontaneous participation. Coercive community participation refers to the lowest level of participation where residents have no power during tourism development. Involvement is limited to a predetermined range of activities revolving around tourism promotion objectives and they receive little economic benefit. In induced community participation, although local residents have a voice in heritage management and tourism development

processes, they have no actual power or control over decisions made by those in positions of authority, whereas spontaneous participation is where local residents have the power to make decisions and control development process.

The involvement of local communities in tourism development cannot be ignored because of their important role. (Jamal, T., & Stronza, A., 2009) assert that involving local communities in tourism development in and around the region is critical in bridging the gap between governance and resource use in tourist destinations. (Rozi, 2022) states that so far the approach taken in tourism development has often been top-down in nature, which has led to government dominance. In fact, this approach often fails because the steps taken are often not in accordance with what is needed by the community. Furthermore, the notion that the government is the sole agent in the implementation of development must be removed from the mindset of the people, so that tourism actors in particular are no longer considered objects of development. Placing the community as an object of development means that the community has no capacity and is considered to be left behind. In fact, Ramhayati (2015) states that the current concept of development makes the community the front guard for planning, implementing, and receiving the benefits of development. This is supported by (Yasir, 2021) that society should not only be used as an object, but as a subject of development that is systemic and integrated.

This research focuses on the concept of development communication as an opportunity in sustainable tourism management. The success of development is determined by the recipients of each stakeholder for the changes offered and their involvement in determining the changes made. The principle of communication in development must ensure the participation and empowerment of local communities so that local culture can be maintained.

Participatory development communication is seen as the most promising approach to reducing dependency and building community confidence and capacity (Rozi, 2022). In addition, the function of development communication is as a process of disseminating information and information to the public. The point of view of development communication is focused on efforts to convey and share development ideas, ideas and innovations between the government and the community. (Rogers, E. M., Singhal, A., & Quinlan, M. M, 2014) in his book entitled "Diffusion of Innovation" explains that diffusion is a process when an innovation is communicated through several channels for a certain period of time in a social system. In the purpose of persuasive communication to influence someone in accordance with the goals of the communicator or persuader (Simon, 1976) the purpose of changing ideas or ideas, one's behavior and the relationship between activities between communicators and communicants. With the problems faced, it is necessary to build harmonious communication between the management community, government, stakeholders and development orientation in institutional development. This is useful in realizing the vision of the city government as a tourist destination, it is necessary to synchronize the motion and vision and orientation of tourism development among stakeholders, so that there is synchronization and synergy in building tourism and not just building the physical, but far more important than that is related to the mindset (mindset).

Through participatory planning, it requires community participation and the ability of officials and the community to carry out adequate participatory planning. Efforts to involve the community can be increased through appropriate communication patterns. Participatory communication that is community-based

and has community support, according to Chandanabumma et al. (2019), an equitable partner in addressing inequality as it creates spaces for participation and signals a “community voice” centered on collective roles, interests and worldviews. This process can create positive benefits, including the rationale of the community, the role of community partners, the results of community-centered partnerships, and participatory process elements.

RESEARCH METHODS

Research using quantitative and qualitative research methods (mix method). The quantitative approach used is a survey method with correlational causality analysis. A quantitative approach with a level of descriptive and explanatory explanation is used to explore and analyze the data. In survey research, information or data is collected from respondents using a questionnaire. Surveys are limited to research through data collected from a representative sample of the entire population. The steps in carrying out the survey are formulating the problem, determining the purpose of the survey, determining concepts and hypotheses, exploring the literature, taking samples, making fieldwork questionnaires, data processing and analysis and reporting.

This research was carried out from October 2022 to November 2022 in the Tanjung Pinang City area in general and specifically on Penyengat Island, Tanjung Pinang City, Riau Archipelago Province. Data Collection. The data collection process is carried out on two types of data, namely primary data and secondary data. Primary data collection was carried out in four ways, namely 1) field observations, 2) guided questions (questionnaires), 3) in-depth interviews, 4) documentation (writing, pictures, etc.), and 5) focus group discussions (focus group discussion), with purposive sampling technique. Meanwhile, secondary data collection is carried out by collecting materials that are appropriate to the research topic, which can be obtained from research reports, regional development plan documents, and other relevant sources.

This study used a quantitative research design supported by qualitative data (mixed methods). Quantitative analysis was carried out to measure the level of community participation with parametric statistics using IBM SPSS Statistics 26 and to measure the typology of participation according to the Arnstein participation ladder. Qualitative analysis is used to identify communication patterns carried out by Penyengat Island tourism stakeholders and to analyze development communication strategies to increase community participation in tourism activities.

RESULT AND DISCUSSION

Level of Community Participation in Tourism Activities

Sustainable tourism is a tourism activity that emphasizes community participation in every stage of tourism development. This participation is mainly shown in the decision-making process, especially in making decisions on income, employment opportunities, environmental preservation, and management of indigenous culture which is identity, which leads to an increase in tourism activities (Rozi, 2022). The importance of involving the community has also been realized by the Tanjung Pinang City Government, through the inclusion of the substance of community participation in the Tanjung Pinang Mayor Regulation Number 8 of 2018 concerning Management of Penyengat Island Cultural Tourism. Community participation in the management of cultural tourism,

including activities: preservation of cultural tourism areas; development of cultural tourism areas; and utilization and security of cultural tourism areas (Article 19 Paragraph 1).

In tourism activities on Penyengat Island, community participation occurs in various stages, namely planning, implementation, to monitoring and evaluation. (Andini, 2022) in his research added the outcome utilization variable as one of the stages in community participation. According to Uphoff (1979), participation is divided into several stages, namely planning, implementing, evaluating, and enjoying the results. The level of community participation in tourism activities on Penyengat Island is presented in the following table.

Table 1. Distribution of community participation in tourism activities on Penyengat Island

No	Activities	Participation	
		n	%
Tourism Activity Planning			
1.	Formation of tourism awareness groups (Pokdarwis)	22	25
2.	Formulation of group goals	29	32,95
3.	Group planning	30	34,09
4.	Tourism promotion planning	16	18,18
5.	Identification of tourism potential	20	15,90
Capacity Building for Tourism Activities			
6.	Comparative study activities	22	25
7.	Tourism destination management training	27	30,68
8.	Homestay and guide training	25	28,40
9.	Cooking class training	16	18,18
10.	Online and offline marketing training for tourism activities	24	27,27
11.	Get capital assistance for tourism businesses	13	14,77
Management of Tourism Attractions, Accessibility, Ancillary and Amenities			
12.	Preparation of attractions/tour packages	26	29,54
13.	Setting up tourist accommodation facilities	12	13,63
14.	Tourism promotion	14	15,90
15.	Maintenance of tourist attractions	14	15,90
16.	Provision of health facilities/infrastructure to support tourism	18	20,45
17.	Provision of facilities/infrastructure supporting tourism hygiene	19	21,59
18.	Provision of transportation facilities/infrastructure to support tourism	14	15,90
19.	Report indications of incidents of vandalism, theft or destruction of cultural heritage sites	16	18,18
20.	Maintain security and orderliness of tourism activities	20	22,72
21.	Provision of facilities/infrastructure for disabled, elderly, and children	26	29,54
22.	Development of tourism activities	12	13,63
Monitoring and Evaluation of Tourism Activities			
23.	Allocation of profits from tourism activities	18	20,45
24.	Evaluation of group and tourism activities	21	23,86

The distribution of community participation in tourism activities varies greatly, according to the stages of the activity. The lowest participation was shown by the activities of preparing tourist accommodation facilities and developing tourism activities, with both percentages of 12%. This is because previously developed various accommodation facilities. Until now, the tourist attraction of Penyengat Island has only relied on short-term cultural tourism without staying on Penyengat Island. Tourists who come in the morning tend to return to Tanjung Pinang City in the afternoon without staying at Penyengat Island, which has 13 homestay units. Based on the table above, the highest participation is in the planning stage, namely in group planning activities. The results showed that 34.09% of the community was involved in group planning activities, especially those belonging to the Penyengat Pokdarwis, which currently has 20 members. Likewise, this has not been followed by the activeness of members in the implementation of programs that have been planned with a low level of participation. Based on the findings of community participation from each activity stage, the following table presents the level of community participation.

Table 2. The level of community participation in tourism activities on Penyengat Island

No.	Participation Level	N	%
1	Very high	-	-
2	High	-	-
3	Moderate	7	7,95
4	Low	8	9,09
5	Very low	73	82,95

Description:

Categories	Score
Very low	$0.0 \leq x < 2.0$
Low	$3.0 \leq x < 5.0$
Moderate	$6.0 \leq x < 8.0$
High	$9.0 \leq x < 11.0$
Very high	$x = 12.0$

Based on the table above, the level of community participation ranges from very low, low, and moderate, with the largest percentage being in the very low category (82.95%). This low participation is in line with (Harto, 2016), in which organizations such as the National Program for Independent Community Empowerment in Rural Areas (PNPM Mandiri), Karang Taruna, Joint Business Groups (KUBE), including tourism awareness groups, their members are not active and only run when they get assistance. and government directives. In fact, community participation should be based on their own will, belief, and awareness that comes from within the community itself (Zahara, 2018). So far, the existing tourism program is an initiation from the government. In fact, the concept of participation emphasizes community activities and is supported by the government, not the other way around. This condition is possible because there has not been good development communication at every stage of development. Community involvement can be realized one way by updating the top-down communication model to bottom-up community initiatives.

(Arnstein, 1969) divides the typology of participation into seven levels like steps. This typology of participation reflects equality in the communication process, including in decision making. The typology of community participation for tourism activities on Penyengat Island is described as follows.

Table 3. Typology of participation in tourism activities on Penyengat Island

Participation Tipology	Participation	
	N	%
Manipulative	63	71,59
Pasive	15	17,05
Consultative	1	1,14
Materil	5	5,68
Functional	4	4,55
Interactive	-	-
Community self-help	-	-
Total	88	100

Description:

Categories	Score
Manipulative	24.0 – 44.0
Pasive	45.0 – 65.0
Consultative	66.0 – 86.0
Materil	87.0 – 107.0
Functional	108.0 – 128.0
Interactive	129.0 – 149.0
Community self-help	150.0 – 168.0

Tourism Communication Patterns on Penyengat Island

Good and sustainable tourism management requires collaboration from each stakeholder by utilizing the resources owned by each. For example, academics with knowledge resources, concepts, and theories, communities with interests and links to business activities, government with policies and responsibilities, businesses or business actors whose activities produce goods and services to be of value, and the media as a tool used to disseminate information. (Muhyi, Chan, Sukoco, & Herawaty, 2017).

The role of tourism stakeholders on Penyengat Island according to Destiana et al. (2020) includes policy creators, coordinators, facilitators, implementers, and accelerators. In tourism activities on Penyengat Island, there are five stakeholders who are analyzed using the pentahelix model, namely; 1) Relations between government and academics, 2) Relations between government and business actors, 3) Government and communities, 4) Government and media, 5) academics and media, 6) academics and communities, 7) academics and business actors, 8) media with business actors, 9) Community with business actors, and 10) community with media.

1. The government has a type of collaborative relationship with academics. This relationship is the highest level in the level of cooperation between stakeholders. The Tanjung Pinang City Government through the Culture and Tourism Office, establishes relationships with local academics such as from UMRAH and STISIPOL. This collaboration must be supported by extensive

- commitment and time and high trust for capacity building. Academics have a role in assisting the government in the development of ongoing programs, by becoming a source of knowledge with the latest relevant concepts and theories that can be used at any time when there are obstacles. The government, along with academics, are jointly looking for solutions to the problems they are facing. According to Pero 2007 in Destiana et al. (2020), the better the relationships between individuals in a group, the greater the potential for collaboration and performance effectiveness between them.
2. With business actors, the government has a network relationship, characterized by mutual sharing of resources, risks and responsibilities. Ideally, the two should collaborate. Business actors channel assistance in a corporate social responsibility (CSR) scheme to complement programs implemented by the government. This scheme can be in the form of infrastructure provision, direct assistance, empowerment programs, or community capacity building. In carrying out the program, business actors coordinate with the government, regarding the model of assistance to be implemented, so that it fits the needs of the community. In tourism management on Penyengat Island, there are business actors such as PLN who provide assistance in the form of providing tourism support facilities in the form of electric scooters. The government also maintains good relations with private parties such as homestays and hotels as well as entertainment venues, so that later it can provide a good color for tourism on Penyengat Island (Andon et al. 2020). Other business actors invited to work together are travel service providers to increase tourism potential and tourist visits.
 3. Government relations with the community (community). Based on the Penta helix matrix, the community has a cooperative relationship with the government. There are things that are shared together, namely intensive time, high trust, and shared responsibility and risk. Society should be the subject of development programs implemented by the government. To guarantee its implementation, trust is the main capital. The government facilitates and accepts aspirations from the community for development programs, while the community coordinates and provides information as needed by the government so that development programs are effective and on target. In tourism activities on Penyengat Island, the government conducts income hearings with the community, through a development planning meeting (musrenbang) mechanism at the Penyengat Village level. Problems faced by the community (general, not specific to tourism activities), are submitted to the musrenbang to be forwarded to the relevant government (Tanjung Pinang Municipal Government).
 4. Government relations with the media. Both have the characteristics of a networking relationship, characterized by the sharing of resources and time commitment between the two. The media performs the publication function by distributing information on government programs and activity publications. In tourism activities on Penyengat Island, one of which is the Penyengat Island Festival, the media carries out the publication function for event promotion, through various print and electronic media channels. Print media used include Haluan Riau Islands, Tanjung Pinang Pos, Batam Pos, installation of billboards in Tanjung Pinang City, Batam City and Tanjung Balai Karimun, electronic media such as Tanjung Pinang TV, National TV, as well as on social media Facebook, YouTube and Instagram.

5. Towards the media, academics have a network relationship (networking). This level is the lowest level of cooperation, with very minimal time commitment and no sharing of resources between the two. The focus is the exchange of information. The media plays a role in helping academics to develop optimally in publication activities, such as publication of the activities of MSME actors to promote their activities. With the media, academics do not coordinate much, because it is with MSMEs that the media intersect a lot.
6. Academics and the Community have a coordinating relationship with resources in the form of time with moderate commitment and almost no sharing of resources. Not so many academic activities intersect with the community. Commitment is limited to the three dharma functions of higher education, in the form of community service. Academics are a source of knowledge with the latest concepts and theories that are relevant to current conditions. Academics involved in tourism activities on Penyengat Island come from local universities such as STISIPOL and UMRAH, as well as Gadjah Mada University (UGM) through community service on Penyengat Island.
7. Academics and Business Players. Have a coordinating relationship by carrying out networking functions. Characteristically, informal relationships and information exchange are the focus. Exchange of information between the two to develop the program so that it is optimal. The latest practices, theories, and concepts that are used, can be shared by academics with business actors, or conversely, building theories/concepts through practice carried out by business actors.
8. Media with Business Actors. Both of them carry out networking relations in an informal form with the main purpose being the exchange of information. Products produced by business actors are introduced to the public through existing media channels. Tourism activities on Penyengat Island such as ferries by pompong, traveling with bumpers, including homestay activities owned by business actors, are introduced to tourists through the use of media. Either done independently through social media, or in the form of tourism promotion with print and electronic media.
9. Communities with Business Actors. In tourism activities on Penyengat Island, the two are an inseparable part and intersect. Business actors are also dominated by the local community, except for a few travel tour package providers. But tourism activities such as going around with bumps, MSMEs, are almost entirely carried out by local people.
10. Society with Media. In the pentahelix model, both are connected by collaborative relationships and build networks. There is no need for a formal relationship between the two to exchange information. Information exchange is carried out so that the program is more optimal with publications. Meanwhile, the community needs media and information to increase, improve, and innovate the activities carried out.

Communication Innovation Patterns and Communication Strategy Development to Increase Participation

Data from the Central Bureau of Statistics (BPS) for Tanjung Pinang City (2018) also shows that the largest percentage of people on Penyengat Island work as civil servants, which is 40.1%. This high proportion of civil servants shows low dependence on other fields of work by the community, one of which comes

from tourism activities. (Harto, 2016) are also still relevant to this condition, that the local community still feels that those who live there do not think that Penyengat Island has great potential for their welfare. In fact, according to Rif'an & Ragil (2019), local communities are the ones who receive the greatest impact from the developed tourism activities. Community involvement is important in efforts to protect the environment and improve people's welfare.

Research (Andiny, J, & R, 2020) on Penyengat Island also found that so far, the community has only been encouraged to participate in maintaining and maintaining development results, which have not had a significant impact on the welfare of the people of Penyengat Island. (Harto, 2016) in his research identified that the condition of the community has not accepted tourism as a source of their livelihood due to a lack of skills, creativity, social jealousy, the desire to obtain instant means and also the need for inducements from the government in the form of ideas, funds and actions. The condition of the independence of the people of Penyengat Island from tourism activities has an impact on the inactivity of organizations created by the government such as PNPM Mandiri, Karang Taruna, KUBE, that is, active membership and participation occurs only when receiving assistance and direction from the government (Harto, 2016).

The actual communication strategy in tourism development on Penyengat Island is classified as a passive strategy, in accordance with the development communication strategy of Griffin (2006). This passive strategy is one of three strategies. The other two are active strategy and interactive strategy. The passive communication strategy is based on the dissemination of one-way information to the public by ignoring the feedback that will arise from the communicant (community). Meanwhile, the active strategy has the advantage of being two-way in nature and dialogic communication occurs even though the communicator's role in generating consensus is more dominant.

The ideal development communication strategy is an interactive strategy, in which actions are based on development messages that are reciprocal and motivate the community to participate directly in the development process. This strategy emphasizes the importance of a dialogic communication process in which the community participates in producing consensus. This interactive strategy is an ideal form of participatory communication in the tourism development program on Penyengat Island that is to be achieved. According to (Buluamang & Handika, 2018), this strategy is able to raise public awareness and promote humanist values. The use of this development communication strategy is supported by (Amanah, 2010) that this strategy can increase community participation directly in the development process.

Development communication requires community participation in every stage, from planning, implementation, monitoring, and evaluation. Attributes attached to society cannot be ignored, including historical and cultural background, educational background, and employment. One of the problems faced in increasing community participation on Penyengat Island is the low economic dependence on tourism activities. Based on the results of the interviews, it is known that most of the people of Penyengat Island depend on the formal sector for their livelihood, such as being civil servants. Tourism has not become a mainstay for meeting the economic needs of the community. Pokdarwis members feel the same way. The inactivity of group members is caused by the members not feeling a significant impact from being involved in the tourism business on their level of welfare.

There is a communication gap in current tourism activities on Penyengat Island, where the community has not been directly involved. Through a participatory communication model, the community is placed as the subject of various activities. In other words, participatory communication places the community at the center of the program being implemented. The program answers the needs and problems faced by the community, where the mechanism for absorbing aspirations can begin with deliberations at the Pokdarwis and business actor levels. The government acts as a facilitator to run existing programs. The development communication carried out also places other stakeholders as actors, both from academia, business actors, the public/community, and the media as other parties involved in tourism development activities.

The participatory communication model for the development of tourism activities on Penyengat Island places the community as the main actor. To run the program, it is necessary to explore the characteristics of the community economically, socially, culturally, environmentally and politically, in accordance with the principles of community-based tourism development. Development programs based on community characteristics are expected to be a guarantee for the sustainability of business activities, including on the economic aspect with awareness of tourism potential and economic benefits from tourism activities.

Communication is a contextual process that involves communicators and communicants with their respective attributes, including social attributes. Historical and cultural backgrounds also influence how communication is established and how people participate in various communication activities. For the people of Penyengat Island, Malay culture is deeply rooted in everyday life. This is inseparable from the historical background that Penyengat Island was one of the territories of the Malay Kingdom in the past. As part of an area that is close and close to royal life, people on Penyengat Island are accustomed to living with directive, authoritarian and absolute communication patterns. Where orders or instructions from the kingdom are used as guidelines and become the basis for all community life activities.

CONCLUSION

In this study, researchers used a typology of participation to measure the level of community participation in each stage of tourism development activities on Penyengat Island, starting from the planning, implementing, enjoying the results, to monitoring and evaluation stages. The results of this study indicate that the level of community participation is in manipulative participation, which places the community as the object of development activities and as executors of government activities. Community participation is not possible to take place organically by fully directing participation to the actual conditions of society. Government encouragement and intervention is needed to increase participation in the early stages of activities. The typology of participation at the next level is possible to obtain after in the early stages there is a one-way and directive communication pattern and intervention, with supervision from the government and in accordance with the tourism development master plan.

Community involvement in planning tourism activities is carried out in stages starting from the lowest level at the community level to the highest level among the government and other stakeholders. Involvement of the community and other stakeholders as a whole, including in the arrangement of social

instruments and organizational arrangements, due to changes (innovations) to rules, perceptions, agreements, identities and new social relations among the community. This process (community involvement), according to Leuwis (2011), cannot be carried out linearly from scientists/researchers to recipients. But successful innovation is usually based on the integration of ideas and insights, not only from scientists, but also from users, intermediaries, and other social agents. This community involvement cannot be separated from it alone, but must be carried out in conjunction with increasing knowledge and skills as well as strengthening the organizational capacity of tourism actors on Penyengat Island.

Based on this research, the novelty obtained is a tourism participatory communication model for the development of tourism activities on Penyengat Island. The concept of tourism communication developed by (Bungin, B., 2015) includes seven components of tourism communication, namely tourists, accessibility, human resources and institutions, capital owners, destinations, marketing, and the communication itself. Based on this concept, the seven components are related to one another, which are connected by communication. This concept has not categorized the seven in a balanced proportion. Meanwhile, in developing tourism activities on Penyengat Island, one of the main problems faced is community participation which is classified as low in the context of tourism development in the direction of religious and cultural tourism. Therefore, based on the findings of this study, a specific and local communication model is needed, in accordance with the direction of the tourism development strategy. To increase community participation on Penyengat Island, a participatory tourism communication model is obtained that incorporates economic, social, cultural, environmental, and political aspects into the planning and implementation of tourism activities. This communication model is expected to provide a broader picture of the application of communication to increase community participation, by incorporating various aspects that will be taken into consideration in the planning and implementation of tourism activities on Penyengat Island.

SUGGESTION

Other researchers who wish to conduct research on similar topics can use historical approaches regarding the typology of community participation in relation to the historical background of the community, especially with a royal background such as the people on Penyengat Island. Further research is needed on the characteristics of participation based on the historical and economic background of the community, including awareness of their tourism potential.

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