Community-Based Tourism Discourse Contestation in The Tourism Villages of Magelang

Candra Yudha Satriya[1]; Hermin Indah Wahyuni[2,*]; Endang Sulastri[3]

{candra.yudha.satriya@mail.ugm.ac.id[1], hermin_iw@ugm.ac.id[2],

endangs@ugm.ac.id[3]}

[1]Doctoral Student at PKP Sekolah Pasca Sarjana Universitas Gadjah Mada and Lecturer Departement of Communication Studies Universitas Dian Nuswantoro.

[2]Lecturer at PKP Sekolah Pasca Sarjana Universitas Gadjah Mada.

[3]Lecturer at PKP Sekolah Pasca Sarjana Universitas Gadjah Mada.

Abstract. Community-Based Tourism has been a controversial phenomenon since its inception. This research uses a qualitative approach. Media framing analysis was used to discuss and analyse how news media reported the CBT phenomenon in Magelang and how this concept can be developed sustainably. After that, confirmation through in-depth interviews and FGDs were conducted to see the interactive discourse between individuals and society in an increasingly complex environment and see how they influence each other. Based on the analysis, an ecosystem framework is proposed to show the underlying structure of the CBT concept. The findings show that CBT narratives are interpreted and understood in different ways, and this depends on the structural position of each element, including the government, strategic partners, and the media. This study enriches communication studies on unequal power relations between development elements as well as recommendations for community empowerment through CBT.

Keywords: Development Communication, cbt, rural tourism, complexity.

1 Introduction

The concept of CBT in Indonesia has been defined from various perspectives. For example, according to [1] CBT has a robust capability to advantage and empower communities, particularly thru potential building, partnerships, and collaboration. CBT empowers groups through the use and protection of cultural and natural belongings, and as a space for collaboration and partnership. The same thing was also explained by [2], that the powerful implementation of CBT can help local monetary improvement by using creating jobs, encouraging equitable participation of local groups, minimizing the impact of tourism at the environment, keeping cultural history, and improving dwelling welfare. CBT development initiatives will now not prevail without the cooperation, assist, goodwill and participation of neighborhood citizens. CBT has a robust ability to gain and empower communities, particularly through potential building and partnerships and collaborations, regardless of the complexity and

ambiguity of the electricity dynamics created between personal, public and community stakeholders [3].

According to [4], over the past 30 years there has been a consensus on the importance of community involvement in tourism activities to make sure sustainability, that communities have a vital function in sustainable and socially accountable tourism planning [5]. CBT is used as one of the strategic sectors in countrywide economic development, which involves developing tourism through empowering the people's economy [2]. [6] stated that one of the efforts to improve the rural economy can be done by developing CBT, which is considered capable of encouraging the development of other economic sectors. CBT also contributes to increasing job opportunities and income. [1] stated that the tourism village program is an implementation of CBT in Indonesia. Since 2009, this tourist village has been designated as a government policy. In the 2020-2024 RPJMN, the Ministry of Tourism and Creative Economy targets as many as 244 certified tourist villages to become independent tourist villages. Of the 244 tourist villages, 150 tourist villages are in super priority destinations, including 57 tourist villages in Magelang Regency. That regulation provides the basis for the concept of a tourist village in Indonesia and guidelines for action for various organizations and individuals involved in tourism village development activities.

Different perspectives on CBT lead to different actions. CBT has become a rapidly growing focus area around the world, as a sustainable social development strategy [7]. Tourism activities directed at partnerships with local communities that improve their quality of life [8], a community-operated and managed tourism entrepreneurship [9], [10], and empowered, a form of participatory planning and tourism development in the community [11] have all been used to define CBT. CBT is also thought to be capable of attracting visitors that are more responsible and increasingly aware of the needs of non-extractive tourism that are otherwise more regenerative for local communities [12]. As a result, a significant number of research have been conducted with the goal of removing contextual aspects and situations that provide optimum practice and development chances for CBT. (including research by [10], [13]–[15].

Although the community based development model is a very significant step forward, this model remains a top-down model, which still considers local residents as an object of development. The use of the term development in Indonesia still presupposes the dichotomy of which one is higher and which one is lower. This is clearly seen in government policies in developing the tourism village program, which is the implementation of the CBT model in Indonesia [1]. As happened in Magelang, the Balkondes Borobudur Program mostly uses a top-down approach, namely from the central government directly to village communities through accompanying SOEs. Balkondes is under the control of PT. Management of CBT Nusantara (MCN) which is a direct formation of the Ministry of SOEs. Supporting SOEs through MCN act as supervisory, mentoring, and auditing institutions. According to[16], villages are still busy arguing about the function of companion SOEs in managing Balkondes, between villages and their apparatus there is still no synergy, villages and Balkondes employees are also not in line, the role of BUMDes in many villages has not been running, the lack of community knowledge, and Balkondes become separated from community activities so that the negative response of local communities began to emerge. Therefore, different metrics are used to measure social change and assess the success rate of development.

Communication for academics in the field of social change has been defined as a predictable framework of social behavior, as a causal relationship between problems and solutions.

Sociologically, the flow of information, power, or financial transmission through mass communication or other external networks generally fails and is less effective than through internal interactions within a system[17]. This approach is appropriate for understanding scientific trends in the subject from a pedagogical standpoint. Modernization, dependence, participative, and a variety of other alternative paradigms, on the other hand, have primarily evolved along a linear temporal chronology and have a tendency to generalize to many communities and cultures. Such an approach, in the end, is incapable of dealing with the complexities of individuals in a given community. Furthermore, there has been a movement in the sphere of community development, with the expansion of community organizations playing an active role in accordance with the concepts of participatory communication and stakeholder involvement. The move from an emphasis on economic development to a struggle for the rights and liberties of the marginalized, with an emphasis on culture and the building of an equitable society.

The model of community development as a complex is completely different. Because it takes a bottom-up approach, which by definition starts from a discourse or an interactive (relational) view between individuals and the community in their environment, seeing how they influence each other. Thus, individuals and communities need to be involved in improving the welfare of themselves and their communities, which in turn will have an impact on the welfare of the community [18]. From another perspective, this research offers a comprehensive scientific solution through a theoretical paradigm and a systemic model for development. In accordance with Luhmann's thinking, who proposed a more complex conception of the system, rejecting the function as a relationship between the problem and its solution and paying more attention to the relationship between problems, or problems with various possible solutions.

This study aims to explore the narrative contestation from the perspective of CBT development actors in Magelang. Meanwhile, the government regards CBT as an economic commodity with the potential to boost community economic growth. This analysis is based on the district's vision for 2019-2024, especially Regional Regulation No. 4 of 2015 which is to increase regional competitiveness based on local potential while maintaining environmental sustainability, through the development of Balkondes and Optimization of BUMDes, and supported by a positive trend of tourists to travel to villages. tour. The government also recognizes tourist villages as business possibilities that must be carefully handled through marketing tactics implemented in the pilot project region that has been delineated. Many others, on the other hand, believe that tourist villages are built at the expense of the community and solely for the sake of commerce, without regard for local wisdom, culture, or spirituality, resulting in an imbalance. In addition, the understanding and readiness of the community towards Tourism Villages is still very lacking. Lack of literacy makes rural communities still the object of development. CBT, which is promoted globally as a way to empower local communities, actually weakens them. Community participation and social inclusion in tourist villages are ineffective due to the complexity of the tourism environment which relies heavily on markets and resources, not on community capacity building. CBT is an effective method of reducing poverty by offering economic rewards. However, for local populations, tourism development has eroded traditional culture and altered livelihoods. Instead of reaping economic gains, local populations suffer negative effects on social, cultural, and environmental concerns. [19].

This study examines nonlinear, localized, and multi perspective functional frameworks as an alternate lens for development communication. This acknowledges and builds on the dynamics

of complex social relationships between individuals as well as changing environmental situations. According to [20], any theory of participatory development communication must take into consideration individual uncertainty (contingency), disorder, and dynamic societal growth across time. The application of social systems theory contributes to a different theoretical understanding of the complex dynamics formed by a system's disorder (entropy) and ongoing instability, conditions that result in the emergence of various patterns and structures as the system develops and regulates itself in response to changes in the surrounding environment. Through this research, the researcher wants to show that the understanding of development communication must always adapt to the surrounding conditions and develop through a continuous adaptation process. Based on the argument that the development of CBT has brought various individuals and groups in the community to have different understandings of CBT, the researcher sees the ineffectiveness of managing development communication. Specifically, these diverse perspectives arise because of the various basic considerations and interests of each development actor. Furthermore, the government's drive to declare tourist villages has not been viewed as a strategic route forward for village development. On the contrary, it is expected to limit the scope of village development and undermine the movement undertaken thus far by local populations and tourists. Therefore, this study is important so that the government can understand that each tourist village has a different background and meaning and awareness about CBT.

2 Literature Review

2.1 CBT as a strategy for sustainable development

Tourism has been regarded as one of the most important businesses in the world for generating foreign exchange and bringing about socioeconomic changes that have a multiplier effect on both local and global sustainable development. The United Nations has expressly recognized the tourist sector's contribution to sustainable development through the 2030 Agenda and the Sustainable Development Goals (SDGs). Several authors [21]–[23] have demonstrated and described the true link between sustainable tourism and the 17 SDGs. Aside from the critical importance of tourism in local tourism development, new study has revealed a link between tourism and the SDGs in Southeast Asia [1]. Partnerships are essential for creating synergies between different policy areas (e.g. social, economic, environmental) and at different levels (e.g. supranational/global, national, local) [24], as well as making an impact for all involved through collective vision, shared goals, alignment, and transparency [25]. However, this does not always apply to CBT-related issues, which can lead to social impotence and the community's failure to carry out its vital role due to deficiencies in skills, self-confidence, and resources [1].

Ideally, the CBT idea offers a high potential for community benefit and empowerment, particularly through capacity building, partnership, and collaboration. It must, however, be distinguished from the ambiguous inter-community power dynamics established by private, public, and community stakeholders [26]. CBT as a venue where power dynamics between players can lead to community empowerment failure [1]. Only the greatest political or economic interests will be able to fulfill their goals if numerous stakeholders are involved in the CBT development process, leaving weak, underdeveloped local communities with little opportunity for active participation in reforming their surroundings.

CBT focuses on including local people in tourist development planning and administration in order to create a more sustainable sector (Gössling and Hall, 2019). As a means of adopting

sustainable tourism, community participation in the tourism planning process is strongly advocated [27]. CBT, which is frequently seen as an essential component of sustainable tourism, possesses a number of crucial characteristics such as diversity and unique interest, connectivity, and inherent engagement. However, it appears that tourism development based on local community priorities is actually very inclined towards tourism development and development and is primarily concerned with meeting the needs and desires of decision makers, tourism operators, and tourists [28]. Under these conditions, CBT is impotent to reduce poverty, create jobs, boost community pride, conserve resources, elevate living standards, or achieve other objectives. Without a doubt, the collaborative process is a complex and long-term activity with several societal benefits. However, due to the complexities of the stakeholder relationships, the concept proved challenging to apply correctly.

There are numerous environmental benefits to improving CBT, including the ability to boost the rural economy, create awareness and build management skills, encourage environmental planning, and manage environmental problems [6]. In some circumstances, the government permits locals and tourists to act as eyes and ears for environmental conservation. Another advantage of CBT is that it helps to preserve local culture. Local knowledge and wisdom can be passed down from generation to generation if the community recognizes the worth of its customs and culture. CBT also has social benefits such as collaboration with government and corporate groups, proximity to tourists, and an enhancement in quality of life. CBT will improve individual freedom, pride, and optimism for the future through fostering social cohesion and harmonious cooperation (Satarat, 2010). Furthermore, with the money collected from CBT, local communities' health and education can be improved, which can help alleviate poverty, reduce population increase, and solve land allocation issues (Murdoch in [29]). Furthermore, CBT has the potential to decentralize the tourism industry by transferring decision-making to the local community level, resulting in the empowerment of local communities and the development of local institutions, providing a sense of ownership, strengthening community identity, and pride.

To achieve sustainable tourism development through CBT, stakeholders such as NGOs or scientists must have knowledge or support in order to plan and manage tourism development and deliver higher advantages to local inhabitants [19]. Although the decision-making process in CBT is inward-looking, the knowledge that can be absorbed can originate from anywhere, at both the national and regional levels, and from various communities. As a result, coordination across stakeholders is required, particularly in terms of translating knowledge into policy and adapting scientific discoveries to changes in people's livelihoods. As a result, the global growth of CBT is gaining increased attention from multiple sectors, including government and non-governmental organizations, government and corporate sectors, and local community involvement [30].

2.2. State-driven CBT

Globally, the tourist business is rapidly expanding. Tourism, according to [31], is a resource-based industry comprised of climate, landscapes, socio-cultural heritage, customs, and food, all of which are equipped with integrated customer services such as transportation, hotels, restaurants, and attractions that become a community experience. traveler. As a priority industry in Indonesia, the need to expand the tourist sector in a sustainable way, reducing environmental and socio-cultural impacts while increasing economic benefits [13], has emerged as the primary goal. The government shifts its policies toward more sustainable tourism, with an emphasis on

conservation and benefits to local groups or communities. CBT is the government's initiative to build community-based tourism in order to enhance institutions in order to increase local participation and promote economic, social, and cultural well-being. CBT also encourages a balanced and harmonious approach to adapting various types of growth to local economic components, specifically the quality of cultural and environmental development, as well as the community's needs, interests, and potentials. (Brohman in [15]).

Government policies play an essential impact in the growth of CBT [32]. Although CBT development is envisioned as a community empowerment activity, policy authority is held by the government because the state plays a critical role in its growth. The government has a significant impact on many regional developments through tourism, both favorably and badly altering the lives of local people [33]. As a result, the government plays a significant role in the development of CBT in Indonesia.

According to prior research, the development of tourism villages in Magelang, particularly around the Borobudur Temple, is closely tied to the development communication system launched by the government, whether it is the central, provincial, or district governments. The Village Economic Center (Balkondes) is one of the key sources of information for the development of Tourism Villages for the local community. Balkondes is a central government program supported by CSR contributions from SOEs. This is a top-down policy, with the central government directing funds directly to local communities via the related SOEs. Balkondes is under the control of PT. Management of CBT Nusantara (MCN) which is a direct formation of the Ministry of SOEs. Supporting SOEs through MCN act as supervisory, mentoring, and auditing institutions. Furthermore, state-driven CBT is demonstrated at the macro level of a country by prioritizing monies for infrastructure improvement projects to boost economic growth, which benefits the tourism sector. [34].

2.3. System of Development Communication in response to narrative

So far, studies on development communication have primarily focused on the process of sending messages from actors (communicators) to other individuals (communicants), as well as on the preconditions that are the causes and consequences of development communication. However, transmission logic is no longer applicable to comprehending, let alone explaining, the intricacies of modern life.

Development communication is the process by which information concerning development is transmitted and interpreted by the community. Existing studies have a tendency to emphasize a lack of attention to the components of communication creation and reproduction that comprise social reality. For starters, several research focus on the role of development communication strategy [35]–[38] in addition to the factors that contribute to inadequate development literacy [39]; [40]; [41]. Muppidi, for example, demonstrates how, from the standpoint of complexity theory, the aspects of participatory media and communication can serve as the foundation for reaching literacy [41].

Second, studies that focus on what consequences can be identified in communities facing development information misconceptions [42][43][44][35]. According to[42], a person's inability to maximize his potential as a development actor is due to a misunderstanding of development knowledge. According to the trend of past studies, the process of communication generation and replication, which has a domino impact on the problem of information

misunderstanding, is not taken into account. The process of communication production and reproduction can produce meaning and impact the development of reality and narratives, which directly determine one's understanding of tourist village knowledge and innovation.

This study fills gaps in previous research by investigating how contemporary paradigm shifts in the production and reproduction of knowledge and innovation in tourist communities. The Development Communication System is directly tied to the creation and dissemination of knowledge and innovations by each development player in the tourism village community who can impact the narrative and reality construction. Development Communication is viewed as a conversation among players to define the shape of tourism village development that is in accordance with their own demands (self reference) in the Autopoeisis system [45], [46]. It is critical to understand how the tourism village community adjusts to the complexity of its surroundings by starting with its own aspects, focusing on its own requirements, and establishing systems to address its own challenges [47]. A thorough grasp of the production and dissemination of information, as well as the creativity of tourist villages in multiple dimensions, provides a problem-solving model and a strategic framework for development actors to write and generate development communications.

2.4. The Contestation of CBT Narrative

Contestation implies that there are opposing parties, resulting in a clash of arguments. There is a competitive interchange of values, facts, and policies on the sources of problems that inspire activities within this sector, Vancil dalam [21]. Furthermore, contestation is a social action similar to justification, discussion, arbitration, or contention. As a contest, social practice necessitates objections to specific concerns that are relevant to people, expressing disagreement with norms discursively.

The contestation presents issues from various and competing views. Every conflict is an interaction process that manifests as discrepancies, differences of opinion, or variances inside and between social entities such as individuals, groups, organizations, and others [48]. Conflict, according to [48] is "a social situation involving a perceived incompatibility in goals or values between two or more parties, for mutual control, with opposing feelings toward one another." As a result, conflict involves three general components: disagreements in the ideals or aims of individuals or groups, efforts to influence each other, and sentiments about all current social conditions. Conflict is defined as a behavioral or psychological interaction that happens as a result of differences or orientations between subjects (organizations, groups, or individuals) and objects (interests, authority, values, or relationships). Conflict of interest in tourism relates to the unstable state of economic distribution, political interests, society, and uneven culture [33]. This conflict of interest frequently arises as a result of asserted contradictions, resulting in a conflict of sentiment [49].

Conflicts frequently arise throughout the development of CBT between stakeholders who purposefully and competitively affect each other [49]. Tourism development, according to [50], triggered the social conflict. This is due to societal inequalities in wealth, social prestige, and political power. [50] A conflict of interest occurred in the CBT development sector in Bali as a result of inappropriate claims made by multi-stakeholders in CBT development, specifically the extent to which partnerships and collaborations create space for citizen empowerment and greater inclusion for sustainable CBT development [1]. Furthermore, in rural tourism model in Indonesia, there was a debate over the role of local communities in determining the CBT

development model in their area, which is heavily reliant on formal and informal community leaders [51]. The concept of constructing a tourist hamlet as an example of sustainable CBT generates debates based on differing perspectives.

3 Research methods

The method used in this study is qualitative, with a focus on knowledge being created by human perception and social experience, an approach that can explain the current paradigm shift in this study to reveal an understanding of the evolving narrative contestation, from the perspective of the autopoiesis development communication system. A case study is a method that involves doing an in-depth investigation of one or more social phenomena and utilizing a variety of data sources. Data collection, reduction of raw data on cases that have been collated, classified, and edited, and finally descriptive or tales about the topic are all steps of the case study research method [52].

This study was carried out in Magelang Regency, Central Java, Indonesia. Magelang, with its famed Borobudur Temple, is one of the country's top tourist destinations. Magelang Regency is located on the border of several regencies and cities, including Temanggung Regency, Semarang Regency, Boyolali Regency, Purworejo Regency, Wonosobo Regency, and Magelang City, as well as the Province of the Special Region of Yogyakarta. Magelang Regency is located between 110001'51" and 110026'58" East Longitude and 7019'13" and 7042'16" South Latitude.

Magelang Regency covers an area of 1,085.73 km2, or around 3.34% of Central Java Province, and has elevations ranging from 202 to 1,378 meters above sea level. Magelang Regency is divided into 21 sub-districts, with Kajoran being the largest, accounting for 7.68% of the total area of Magelang Regency, and Ngluwar District being the smallest, with an area of 22.44 km2. Some portions of Magelang Regency are located on mountain tops/slopes, as evidenced by 36.56% of Magelang Regency's villages. Magelang Regency is located in the highlands and is surrounded by mountains, including Mount Merapi, Mount Merbabu, Mount Telomoyo, Mount Sumbing, Mount Menoreh, and Mount Andong. The Progo River and the Elo River are two main rivers that run through the district's heart. Magelang Regency's natural and cultural attractiveness, such that many types of tourism continue to be established and developed to encourage tourists to visit. There are several sorts of tourism, including nature tourism and history tourism, which are both being maintained and developed. The government and other tourist actors work together to enhance Magelang Regency's tourism potential so that it can become one of the country's foreign exchange earnings assets.

Primary data were gathered through the responses of development actors in tourist communities to the government's CBT idea. Purposive sampling with certain criteria was used to pick informants. As a result, the informants in this study are directly interested parties who play a vital role as proponents of the CBT idea, both within and outside of government, and are referred to as strategic partners. The Borobudur Authority Agency (BOB), MCN or Balkondes, Village Heads, Pokdarwis, homestay/restaurant managers, and tour guides are among these key tourism partners. In addition, media monitoring is carried out to determine the extent to which the narrative regarding CBT has evolved.

This research was conducted in stages. The first stage is to design the key research questions concerning "the response of development actors to tourist destinations regarding CBT in

Magelang as communicated by the government." Second, unstructured in-depth interviews, online Focus Group Discussions (FGDs), and media monitoring were used to obtain data. The interview method employs judgment sampling, in which one of the informants provides instructions on the eligibility of the other informants. This method is also used to determine the consistency of one informant's responses to another. The interviewees included the Head of Seloprojo Village, the Chair of Karangrejo Village Pokdarwis, the Head of HPI and Tourism Village Managers in Tuksongo, and Tourism Business Actors in Bigaran Village. Focus Group Discussion (FGD) is a qualitative data collection technique that involves active community participation through interviews and group discussion. This methodology evolved from brainstorming and is most typically applied in the Participatory Rural Appraisal (PRA) method. FGDs will be easier to stimulate community engagement in researching, obtaining information on current problems, community aspirations and requirements, as well as potential solutions to challenges related to rural development infrastructure, using this technique.

Table 1. List of governments and strategic partners in FGD

No.	Actor	Intitutions	Involvement
1	M. Taufiq Hidayat Yahya, S.T.P., M.Si	Head of Bappeda & Litbangda Magelang Regency	Regional Development Stakeholders
2	Wahyu Hernowo	Head of RnD	Regional Development Stakeholders
3	Dr. Nurul Chamidah, M.I.Kom	Muhammadiyah Cirebon University	Lecturer and Practitioner Expert in Tourism Development Activities
4	Slamet Achmad Husein, S.E., M.M	Head of Magelang Regency Disparpora	Implementing Tourism Development Activities
5	Rohadi	Chairman of The Karangrejo Tourism Village	Best Practice for Tourism Village Development
6	Tanti Zaenal Arifin	Dekranasda Magelang Regency	Creative Economy and MSME
7	Bisma Jatmika	BOB Kemenparekraf	Government Authorities related to The Development of Tourism Priority Areas in Central Java and Yogyakarta
8	Sumarno Adi Subroto, PhD	LPPM Unimma	Academics-Educational Institutions
9	Muhammad Hatta	PT Nusantara CBT Management	Tourism Operator
10	Edward Alfian, S.IP	Head of Magelang Regency	Tourism Operator/NGO
11	Sony Warsono	Chairman of The Magelang Village Tourism Forum & Chair of The Tour Guide Association	NGO
12	Rayndra Syahdan	PKK Millenial and FORKOM	NGO

| Mahmudin | BUMDes | |

4 Research results

4.1 CBT Narrative From a Government Perspective

A tourism development strategy or design was introduced in 2009 in the form of a tourism destination development program focusing on the development of tourist villages, a national program for empowering independent tourism communities (PNPM Mandiri). However, in Magelang Regency the meaning of CBT through the development of Tourism Villages has been started since 2003. Which is the first tourist village in Kab. Magelang is Candirejo Village, a village located about 3 KM from Borobudur Temple. Tourism village is rural tourism that will be prioritized because it is included in quality and sustainable tourism (Menparekraf, 2021). The overarching purpose of building a tourist village in Indonesia is to create local community independence while developing sustainable community empowerment, maintaining a healthy natural and social environment. In the 2020-2024 RPJMN, the Ministry of Tourism and Creative Economy targets as many as 244 certified tourist villages to become independent tourist villages. Of the 244 tourist villages, 150 tourist villages are in super priority destinations, including 57 tourist villages in Magelang Regency. The policy establishes the foundation for the notion of a tourist village in Indonesia, as well as actionable instructions for various organizations and individuals involved in tourism village development operations.

The Magelang Regency Government has development priorities and superior tourism programs in 2019 to 2024, namely; tourism development by protecting local and community-based wisdom, developing potential and strategic tourism destinations, and building arts and culture centers and tourism/smart platforms. In particular, the government encourages the emergence of traditional and cultural-based tourism villages. Since 2017, the model of a traditional and culturally based tourism village has been developed and is now being refined. By 2022, the development of tourist villages is projected to be based on local customs and culture. The initial tourism strategy initiative done is tourism development cooperation between Magelang and Kulonprogo regencies in marketing and structuring tourist village attractions. Second, tourism villages in the Borobudur and Menoreh areas are being developed. Third, human resource development in the tourism sector. Fourth, Improving integrated tourism marketing and promotion. And fifth, Improving coordination and cooperation with the community and tourism actors.

A tourist village that is developed with the qualities of local wisdom must be able to flourish its residents by creating business and employment possibilities. During the COVID-19 pandemic, tourism trends shifted to those characterized by local wisdom. It has changed the global tourism landscape towards domestic travel or low mobility, less crowds, and a high regard for cleanliness. The district government through Disparpora has communicated new era tourism trends for the Magelang Regency area including: (1). Open tourist attractions, nature tourism and tourist villages where Magelang has very good natural tourism potential. (2). Tourists or visitors will prefer to travel short distances or with short travel times when making tourist visits, so the number of domestic tourists will increase. (3). Vacation tastes have evolved to less

popular vacation options such as solo travel tours, wellness tours, virtual tourism, and staycations as mass tourism policies have been reduced. (4). Focus first on domestic tourism.

As a result, via the vision and goal of tourism development in Magelang Regency, Magelang has made tourism a major strategy. Based on an interview with the director of tourist, youth, and sports of Magelang Regency (disparpora), the government has mapped out the management of strategic tourism areas consisting of tourism strategic areas A, B, C, and D, and each area has a development theme that is carried out. However, this research only focuses on strategic tourism area D which is a priority from the government, both nationally and regionally. The strategic tourism area D has the theme "Borobudur in the Shadow of Merapi", the coverage of this area includes the Districts of Mertoyudan, Mungkid (partly), Muntilan (partly), Salam, Ngluwar, Borobudur, and Salaman (partly). Meanwhile, the tourist villages in KSP D consist of 18 tourist villages (Borobudur, Candirejo, Giripuro, Giritengah, Gunungpring, Karanganyar, Karangrejo, Kebonsari, Mendut tourist village, Ngargogondo, Pucungrejo, Taman Agung, Tanjungsari, Tuksongo, Wanurejo, Wringinputih, Jamus Kauman, Sukorejo) and one development, namely Conservation Sub-area 2 KSN Borobudur.

However, sometimes local governments face problems in dealing with the sustainability challenges of CBT due to lack of knowledge and skills to implement sustainability practices. As mentioned by [23], Sustainable tourism is anticipated to maximize the use of natural resources and the environment as a whole, which is an important component in tourism development by protecting ecological processes and natural and man-made heritage such as biodiversity. Based on an interview with the Head of Disparpora, it is known that there are various obstacles in developing CBT in tourist villages, namely limited human resources (HR), visitors who are still concentrated in Borobudur Temple while the capacity of Borobudur temple is very limited, facilities in tourist attractions around Borobudur Temple is still very limited, regulatory follow-up and implementation are not clear, the location between tourist attractions is quite far, the availability of budget allocations is limited, tourist stay time in the area is still relatively short, public awareness about tourism is still low, and accessibility and transportation between tourist villages is not sufficient.

From the results of the FGD it was also found that the government has so far provided adequate information to resolve the complexities of the Tourism Village community. For example, by providing assistance, providing tourism infrastructure, training, providing a Tourist Information Center (TIC), integrated tourism promotion activities, incentives for developing tourist villages. However, they are still not fully committed to the principles that underlie CBT. For example, Disparpora has promoted CBT through tourism communities in order to protect nature while also benefiting local residents, but is not responsible for its sustainability due to low literacy in sustainable development, such as not offering special permits related to environmentally friendly tourism services or low socialization and literacy to pokdarwis. as a tourist village manager and to tourists.

Not all destinations are really ready to be marketed optimally. Although the determination of tourism objects has long been established, in fact many obstacles have been found. One of them is related to the carrying capacity of transportation to tourism objects. The Central Java Provincial Government opens wide opportunities for the private sector to get involved, assisting the revitalization of Balconies in Borobudur District. The involvement of third parties in this development effort is needed because this type of tourist destination has many shortcomings.

"Because I am used to doing business approaches and strategies, I hope that the private sector can help make breakthroughs for the development of tourism services and businesses in Balkondes."

4.2. CBT Narrative From The Perspective of Tourism Strategy Partners

The FGD participants, who were mostly strategic partners, enthusiastically participated and gave their opinions on how they perceive the development of CBT in Magelang. There are several interesting views related to these things, namely the problem of motivation and the problem of self-confidence of the local community in the tourist village. Pak Hatta and Pak Rohadi shared that there were gaps in the community regarding the establishment of tourist villages as the focus of tourism development. Society in general is still not optimal in accepting these changes. On a scale of 1-10, people are still at number 5 when asked whether they are confident in marketing their products. This is in accordance with the explanation of Edward Alfian, S.IP. It was stated that the readiness of the community from the literacy aspect was still very minimal. In fact, an interesting statement appears how the community is still not ready if it is used as a CBT development area with current tourism conditions.

Capacity building and human resource skills are an important component of CBT development. Particularly important is the capacity building required for local communities to actively participate in CBT development. More broadly, the FGD indicated that a broader CBT information literacy campaign is required to ensure that citizens who correctly grasp can replicate and access information that may be used to boost active involvement in the CBT ecosystem. The future of CBT development, particularly for young people, resonates with the goal of inclusive and excellent education, which encourages youth literacy and skills that are compatible with the current digital economy. From the results of the FGD, several additions were obtained regarding the change in the concept of mass tourism to CBT. Changes that exist in the human literacy section in terms of motivation, awareness and perception. That it was found that several cases were experienced by several key actors related to human literacy, closely related to one's motivation.

According to the partners, the main problem in developing CBT is related to the economic aspect. The mass tourism industry players, such as hotels and restaurants, still consider CBT to be just an alternative tourism destination, which requires an intensive promotion management process for a long time. They also complain a lot that tourism conditions in tourist villages are generally only crowded at certain seasons so they are still not considered profitable.

From the results of the interviews, it was revealed that the problems that occurred in some of these areas tended to be the same, namely that the community had not been literate about the concept of sustainable CBT. Many people think that tourist villages only aim to improve the welfare of the community from the perspective of economic. Some of them even stated that they did not fully understand the concept of developing a tourist village. So far, it seems that the communication carried out by the Government as a policy maker is still less effective. This is a big input for the development communication system model that will be formulated, especially related to strengthening aspects of human literacy. Where there is no motivation, and the low use of technology aspects to communicate.

"The existence of a tourist village is only seen as a natural and cultural potential. Because they are fixated on this potential, governance and human resources are neglected".

In addition, there is a mindset of Balkondes managers who work according to the project orientation. Normative work logic that must be in accordance with project inputs and outputs. Balkondes as a development assistant is indeed required to work in accordance with the work program or project that has been determined. So that the production of information is adjusted to the logic of the project. Finally, the tourism village development information is adjusted to what is in the project inputs and outputs, without paying attention to what the real needs of the community are in developing a tourist village. As a result, the information generated by the Development communication system is solely focused on the project's requirements. The production of information is only intended to fulfill the technical administrative bureaucracy. In fact, the various environmental needs and challenges faced by the community are completely beyond the technical logic. The project logic is not intended to truly address the complexities of environmental demands faced by the community. The rationale for this project is clearly not very pro-community. It is not intended to provide a stimulus so that the community can be more empowered in solving real problems, but rather to fulfill bureaucratic technical requirements.

Tourist villages are also considered to have created a negative impact on the environment, and local communities are also not receiving adequate benefits.

> "The phenomenon of overtourism and its negative impacts need to be watched out for. The damaged natural environment is still possible to be restored. However, if Borobudur is extinct, then a world will lose forever."

> "The Borobudur area is still vulnerable to drought. The number of areas in Borobudur sub-district that apply for clean water assistance always increases from year to year. This condition is thought to be one of the impacts of the widespread development of tourism facilities, such as lodging, restaurants, etc."

Private tour operators bring international tourists to tourist villages, hence tourism in tourist villages is primarily dependent on them. Meanwhile, locals are only involved in tourism as inexpensive labor or as part of a tourist attraction, usually in the form of shows or exhibitions. The people in the interior of the mountain slopes, in particular, are mainly only seen as a tourist attraction to be viewed and photographed with. These occurrences occurred because local residents were not involved or participated in any tourism operations that took place in their areas.

This opinion reinforces that the human and technological literacy side is an urgency in developing CBT. In addition, the development of CBT should not damage the local culture. Cultural maturity is not only marked about cultural preservation but also adaptive efforts in accepting modernization without losing national identity. Mr. Sony's opinion regarding the process of building Tuksongo into a destination received interesting attention from researchers regarding the cultural problems they experienced. In addition to cultural aspects, sectoral ego problems, low community capacity (skills, self-confidence, and resources), low information literacy systems are problems felt by the tourism village community. It is also very important to build a network between tourism village activists so that there is a process of exchanging ideas and supporting each other. Good things can be replicated so that good and professional tourism village management will be realized".

"Tourism village is not just an object of tourism, in it there must be the involvement of residents who can provide added value evenly. For example, with the cooperative concept, Candirejo was pioneered as the first tourist village in Borobudur District."

"Tourism development in Borobudur is expected to continue to prioritize local culture. Tourist villages around Borobudur are currently starting to take the initiative to create new tour packages that also empower local communities."

4.3 CBT Narrative From a Media Perspective

In general, communication events can be described through discourse, namely what people think and talk about, either directly or through the media (conventional and new media). Therefore, it is interesting to see the variety of discourses that exist in society and the media, as a representation of communication-related to CBT development. To see the problems communicated by the community can be seen in the developing discourse. The media used are mass media and social media that are consumed by the people of Magelang district so that it describes what discourses are most communicated or discussed by the community. This is to explore the initial discourse related to the narrative that developed in the community related to the development of CBT.

Table 2. Narrative of online mass media coverage

Theme	Narration
CBT	Village community, students, KKN, community capacity, inequality, viral tourism village, management, village funds, KSPN (national tourism strategic area), BISA Movement, public participation, markets, tourist attractions, participatory public, markets, community empowerment, tourism environment
Alternative tourism destinations	Tourism village, destination issues, community empowerment, tourism action, infrastructure
Digital CBT	Virtual Tour, Covid-19, disruption, digital workshop, public training, new lifestyle, the millennial generation, technology

Based on the data on news reports in the mass media that have been collected, during the period from January 2016 to March 2022, 70 articles from online mass media and 24 articles from newspaper were collected, indicating that 3 main themes become the news narrative. The narrative of building alternative tourism destinations through CBT is quite massive, but the

theme that discusses the concept of CBT or sustainable tourism development is still not the main narrative.

Apart from news narratives related to tourism in Magelang Regency, observations of CBT narratives were also carried out through social media, namely Instagram, Facebook, and Twitter. From the level of narrative discussion on social media about CBT collected from Twitter and Instagram, there is no significant discussion about CBT. Practically only through #desawisatamagelang found narratives related to posts that lead to the CBT concept. This shows that social media, which according to Baudrillard is a representation of people's conversations, has not maximally discussed sustainable CBT narratives. Even from official accounts like @kominfomagelang, they haven't carried this theme much in their posts. Plus the official account engagement rate is quite low at 0.13%. These data indicate that CBT has not yet become a public talk.

From the description above, it is known that online mass media is still the main medium for government and other stakeholders to communicate with the public, instead of using more participatory social media. The development of the media and the way of communication used to date shows that the mass media is considered less effective in providing development information. Three approaches dominate the development context so they also change the concept of development communication, namely the modernization paradigm, dependency theory, and participatory paradigm. [53]. Social media, which has an important role in strengthening narratives, even a few social media narratives that influence mass media narratives, has not been optimally utilized. So that there are quite a lot of mass media narratives and social media related to CBT in Magelang Regency, which are considered not to be correlated with each other.

Table 3. Narration of government, strategic partner and media

Government	Strategic Partner	Media
Tourism village is rural tourism that will be prioritized because it is included in quality and sustainable tourism	It is necessary to increase the capacity and skills of human resources	Community empowerment through CBT
Encouraging the emergence of traditional and cultural-based tourism villages	community readiness from the literacy aspect of sustainable tourism is still very minimal	Alternative travel destinations
mapping the management of strategic tourism areas	For tourism industry players, CBT problems are related to economic aspects, which are less profitable	Digital CBT
Tourism trends shift to those characterized by local wisdom	The existence of tourist villages is only seen as limited to natural and cultural potential	
Many obstacles were found, for example, the carrying capacity of transportation to tourist attractions.	CBT depend on private tourism operators, who bring foreign tourists to tourist villages..	
Open wide opportunities for the private sector to be involved	economic motivation and the desire to improve social status.	

5 Conclusion

This research shows that in general, the CBT itself has various meanings for tourism development actors, be it the government, strategic partners, or the media. From the perspective

of the local tourism village community, CBT is considered a new hope due to economic motivation and the desire to improve social status. The local community also hopes that they will be involved in the process of developing their village to make them more motivated to take responsibility for maintaining and perpetuating every potential they have. Some people, however, believe that CBT has a negative impact on the environment, and the local community also does not receive adequate benefits even though CBT can also be used as pride because their village is visited by many tourists. For tourism industry strategic partners, tourist villages are considered as an alternative form of tourist destinations, but besides that, they also carry out various social practices related to the provision of sustainable tourism services in tourist villages. Therefore, the concept of CBT is more considered a "social responsibility" for tourism sector business actors in fulfilling facilities and providing services with sustainability values. Meanwhile, the government uses the CBT concept in addition to pursuing economic benefits but also as a form of embodiment of development strategies that are by community empowerment in rural areas.

This study analyzes the issues related to CBT from different perspectives. Specifically, CBT is defined as the development of rural tourism that prioritizes sustainable economic, socio-cultural, and environmental factors, but is interpreted differently by each development actor. The difference in meaning and interest, although still negotiable, is still a space for power inequalities, where power dynamics between actors can lead to the impotence of the tourism village community. As a result of the engagement of many parties in creating a sustainable tourism village, this CBT study demonstrates the need to use multiple views in determining double truths. There are three important messages from this research. First, the concept of CBT cannot be duplicated in various village communities. On a practical level, the notion of CBT is significantly more important than the number of projects sponsored by the government. The development actors in these tourist locations believe that services and the supply of amenities based on sustainable CBT principles are more essential than emblems or tourism village commodities. Second, each tourist village must have a CBT concept that is by the character of the village and its community. This uniqueness will become the selling point of tourist destinations and this would also encourage local communities to actively participate in the CBT development process. Third, the government is the main actor to communicate understanding about community empowerment through CBT, allowing villagers to go from object to subject during the development process. This change will improve policy coherence by allowing for greater active inclusion.

The limitation in this study is that it only looks at the narrative of one area which is a super priority destination area, which certainly has an established mass tourism infrastructure. The next limitation is that the study's primary data sources are tourism development actors and community leaders, thus their responses and opinions tend to be consistent. Furthermore, this study is limited in its ability to accommodate tourist attractions in other places with diverse population characteristics and geographical conditions but are nonetheless designated as tourist villages. Different cultural backgrounds and location situations provide different subtleties in comprehending the idea. In line with this, it is advised that a comparative study be conducted, particularly in tourist village regions with diverse cultures, attitudes, social, and regional characteristics, in order to provide a more in-depth, comprehensive understanding of CBT discourse and practice. As a result, more research needs to be directed at how the narratives that are owned by the tourism village community are expected to explore environmental

complexities through the Participatory Action Research method, so that the results are more representative of the community's construction of reality.

Reference

[1] C. Dolezal and M. Novelli, "Power in community-based tourism: empowerment and partnership in Bali," *J. Sustain. Tour.*, vol. 0, no. 0, pp. 1–19, 2020, doi: 10.1080/09669582.2020.1838527.

[2] I. Febriandhika and T. Kurniawan, "Membingkai Konsep Pariwisata Yang Berkelanjutan Melalui Community-Based Tourism : Sebuah Review Literatur," *JPSI (Journal Public Sect. Innov.*, vol. 3, no. 2, p. 50, 2019, doi: 10.26740/jpsi.v3n2.p50-56.

[3] L. S. Stone, M. T. Stone, and G. P. Nyaupane, "the State of Tourism and Community Development Research and Future Directions," *Tour. Rev. Int.*, vol. 45, no. 2–3, pp. 79–88, 2021, doi: 10.3727/154427221X16098837279994.

[4] A. G. Asmelash and S. Kumar, "The structural relationship between tourist satisfaction and sustainable heritage tourism development in Tigrai, Ethiopia," *Heliyon*, vol. 5, no. 3, p. e01335, 2019, doi: 10.1016/j.heliyon.2019.e01335.

[5] D. M. Hall, A. Feldpausch-Parker, T. R. Peterson, J. C. Stephens, and E. J. Wilson, "Social-ecological system resonance: a theoretical framework for brokering sustainable solutions," *Sustain. Sci.*, vol. 12, no. 3, pp. 381–392, 2017, doi: 10.1007/s11625-017-0424-6.

[6] F. Fafurida, S. Oktavilia, S. D. W. Prajanti, and Y. A. Maretta, "Tourism and economic development in Indonesia," *Int. J. Sci. Technol. Res.*, vol. 9, no. 3, pp. 6476–6479, 2020.

[7] R. Dodds, A. Ali, and K. Galaski, "Mobilizing knowledge: determining key elements for success and pitfalls in developing community-based tourism," *Curr. Issues Tour.*, vol. 21, no. 13, pp. 1547–1568, 2018, doi: 10.1080/13683500.2016.1150257.

[8] T. López-Guzmán, S. Sánchez-Cañizares, and V. Pavón, "Community - based tourism in developing countries: A case study," *Tourismos*, vol. 6, no. 1, pp. 69–84, 2011.

[9] A. Yanes, S. Zielinski, M. D. Cano, and S. Il Kim, "Community-based tourism in developing countries: A framework for policy evaluation," *Sustain.*, vol. 11, no. 9, pp. 1–23, 2019, doi: 10.3390/su11092506.

[10] S. Zielinski, S. il Kim, C. Botero, and A. Yanes, "Factors that facilitate and inhibit community-based tourism initiatives in developing countries," *Curr. Issues Tour.*, vol. 23, no. 6, pp. 723–739, 2020, doi: 10.1080/13683500.2018.1543254.

[11] M. A. Mayaka, G. Lacey, and C. M. Rogerson, "Empowerment process in community-based tourism: Friend relationship perspective," *Dev. South. Afr.*, vol. 37, no. 5, pp. 791–808, 2020, doi: 10.1080/0376835X.2020.1806783.

[12] A. Giampiccoli, A. Dłużewska, and E. M. Mnguni, "Host Population Well-Being through Community-Based Tourism and Local Control: Issues and Ways Forward," *Sustain.*, vol. 14, no. 7, pp. 1–17, 2022, doi: 10.3390/su14074372.

[13] S. Dabphet, N. Scott, and L. Ruhanen, "Applying diffusion theory to destination stakeholder understanding of sustainable tourism development: a case from Thailand," *J. Sustain. Tour.*, vol. 20, no. 8, pp. 1107–1124, 2012, doi: 10.1080/09669582.2012.673618.

[14] A. Burgos and F. Mertens, "Participatory management of community-based tourism: A network perspective," *Community Dev.*, vol. 48, no. 4, pp. 546–565, 2017, doi: 10.1080/15575330.2017.1344996.

[15] C. P. Maldonado-Erazo, M. de la C. del Río-Rama, P. Noboa-Viñan, and J. Álvarez-García, "Community-based tourism in Ecuador: Community ventures of the provincial and cantonal networks," *Sustain.*, vol. 12, no. 15, pp. 1–31, 2020, doi: 10.3390/SU12156256.

[16] B. Lestari, T. C., & Purwanto, "Model Csr Pengembangan Pariwisata Berbasis Komunitas Binaan Bumn: Studi Kasus Balkondes Di Kawasan Borobudur Magelang Jawa Tengah," *Repos. Ugm*, pp. 1–14, 2017, [Online]. Available: http://etd.repository.ugm.ac.id/home/detail_pencarian/131833.

[17] C. Madeira and J. Slotta, "The Cambridge Handbook of the Learning Sciences (R. Keith Sawyer, ed., 2005)," *Curric. Inq.*, vol. 38, pp. 473–476, Aug. 2008, doi: 10.1111/j.1467-873X.2008.00425.x.

[18] V. Castellani and S. Sala, *Sustainable Tourism as a factor of local development*. 2009.

[19] T. H. Lee and F. H. Jan, "Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability," *Tour. Manag.*, vol. 70, no. September 2018, pp. 368–380, 2019, doi: 10.1016/j.tourman.2018.09.003.

[20] N. Luhmann, "Evolution of science," *Epistemology and Philosophy of Science*, vol. 52, no. 2. 2017, doi: 10.5840/eps201752240.

[21] M. Lenao and J. Saarinen, "Integrated rural tourism as a tool for community tourism development: Exploring culture and heritage projects in the North-East District of Botswana," *South African Geogr. J.*, vol. 97, no. 2, pp. 203–216, 2015, doi: 10.1080/03736245.2015.1028985.

[22] S. Gössling, D. Scott, and C. M. Hall, "Pandemics, tourism and global change: a rapid assessment of COVID-19," *J. Sustain. Tour.*, vol. 29, no. 1, pp. 1–20, 2020, doi: 10.1080/09669582.2020.1758708.

[23] UNWTO, "International Tourism Trends 2017," *UNWTO Tour. Highlights*, p. 20, 2018.

[24] R. Federation, "Applying Sustainable Tourism Indicators to Community-Based Ecotourism Tourist village Eco-katun Štavna," *Eur. J. Econ. Stud.*, vol. 16, no. 2, pp. 309–331, 2016, doi: 10.13187/es.2016.16.309.

[25] Darian Stibbe, S. Reid, and J. Gilbert, "Maximising the impact of partnerships for the SDGs First edition," *United Nations Partnerships SDGs*, 2019.

[26] M. T. Stone and L. S. Stone, "Challenges of community-based tourism in Botswana: a review of literature," *Trans. R. Soc. South Africa*, vol. 75, no. 2, pp. 181–193, 2020, doi: 10.1080/0035919X.2020.1715510.

[27] E. Okazaki, "A community-based tourism model: Its conception and use," *J. Sustain. Tour.*, vol. 16, no. 5, pp. 511–529, 2008, doi: 10.1080/09669580802159594.

[28] C. Tosun, "Expected nature of community participation in tourism development," *Tour. Manag.*, vol. 27, no. 3, pp. 493–504, 2006, doi: 10.1016/j.tourman.2004.12.004.

[29] N. Satarat, "Sustainable Management of Community-based Tourism in Thailand," 2010.

[30] Caroline Ashley and Elizabeth Garland, "PROMOTING COMMUNITY-BASED TOURISM DEVELOPMENT Why , What and How ?," 1994.

[31] H. Van Nguyen, L. Diane, and D. Newsome, "Kinh and ethnic tourism stakeholder participation and collaboration in tourism planning in Sapa, Vietnam," *Int. J. Cult. Tour. Hosp. Res.*, vol. 14, no. 4, pp. 579–597, 2020, doi: 10.1108/IJCTHR-12-2018-0179.

[32] E. A. Adu-Ampong, "Divided we stand: institutional collaboration in tourism planning and development in the Central Region of Ghana," *Curr. Issues Tour.*, vol. 20, no. 3, pp. 295–314, 2017, doi: 10.1080/13683500.2014.915795.

[33] B. Zheng, M. Li, B. Yu, and L. Gao, "The future of community-based ecotourism (Cbet) in china's protected areas: A consistent optimal scenario for multiple stakeholders," *Forests*, vol. 12, no. 12, 2021, doi: 10.3390/f12121753.

[34] F. K. Donkor *et al.*, "Climate Services and Communication for Development: The Role of Early Career Researchers in Advancing the Debate," *Environ. Commun.*, vol. 13, no. 5, pp. 561–566, 2019, doi: 10.1080/17524032.2019.1596145.

[35] B. Steyn and M. Nunes, "Communication strategy for community development: A case study of the Heifer project–South Africa," *Communicatio*, vol. 27, no. 2, pp. 29–48, 2001, doi: 10.1080/02500160108537904.

[36] R. Agunga, "Towards a Professionalising of Communication for Development: A Strategy for Improving Aid Effectiveness," *Asia Pacific Media Educ.*, vol. 29, no. 2, pp. 123–136, 2019, doi: 10.1177/1326365X19894783.

[37] Melkote & Leslie, "Development Communication : An Anthology of Development Paradigms," no. September, pp. 1–20, 2020.

[38] S. R. Melkote, "Communication for development and social change: an introduction," *J. Multicult. Discourses*, vol. 13, no. 2, pp. 77–86, 2018, doi: 10.1080/17447143.2018.1491585.

[39] F. Msibi and C. Penzhorn, "Participatory communication for local government in South Africa: A study of the Kungwini Local Municipality," *Inf. Dev.*, vol. 26, no. 3, pp. 225–236, 2010, doi: 10.1177/0266666910376216.

[40] D. A. Patil, "Participatory Communication Approach for RD: Evidence from Two Grassroots CR Stations in Rural India," *Asia. Pac. J. Rural Dev.*, vol. 29, no. 1, pp. 98–110, 2019, doi:

10.1177/1018529119860623.

[41] S. R. Muppidi, "Media, Communication, Technology and Progressive Social Change: Exploring an Innovative Cross-disciplinary Understanding of Participatory Communication Using Complexity Theory," *Asia Pacific Media Educ.*, vol. 29, no. 2, pp. 249–250, 2019, doi: 10.1177/1326365X19889410.

[42] R. Saidah, "Krisis Regenerasi Pengukir Muda dan Eksistensi Kearifan Budaya Ukir Jepara (Studi Kasus di Desa Mulyoharjo, Kabupaten Jepara)," vol. 44, no. December, pp. 107–115, 2017.

[43] N. S. Rohmah and R. Salam, "Regenerasi Pengukir Muda dalam Keberlanjutan Industri Seni Ukir di Desa Mulyoharjo, Kecamatan Jepara, Kabupaten Jepara," *Sosiolium*, vol. 4, no. 2, pp. 81–89, 2022, [Online]. Available: http://journal.unnes.ac.id/sju/index.php/SOSIOLIUM.

[44] C. Y. Satriya, H. Indrayani, M. R. Roosdhani, and S. Arifin, "DEVELOPMENT OF A COMMUNICATION SYSTEM," no. Iccs, pp. 1–10, 2022.

[45] A. Chettiparamb, "Autopoietic interaction systems: micro-dynamics of participation and its limits," *Int. Plan. Stud.*, vol. 25, no. 4, pp. 427–440, 2020, doi: 10.1080/13563475.2019.1627185.

[46] H. I. Wahyuni, Ph.D, "Ecological Communication in Information Society: Reflections on Niklas Luhmann's Thought in Understanding Ecological & Disaster Issues in Indonesia," *J. Komun. Ikat. Sarj. Komun. Indones.*, vol. 4, no. 1, 2019, doi: 10.25008/jkiski.v4i1.270.

[47] George Ritzer, *Niklas Luhmann's General System Theory*. 2017.

[48] R. Fisher, "Conflict and Conflict Resolution, Social Psychology of," *Int. Encycl. Soc. Behav. Sci.*, Dec. 2015, doi: 10.1016/B978-0-08-097086-8.96006-9.

[49] Z. Su, J. R. Aaron, Y. Guan, and H. Wang, "Sustainable livelihood capital and strategy in rural tourism households: A seasonality perspective," *Sustain.*, vol. 11, no. 18, 2019, doi: 10.3390/su11184833.

[50] H.-Y. Teng, "Residents' perceptions of tourism conflict with Chinese tourists: does economic dependence matter?," *Asia Pacific J. Tour. Res.*, vol. 24, pp. 978–991, Sep. 2019, doi: 10.1080/10941665.2019.1653335.

[51] S. Priatmoko and L. D. David, "Winning tourism digitalization opportunity in the Indonesia CBT business," *Geoj. Tour. Geosites*, vol. 37, no. 3, pp. 800–806, 2021, doi: 10.30892/GTG.37309-711.

[52] M. McNaughton, L. Rao, and S. Verma, "Building smart communities for sustainable development:: Community tourism in Treasure Beach Jamaica," *Worldw. Hosp. Tour. Themes*, vol. 12, no. 3, pp. 337–352, 2020, doi: 10.1108/WHATT-02-2020-0008.

[53] J. Servaes, *Communication, Culture and Change in Asia Volume 6 Series*. 2018.