

**Empowerment Communication Strategy in Pentingsari  
Tourism Village for Achieving Sustainable Development Goals  
(SDGs)**



**Arranged by:**

**Arul Sulaiman**

**21321173**

**BACHELOR OF COMMUNICATION  
FACULTY OF SOCIAL CULTURAL SCIENCES  
UNIVERSITAS ISLAM INDONESIA**

**2025**

AGREEMENT SHEET

**“Empowerment Communication Strategy in Pentingsari Tourism Village for Achieving Sustainable Development Goals (SDGs)”**

It has defended and has been validated by the Thesis Committee of Communication Science  
Department in Faculty of Socio-Cultural Science of  
Universitas Islam Indonesia



Written By  
Arul Sulalman  
21321173

The thesis supervisor has permitted the defendant's thesis to be tested in front of the  
examiner team.

الجامعة الإسلامية  
الاستاذة الأندونيسية

Date: 15 September 2025

Thesis Supervisor

A handwritten signature in black ink, appearing to be 'Masduki', written in a cursive style.

Prof. Dr.rer.soc Masduki, S.Ag., M.Si., MA.

NIDN. 0511047202

VALIDITY SHEET

“Empowerment Communication Strategy in Pentingsari Tourism Village for Achieving Sustainable Development Goals (SDGs)”

Written by: Arul Sulaiman

21321173

It has defended and has been validated by the Thesis Committee of Communication Science

Department in Faculty of Socio-Cultural Science of  
Universitas Islam Indonesia

Date: Monday, 19 September 2025

Thesis Committee:

Head of Committee : Dr.rer.soc Masduki, S.Ag., M.Si. MA

NIDN. 0511047202

Examiner

: Nadia Wasta Utami, S.IKom, M.A.

NIDN. 0505068902

البعثة الإسلامية  
Knowing,  
Head of Communication Science Department in

Faculty Of Social and Cultural Sciences

Universitas Islam Indonesia

Dr. Zaki Habibi, M.Comms

NIDN. 0517078101



*[Handwritten signature]*  
(.....)  
*[Handwritten signature]*  
(.....)



## ABSTRACT

This study comprehensively analyzes the systematic and structured communication empowerment strategies implemented by Pentingsari Tourism Village in Sleman Regency, Yogyakarta Special Region, in its efforts to achieve the Sustainable Development Goals (SDGs). This study area was chosen because of its significant continuity as a model of sustainable tourism policy that is holistically aligned with sustainable development goals, particularly in local economic development, environmental conservation, and improving the quality of life of its residents. This study uses a detailed qualitative approach with a comprehensive case study method. Data were collected over a six-month period through comprehensive participant observation, detailed interviews with various key stakeholders, including tourism village heads, community leaders, and tourism practitioners, and a careful examination of strategy documents related to tourism village development and reporting on the Sustainable Development Goals (SDGs). The study shows that Pentingsari Tourism Village continues to use several new and effective ways to communicate and empower the community to achieve the SDGs. These include: (1) bringing together all different groups, such as local residents and external partners, in a way that allows everyone to participate and contribute; (2) combining traditional media that help keep local culture alive, such as Javanese brochures and village meetings, with new digital tools, such as social media and official village websites; (3) training people in skills that directly help achieve SDG goals, such as waste management using the 3R approach (Reduce, Reuse, Recycle) for SDGs 11 and 12, and making sustainable handicraft products for SDGs 8 and 12; and (4) establishing a clear team to work on the SDGs and periodically reviewing progress to ensure the village is achieving its goals. This research contributes to communication empowerment in the complex context of SDG implementation at the village level, offering new insights into how communication can be a catalyst for social change and sustainable development. These findings can be a valuable reference for local governments, civil society organizations, and rural development practitioners in designing more effective community empowerment programs through SDG-oriented communication. Suggestions from this research, such as developing a specific curriculum for communication empowerment in tourist villages and establishing inter-village cooperation networks, are expected to increase the effectiveness of communication empowerment strategies in other tourist villages in Indonesia and in developing countries with similar characteristics.

**Keywords:** Communication Empowerment, Tourist Village, Pentingsari, Sustainable Development Goals (SDGs), Sustainable Tourism, Case Study

## ABSTRAK

Penelitian ini menganalisis secara komprehensif strategi pemberdayaan komunikasi yang sistematis dan terstruktur yang diterapkan oleh Desa Wisata Pentingsari di Kabupaten Sleman, Daerah Istimewa Yogyakarta, dalam upaya mencapai Tujuan Pembangunan Berkelanjutan (TPB). Wilayah studi ini dipilih karena perannya yang signifikan sebagai model penerapan pariwisata berkelanjutan yang selaras secara holistik dengan tujuan pembangunan berkelanjutan, khususnya dalam pembangunan ekonomi lokal, pelestarian lingkungan, dan peningkatan kualitas hidup penduduknya. Penelitian ini menggunakan pendekatan kualitatif yang detail dengan metode studi kasus yang menyeluruh. Data dikumpulkan selama periode enam bulan melalui observasi partisipatif menyeluruh, wawancara terperinci dengan berbagai pemangku kepentingan utama, termasuk kepala desa wisata, tokoh masyarakat, dan praktisi pariwisata, serta pemeriksaan cermat terhadap dokumen-dokumen strategis yang berkaitan dengan pengembangan desa wisata dan pelaporan tentang Tujuan Pembangunan Berkelanjutan (SDGs). Penelitian menunjukkan bahwa Desa Wisata Pentingsari terus menggunakan beberapa cara baru dan efektif untuk berkomunikasi dan memberdayakan masyarakat untuk mencapai SDGs. Ini termasuk: (1) menyatukan semua kelompok yang berbeda, seperti penduduk lokal dan mitra luar, dengan cara yang memungkinkan setiap orang mengambil bagian dan berkontribusi; (2) menggabungkan media lama yang membantu menjaga budaya lokal tetap hidup, seperti brosur Jawa dan pertemuan desa, dengan perangkat digital baru, seperti media sosial dan situs web resmi desa; (3) melatih orang-orang dalam keterampilan yang secara langsung membantu mencapai tujuan SDG, seperti pengelolaan limbah menggunakan pendekatan 3R (Reduce, Reuse, Recycle) untuk SDG 11 dan 12, dan membuat produk kerajinan tangan yang berkelanjutan untuk SDG 8 dan 12; dan (4) membentuk tim yang jelas untuk bekerja pada SDGs dan memeriksa kemajuan secara berkala untuk memastikan desa mencapai tujuannya. Penelitian ini berkontribusi pada pemberdayaan komunikasi dalam konteks kompleks implementasi SDG di tingkat desa, menawarkan wawasan baru tentang bagaimana komunikasi dapat menjadi katalisator perubahan sosial dan pembangunan berkelanjutan. Temuan ini dapat menjadi referensi berharga bagi pemerintah daerah, organisasi masyarakat sipil, dan praktisi pembangunan pedesaan dalam merancang program pemberdayaan masyarakat yang lebih efektif melalui komunikasi yang berorientasi SDG. Saran dari penelitian ini, seperti penyusunan kurikulum khusus untuk pemberdayaan komunikasi di desa-desa wisata dan pembentukan jaringan kerja sama antar desa, diharapkan dapat meningkatkan efektivitas strategi pemberdayaan komunikasi di desa-desa wisata lainnya di Indonesia dan di negara-negara berkembang yang memiliki karakteristik serupa.

**Kata Kunci:** Komunikasi pemberdayaan, Desa Wisata, Pentingsari, Sustainable Development Goals (SDGs), Pariwisata berkelanjutan, Studi kasus

# TABLE OF CONTENTS

## Contents

<b>ABSTRACT</b> .....	<b>2</b>
<b>ABSTRAK</b> .....	<b>3</b>
<b>TABLE OF CONTENTS</b> .....	<b>4</b>
<b>CHAPTER I</b>	
<b>INTRODUCTION</b> .....	<b>6</b>
A. Background .....	6
B. Research question.....	10
C. Research Objectives .....	10
D. Benefits of The Research .....	10
Academic Benefits .....	10
Practical Benefits .....	11
E. Theoretical Framework .....	11
Previous Research.....	11
F. Theory Review .....	13
Empowerment and Tourism Villages .....	13
Element Communication for Empowerment .....	13
Communication Process Empowerment. ....	15
G. Research Method .....	16
1. Types and Approaches Study .....	16
2. Research Location.....	17
3. Researcher Data Collection.....	17
4. Data Analysis Techniques.....	18
<b>CHAPTER II</b>	
<b>THE RESEARCH OBJECT</b> .....	<b>20</b>
2.1 General Description .....	20
2.1.1 General Description of Pentingsari Tourism Village.....	20
2.1.2 History and Background .....	20
2.1.3 Structure of the Management of Pentingsari Tourism Village .....	21
2.1.4 Vision Of Desa Wisata Pentingsari.....	23
2.1.5 Mission Of Desa Wisata Pentingsari .....	24
2.1.6 Natural Beauty and Environment.....	25
2.1.7 Agrotourism Activities.....	25
2.1.8 Homestay and Accommodation .....	25
2.1.9 Cultural Activities and Festivals .....	25
2.1.10 Commitment to the Environment, Sustainable Tourism, and Culture.....	26
2.1.11 Unique Experiences for Visitors .....	27
2.1.12 Empowerment Communication in Pentingsari Tourism Village.....	27

## **CHAPTER III**

<b>FINDINGS</b> .....	30
3.1 Findings .....	30
3.1.1 Overview of Pentingsari Tourism Village .....	30
3.1.2 History of Pentingsari Tourism Village.....	31
3.1.3 Community Empowerment Process.....	33
3.1.4 Challenges and Community Acceptance .....	35
3.1.5 Strategy Communication Empowerment .....	37
3.1.6 Training and Capacity Development .....	39
3.1.7 The Specific Role of Government and BCA in Empowering the Pentingsari Tourist Village.....	41
3.1.8 Barriers to Communication .....	43
3.1.9 Evaluation And Success.....	45
3.1.10 Sustainable Development Goals (SDGs) In Pentingsari Tourism Village .....	47

## **CHAPTE IV**

<b>DISCUSSION</b> .....	51
4.1 Bentuk Strategi Komunikasi Pemberdayaan Dalam Pencapaian SDGs di Desa Wisata Pentingsari .....	51
4.1.1 Implementation of the Empowerment Communication Process in Pentingsari Tourism Village .....	51
4.1.2 Implementation of the Empowerment Communication Process through Direct Communication and Media Social in Pentingsari Tourism Village .....	53
4.2 Strategi Kolaboratif antara Pemerintah, Masyarakat, dan sektor wisata dalam pengimplementasian Komunikasi pemberdayaan Desa Wisata Pentingsari .....	56
4.3 Faktor pendukung dan penghambat strategi komunikasi pemberdayaan di Desa Pentingsari.....	58
4.3.1 Pendukung dan Hambatan .....	58
4.3.2 Comparison with previous research.....	60
4.3.3 Perbandingan dengan Teori Peneliti .....	62

## **CHAPTER V**

<b>Conclusion</b> .....	66
5.1 Summary .....	66
5.2 Research Limitation .....	68
5.3 Recommendation .....	69
Reference .....	70

# CHAPTER I

## INTRODUCTION

### A. Background

Indonesia boasts remarkable natural beauty and wealth, stretching from Sabang to Merauke, with numerous stunning locations that have the potential to become attractive destinations for both local and international tourists. Tourism is a crucial component of Indonesia's economy, not only because it generates foreign exchange but also because it creates job opportunities for the communities around these tourist destinations. The diversity of ethnicities and languages in Indonesia enables tourism offers not only natural beauty but also cultural experiences that are maintained as unique attractions. The tourism sector significantly influences the development of Indonesia's economy. In 2024, the tourism and creative economy sectors are expected to continue growing, driven by the post-pandemic recovery and various government initiatives aimed at enhancing the quality of tourist destinations and promoting sustainable tourism. According to data from the Central Statistics Agency (BPS), the number of international tourist arrivals in Indonesia reached 1.07 million in April 2024, representing a 2.41% increase from the previous month and a 23.23% increase from the same period last year. Visitors from Malaysia, Australia, and China dominated these arrivals. Additionally, the number of domestic tourist trips also saw an increase, reaching 756.02 thousand trips in the same month (bps.go.id, 2023).

The Ministry of Tourism and Creative Economy (Kemenparekraf) it has prioritized sustainable tourism development in 2024. This approach seeks to achieve economic benefits while also promoting environmental sustainability and local community participation. It includes environmentally friendly management, pollution-reducing transportation, and the preservation of local culture (Kompas.com, 2023). These strategies are expected to drive Indonesia's economic growth through tourism, increase international tourist visits, and promote higher quality and sustainable tourism. Indonesia continues to develop the potential of tourist villages as part of tourism village to strengthen tourism and the creative economy across its regions. In 2024, the ministry of Tourism and Crative Economy is administering the Indonesian Tourism Village Award (ADWI) 2024, which has attracted 6,016 tourism villages from all provinces in Indonesia (jadesta.kemenparekraf.go.id, 2024).

In a rigorous selection process, these tourism villages go through several stages such as registration, technical guidance, data completeness verification, and evaluation by a panel of judges. The assessment is based on five main categories: tourist attractions, amenities, digitalization, institutions and human resources, and resilience (antaranews.com, 2024). Some of the tourism villages ranked among the top 50 of ADWI 2024 include Balleangin Tourism Village in South Sulawesi and Padarincang Tourism Village in Banten (jadesta.kemenparekraf.go.id, 2024). Additionally, Ngelanggan Tourism Village in Yogyakarta received an award at the Indonesian Tourism Village Awards (ADWI) 2024.

Village Awards (ADWI) 2024 is Nglanggeran Tourism Village. This village is known for its natural beauty, including the use lowercase, and its success in managing and promoting sustainable tourism that involves active participation from the local community. Nglanggeran Tourism Village also offers various cultural attractions and eco-tourism activities that appeal to both domestic and international tourists. These villages not only offer natural beauty and cultural attractions but have also adopted digital technology for the promotion and management of their tourist destinations (jadesta.kemendparekraf.go.id, 2024).

A tourism village is a village that provides a unique tourism experience through the daily life of its residents, which includes culture, traditions, and natural beauty. This concept aims to integrate tourism with village life, thereby enhancing the local economy while preserving cultural and environmental sustainability (jadesta.kemendparekraf.go.id, 2024). A tourist village features a distinctive social, cultural and natural panorama that function as primary attractions, with local indigenous communities serving as living representations of authentic tradition and culture. Tourism village are further supported by various cultural elements, such as typical culinary tourism villages, regional building architecture, customs, agricultural patterns and social systems which are the typical values of a tourist village. The interplay of these factors contributes to the unique value of a tourism village. This uniqueness serves as the primary attractions, enabling the village to be developed into a tourism product tailored to tourists who have a special interest in traveling.

Community-managed tourism villages should be developed in alignment with local community aspirations, ensuring full community involvement and primary benefits for the welfare of the community, this approach affirms that the community has the right and authority to make decisions regarding obtaining opinions, employment opportunities, and preserving the environment and culture. Active participation in tourism activities ultimately fosters identity and a sense of pride among residents. The sense of pride enhances community ownership of the village and all its potential, including its tourism potential. This sense of ownership will give rise to the Such ownership motivates the preservation of existing assets or potential and influence the sustainability of tourism, positioning tourism villages as mechanisms for promoting sustainable tourism development.

Yogyakarta is a special Sepcial Region (Daerah Istimewa) governed by a hereditary king, namely Sri Sultan Hamengkubuwono. Yogyakarta has been ranked the top tourist destination in a survey conducted by GoodStats. Denpasar followed in second place with 66% of respondents selecting it as a preferred destination, while Bandung ranked third at 47%. The main factors influencing respondents' choice of a city as a tourist destination include the availability of interesting attractions, natural beauty, historical sites, and culinary options (Aditya 2023). One example of tourism demonstrating successful implementation of communication empowerment strategy in Yogyakarta is tourist village. Yogyakarta has many tourist villages, especially those recognized through national awards and certified for sustainable tourism villages and have implemented community empowerment very well.

One of the tourist villages that has good quality and has received sustainable certification is Pentingsari Tourism Village is located in Pentingsari, Umbulharjo, Cangkringan, Sleman Regency, Special Region of Yogyakarta.

This tourist village can be an example of a tourist village that has implemented effective communication empowerment, enabling it to achieve significant recognition both nationally and internationally. Pentingsari's extraordinary achievements have been recognized through by the ASEAN Tourism Award, especially in. The Community-Based Tourism category.

This village is not only an attractive destination but also a model for community-based tourism development at the ASEAN level. The key to Pentingsari's success lies in the community's commitment to preserving nature and their culture. A well-implemented community-based tourism program involves active community participation, creates jobs, and ensures a positive impact for all. Winning ASEAN-level awards has brought international recognition to Pentingsari while reinforcing efforts to maintain its environmental and cultural ecosystem. Tourists from various regions now regard Pentingsari as a must-visit destination and a model for successful sustainable tourism development. Pentingsari Tourism Village is not just a tourist destination, but an inspiring story of rural transformation through sustainable tourism. Through ASEAN-level recognition, Pentingsari has made a brilliant achievement as the best tourist village with a sustainable Community-Based Tourism approach. This success belongs not only to the Pentingsari community but also serves as a source of pride and inspiration for the entire tourism community in Indonesia as well as in ASEAN countries. Prior to its development as a tourist village Pentingsari was a poor hamlet with difficult economic challenges. However, the establishment of a tourist village in 2008 catalyzed a significant socioeconomic transformation. Today Pentingsari is not only an economically independent village but has also become a model for other villages seeking to develop their natural and cultural potential. This extraordinary transformation is a reflection of community determination and collaboration to create a sustainable future and inspire future generations. (desawisatapentingsari.com 2024).

Efforts to empower the community in managing the Pentingsari tourist village are evident in four key aspects of access, community participation, control, and benefits. Aspect of access is demonstrated through the way natural resources and local wisdom leveraged for tourism, the development of human resources with managerial potential, and collaboration with tourism stakeholders and private sector institutions, including financial services. Community participation is demonstrated through community participation in various village tourism operations including hospitality services, attractions, managements, and supporting activities. Control and supervision are implemented by the Sleman Tourism Office through various support activities, including organizing annual tourism village festival competitions, conducting biennial evaluations of all tourism villages, in Sleman Regency, and establishing communication forums among tourist villages. Benefit from tourism village management include material benefits (activity-related compensation) and non-material benefits including capacity building in tourism village management, organizational administration, financial management and teamwork enhancement.



*Image 1.1 Activity coordination in pentingsari*

*Source: Screenshot from [dpmpd.altimprov.go.id](http://dpmpd.altimprov.go.id)*

Tourism activities in Pentingsari Village also play a role in supporting government programs aligned with the global development agenda, namely sustainable development goals (SDGs). The SDGs aim to ensure sustained economic welfare, maintain the sustainability of people's social life, maintain environmental quality and inclusive development, and implement effective governance to improve quality of life from one generation to the next. According to the Ministry of Tourism and Creative Economy's strategic plan (2020-2024), managing tourist villages using a sustainable tourism approach generates added value across ecological, socio-cultural, economic, and community welfare. around the village.

In this way, poverty rates and social disparities in villages can be minimized with the presence of tourism. Tourism serves as a strategic tool for achieving the SDGs, which consist of 17 goals organized into four pillars, namely the social development pillar, the economic development pillar, the environmental development pillar, and the legal and governance development pillar.



*Image 1.1 Activity in pentingsari*

*Source: Screenshot from [kemenparekraf.go.id](http://kemenparekraf.go.id)*

The key to Pentingsari's success lies in the community's commitment to preserving nature and their culture. A well-implemented community-based tourism program involves active community participation, creates jobs, and ensures a positive impact for all. By winning awards at the ASEAN level, Pentingsari not only received international recognition but also reinforced local efforts to preserve its environmental and cultural ecosystem. Tourists from various regions now regard Pentingsari as a must-visit destination and an exemplary model of successful sustainable tourism development. Pentingsari Tourism Village is not just a tourist destination, but an inspiring story of success of rural socioeconomic transformation. By winning awards at the ASEAN level, Pentingsari made a brilliant achievement as the best tourist village with a sustainable Community-Based Tourism approach. Belongs not only to Pentingsari Community but also serves as a source of pride and inspiration for the entire tourism community in Indonesia and communities across ASEAN countries.

## **B. Research question**

1. What Communication empowerment strategies are carried out in the Pentingsari Pentingsari Tourism Village for achieving the Sustainable Development Goals?
2. How can collaboration between government, community and the private sector be strengthened through empowerment communication strategies in Pentingsari Tourist Village?

## **C. Research Objectives**

1. Identify communication strategies implemented in Pentingsari Tourist Village that contribute to the achievement of Sustainable Development Goals (SDGs).
2. Develop an evaluation method to measure the effectiveness of empowerment communication strategies Supporting Pentingsari Tourist Village for achieving SDGs.

## **D. Benefits of The Research**

### **Academic Benefits**

1. Development of communication empowerment theory; this study enriches existing literature and provides insight into effective communication strategies can be used to empower the community, especially in the context of village tourism and SDGs.
2. Contributes to sustainable development studies by examining the role of communication in local-level SDG implementation.
3. This study enhances understanding of communication's role in achieving sustainable development objectives and provides a strong theoretical foundation for future research in the field.
4. Interdisciplinary Integration; This study draws on knowledge from communications, sociology, and tourism, promoting an interdisciplinary approach un academic research

## **Practical Benefits**

1. Quality of life improvement for Village Communities; effective communication strategy can increase public awareness about SDGs and how they can contribute, ultimately improving quality life through sustainable programs.
2. Community Empowerment; enhances community empowerment by generating practical recommendations for improving community capacity and skills in managing natural resources and tourism sustainably.
3. Development Policies and Programs Reinforcement: Research findings can assist policymakers in designing more effective and locally appropriate community empowerment initiatives.
4. Improvement of Public Participation and Collaboration: understanding effective communication strategies can improve public participation in various SDGs initiatives and promote stronger collaboration between government, private sector and society. The study findings can help Pentingsari Tourism Village enhance its sustainable tourism promotion, attract more visitors, and increase community income
5. Replication and Adaptation: Successful strategies can be replicated and adapted by the other tourism villages, both in Indonesia and abroad, that share similar objectives for achieving the SDGs.
6. Increased Community Understanding: The results of this study increase awareness of the important role of communication in empowerment and sustainable development efforts, which increases community involvement.

## **E. Theoretical Framework**

### **Previous Research**

The first research, Conducted by Mochammad Taufik (2022) and titled "Communication Strategies for Empowering the Kemiren Tourism Village to the purpose of the study one of the objectives of "Supporting Sustainable Development Goals" (2022) is to find and study the communication methods used to promote Kemiren Tourism Village and the sustainable development goals associated with it. This qualitative study utilized observation, interviews, and documentation. Based on the research findings, Kemiren Tourism Village has implemented various communication strategies. Strategies employed include training, working with external parties, promoting on social media, and reaching out to local communities. This research highlighted the techniques required to enhance community involvement in sustainable development initiatives, boost local earnings, and reinforce traditional cultural identity and knowledge. This second study has a related theme: both concentrate on initiatives to enhance communication in tourism villages to attain the Sustainable Development Goals (SDGs). Additionally, every study concentrates on an individual tourism village that possesses distinct features separating it from other tourism villages. Communication strategies in this setting can assist tourism village communities in fulfilling local needs and attaining the SDGs

The subsequent study conducted by Tyas Kusuma Admaja, Anggraini Oktiva, and Suwarjo Suwarjo (2020) focuses on Jenissari Tourist Village. It investigates efforts designed to empower the community to manage the tourist village. In this study, local communities utilize various methods to manage their tourist destinations. In this aspect, strengthening the community is essential for optimizing local tourism potential. The study explores various elements, such as community participation in tourism management choices, the utilization of local resources, marketing strategies, the enhancement of tourism infrastructure, the conservation of culture and the environment, and the socio-economic impacts of local tourism development. This research provides useful understanding for helping communities manage their own tourist sites. A key similarity is that both studies focus on empowerment in Pentingsari Tourism Village. This study examines communication empowerment strategies aimed at advancing the implementation of Sustainable Development Goals, offering a more detailed analysis than past research.

The third research, led by Andra Pahresi Kurniawan and Puji Arianti (2022), centered on enhancing community communication in the Kinahrejo Tourism Village, Cangkringan, Sleman Regency, Yogyakarta. This village serves as an example of a tourist destination focused on enhancing its local tourism possibilities. This study examines the influence of communication empowerment on the growth of tourist villages. Important elements of the research involve: a summary of the history and setting of the Kinahrejo Tourism Village, emphasizing its environmental, cultural, and social tourism opportunities. This study explores methods for empowering community communication, including participatory tactics, training in communication skills, or the application of particular communication channels. This research discusses in depth how communication empowerment contributes to the development of the Kinahrejo Tourism Village, including enhanced local community participation, tourism promotion, resource management, and development of communication infrastructure. This research identifies challenges and opportunities in empowering communication in the context of tourist villages, such as issues of infrastructure, funding, conflicts of interest, or socio-cultural changes. Therefore, this research provides valuable insight into how communication empowerment serves as a key factor in developing tourist villages, especially in Kinahrejo Tourism Village, Cangkringan, Sleman Regency, Yogyakarta. A similarity between this study and the current research is the focus on communication empowerment strategies in tourist villages, though the case study sites differ. Additionally, another difference between this research and the current research is that this research study emphasizes the role of communication empowerment as a critical factor in tourist village development, whereas the current research focuses on its application toward achieving specific SDGs targets.

The fourth study, titled Analysis of Empowerment Communication in Ngelanggeran Village as The Best Tourism Village in ASEAN (Alditiyo Tri Hutomo, 2020), formulates its research problem around understanding how empowerment communication is implemented in Ngelanggeran Tourism Village as a tourist

village. the best in ASEAN. The Empowerment Communication Concept itself is a communication concept that aims to open communication channels which can ultimately provide strength, motivation and opportunities for community empowerment. The study serves as a valuable a reference for other tourist villages in implementing the empowerment communication system. This study is a valuable reference for other tourist villages looking to implement an empowerment communication system. It uses a qualitative descriptive method to provide a detailed overview of empowerment communication in Nglanggeran Tourist Village. The findings show that empowerment communication in Nglanggeran Tourist Village is characterized by a two-way interactive process where the local community plays an active role and has a high level of awareness regarding the empowerment efforts. The similarity between this study and the current research lies in their focus on identifying empowerment communication strategies in tourist villages. The main difference is the geographical focus: this study examines Nglanggeran, while the current research focuses on Pentingsari.

## **F. Theory Review**

### **Empowerment and Tourism Villages**

Empowerment is a working concept that optimizes the potential within a community by considering its unique characteristics and sociocultural context. Empowerment goals are to increase individual and community capacities, raise awareness, and improve quality of life.

Empowerment is a purposeful development process aimed at achieving independence, self- sufficiency, and resilience, enabling marginalized communities to better withstand socioeconomic pressures. Community empowerment in villages can be understood from two angles. First, empowerment within context means positioning the community as the primary agent of change, rather than merely as beneficiaries reliant on external support such as government aid. Independent society means autonomy in decision-making and development initiatives, even within contexts where state capacity to deliver services is limited.

The state remains responsible for providing essential public services, including health care, education, housing, and transportation. Independent society as an active participant means they own space and capabilities to develop potency, creative, controlling environment, and power sources themselves, to finish problems in an independent way, and participate in the political process in their country. Society also plays a role in the development and governance process.

According to regulation No.7 of 2007 issued by the ministry of home Affairs of the Republic of Indonesia on the Framework for Community Empowerment, empowerment is an internal development strategy aimed at achieving competence and independence in individual, societal, national, and state life (Article 1 paragraph (8)). Therefore, the essence of draft empowerment public is a strategy for developing ability and independence in society (Gamedia.com).

### **Element Communication for Empowerment**

As cited in Cardiz (2005), a study identifies several practical elements of communication for empowerment, as follows:

1. Provision of access to information

In a traditional view, communication empowerment was used to disseminate technical information to use in increasing productivity, food resilience, and environment conservation. This rationale has frequently justified the incorporation of communication component in development programs. Community-led initiatives, such as rural projects enabling local populations to operate low-power radio stations, provide access to information for people in remote areas who previously lacked such resources. Similar approaches include community communication centers in rural Philippines and telecentres in India. In information-rich university towns, academic institutions, televisions programs, and community cable networks disseminate local event information, aiming to strengthen community engagement and identity in the municipality. Mechanism for spreading public information were previously unavailable in these communities.

2. Putting users/beneficiaries and local people in control

The essence of empowerment is control, where local community control reflects alignment with Freire's participatory approach to education and social change. This element is exemplified by empowering community-led project that enable local populations to manage and oversee media facilities, such as public address system, low-power radio stations, community communication centers, and telecentres.

3. Building local people's capabilities in communication

A precondition for placing local communities in control of the development process is the systematic building of their communication capacity. Training local community members or cooperatives in communication skills-such as community broadcasting, village journalism, computer literacy, and internet use-as well as in discerning relevant information and applying it appropriately, is essential. What is often overlooked are interpersonal communication skills, including personal empowerment and positive feedback mechanisms, which are fundamental to participatory communication. Similarly, managerial skills such as problem-solving, decision-making, conflict resolution, and negotiation are equally important.

4. Building Local People's capabilities in communication

Low-power radio transmitters that broadcast locally are examples of suitable small media for public rural use. As other examples include wall newspapers, notice boards, newsletters, audio cassettes, puppetry, and teenagers theatre. These media are effective because they are typically simple, asier to operate, and require fewer resources.

5. Learning with partners

Participatory communication for development is a shared learning experience between equal stakeholders, through which knowledge development is co-constructed. Best Practices and new insights emerge from collaborative efforts, thereby enriching academic discipline based on praxis.

6. Working as a collective

Development occurs at the community level rather than at individual level. A key condition for participatory development is the organization of beneficiaries or partner communities. Society will be more capable to realize change when decisions are made in a collective way.

7. Capitalizing and building on felt needs

People do not believe irrelevant information that does not align with reality.

8. Incorporating enjoyment

Individuals are more likely to pay attention and participate in activities they find personally fulfilling. Entertainment as a reinforcement is the application of learning theory to support behavioral change of behavior.

9. Facilitating experiential learning

Development means change, which requires learning, and experiential learning is rich and meaningful.

10. Sharing resources

Resources such as human capital, funding, materials, machines, and time are often limited. However, uniting what each of us do with good will produce synergy of efforts. Development as a collective effort is further strengthened when various stakeholders increase their engagement and active roles as co-owners of the process.

### **Communication Empowerment Process.**

Communication process empowerment is an approach designed to enhance the capacity of an individual or group to control their life and environment. It involves techniques and strategies to ensure that all voices are heard and that individual own tools and resources necessary to make impactful decisions, as follows:

Communication empowerment involves several key components, namely:

1. **Awareness Raising:** This term refers to efforts to raise public awareness about individual rights, resources, and the challenges they face. Education, training, and information dissemination are typically used to achieve this.
2. **Skills Development:** Individuals or groups learn effective communication skills, such as public speaking, active listening, negotiation, and assertiveness.
3. **Information Access (Information Access).** Providing access to relevant information is an important step in the empowerment process

information is a step important in empowerment. This information can include data about rights individuals, available opportunities, and ways to access power sources.

4. **Participation in Decision Making (Participatory Decision-Making)** Encouraging active participation in the decision-making process is central to empowerment. It involves creation of possible structures and processes for individuals or groups to participate in an effective way.
5. **Evaluation and Feedback (Evaluation and Feedback)** Communication empowerment must include the evaluation of sustainability and feedback mechanism to ensure that objective empowerment is achieved and to identify areas for improvement.

The implementation of communication empowerment can vary depending on the context and specific needs to individuals or groups involved. The following are general steps that can be taken:

1. **Needs Evaluation (Needs Assessment)** Conduct a needs assessment to understand the context, challenges, and resources available for individuals or groups.
2. **Program Planning (Program Planning)** Design appropriate empowerment programs based on identified needs and goals. The program should include instruction, training, and provision of resources.
3. **Program Implementation** Implement the program with active participation from individuals or the group. This can include workshops, training sessions, and collaborative activities.
4. **Monitoring and Evaluation (Monitoring and Evaluation)** Conduct sustainable monitoring and evaluation to evaluate program effectiveness and create necessary adjustment.

Communication empowerment is a holistic approach that include awareness-raising, skill development, access to information, participatory decision-making, as well evaluation and feedback. During this process, individuals and groups can increase their contributions to society and gain greater control. Recent studies show that empowerment through communication is increasingly important in a variety of academic fields and practical applications.

## **G. Research Method**

### **1. Types and Approaches Study**

This study employs qualitative approach involving direct observations and interviews with informants. Qualitative study is a method widely used in studies conducted in naturalistic settings, where the researcher serves as the key instrument. Data collection is conducted through multiple methods, analysis is inductive in nature and qualitative research outcome emphasize meaning (Sugiyono, 2013:1).

### **2. Research Location**

This research is conducted out in one of the best tourist villages in Indonesia,

Namely Penttingsari Tourism Village, Umbulharjo, Cangkringan District, Sleman Regency, Special Region of Yogyakarta. There are several reasons this research selected Penttingsari Tourism Village as the research object. First, the site aligns with the research focus on community-based tourism development. Additionally, the site is accessible through established relationships with tourism authorities in Sleman Regency. Moreover, the research object is managed by individuals and institutions that support academic collaboration. More specifically, the selection of Penttingsari Tourist Village is justified by its recognition and achievements in sustainable tourism, which is in line with the Sustainable Development Goals (SDGs). By 2014, the village had empowered over 70% of its population through various initiatives, including homestays (55 units, 140 rooms), arts and cultural performances (25 participants), local tour guides (30), culinary business units (60), home industries (20), grocery stalls (6), and renewable energy programs (30 participants). Abandoned village-owned land has been converted into a 1-hectare camping and outdoor activity area, and the Kali Kuning River Basin has been developed into an adventure and trekking site. Additionally, collaborations have been established with local groups, including young farmers, women farmers, and plantation workers. External collaborations include the Village Government (regarding land use), arts communities, livestock breeders, and tourism operators on the slopes of Mount Merapi. However, increased visitor numbers and income generation have led to potential conflicts among community groups due to unequal participation and income distribution ([jadesta.kemenparekraf.go.id](http://jadesta.kemenparekraf.go.id)). Therefore, Penttingsari Tourist Village is a strategically appropriate site for studying communication empowerment in sustainable tourism. Furthermore, this study focuses on the implementation of communication empowerment strategies by key stakeholders in Penttingsari Tourist Village to achieve the Sustainable Development Goals (SDGs).

### **3. Researcher Data Collection**

Primary data resources are used, in which direct information is provide to researcher. To identify available and manageable data, the researcher employs various data collection techniques, including:

#### **a. Observation**

Basically, observation shares fundamental charecteristics with others data collection techniques. The types applied in this study include overt and covert observation, depending on the level of researcher visibility to participants. In overt observation, participants are aware of the researcher's presence and purpose. The researcher conducted continuous observation throughout the study period. Descriptive observation involves documenting contextual conditions and emerging issues through field-based observations. Types of descriptive research used in this study is a study case focusing on communication empowerment strategies in Penttingsari Tourism village aimed at achieving the sustainable Development Goals (SDGs). This approach emphasizes transparency between the researcher and the subject under study, providing a descriptive account of communication empowerment in Penttingsari Tourist Village (Sugiyono, 2013).

researcher to agency or the object to be researched, then explanation descriptive related with communication empowerment Pentingsari tourism village. (Sugiyono. 2013: 66).

b. Interview

In-depth interviews are used to obtain detailed data relevant to the research objectives. In practice in the field, in-dept interviews are conducted directly with participants, using an unstructured interview for flexibility. These interviews may be conducted multiple times to ensure the collection of comprehensive, relevant information.

c. Documentation

Documentation refers to systematically recorded materials related to past events or existing conditions. Possible documents utilized in this study include daily logs, life histories, biographies, institutional regulations, and policy documents. Additionally, visual documents such as photographs, depictions of daily life, and sketches are included in the analysis (Sugiono, 2013). These documents help meet the study's data requirements and contribute to the development of credible and valid research findings.

#### **4. Data Analysis Techniques**

a. Data Reduction

At this stage, the researcher sorts and summarizes the data that has been obtained to effectively present relevant and essential information to the research. The researcher must organaized the data to focus on key themes, facilitating clarity and guiding subsequent data collection (Sugiyono 2013: 92).

b. Data Presentation

After the data reduction process is the researcher proceed to data presentation. In qualitative research, this can be achieved through brief description, narrative texts, chart, category relationships, and flowcharts. Data presentation works as a tool to facilitate researcher's understanding of emerging patterns and to plan subsequent stages of the study (Sugiyono, 2013)

c. Drawing Conclusion

Priliminary conclusions are formulated temporary during the study, particularly when sufficient supporting data has not yet been obtained. However, if these initial conclusions are supported by valid and credible data, they become credible conclusions. In qualitative research, often involve novel findings, i.e insights that have not been previously documented or recognized (Sugiono, 2013).

## CHAPTER II

### THE RESEARCH OBJECT

#### 2.1 General Description

##### 2.1.1 General Description of Pentingsari Tourist Village

Pentingsari Tourist Village is located in the Cangkringan District, Sleman Regency, Yogyakarta. This village is a successful example of tourism village development that emphasizes natural potential and local culture. With the majestic backdrop of Mount Merapi, this village offers stunning views and cool air, making it an ideal place for vacationing and relaxing.



*Image 1.1 Pentingsari tourism village gate  
Source: Screenshot from ratunyatravel.com*

##### 2.1.2 History and Background

Pentingsari Village has a rich history, rooted in the agrarian lifestyle of its long-standing community. Before becoming a tourism village, Pentingsari was a simple village where the main livelihood of its residents was farming. As interest in Yogyakarta's natural and cultural attractions grows, local communities have begun developing the tourism sector. In Jenissari Village, the community began collaborating to develop their village as a tourist destination in 2008. Thanks to their hard work and sense of unity, the village has successfully transformed from a less prosperous area into an economically independent one.



*Image 1.1 beauty destination in pentingsari tourism village.  
Source: Screenshot from nagantour.com*

The inhabitants of Pentingsari opted to convert their village into a tourist spot to enhance economic development. With assistance from the government and different organizations, the village started creating residential zones to draw in visitors. As the economy expanded, visitors immersed themselves in the local culture

Pentingsari Tourism Village persistently draws interest from both local and foreign tourists. The vibrant rice fields and breathtaking views of Mount Merapi are crucial to its prosperity. Additionally, the local community shows a growing enthusiasm for safeguarding and upholding its customs and heritage, encompassing traditional dances, artisanal crafts, and indigenous musical instruments. Pentingsari Tourism Village illustrates how tourism driven by the community can boost local earnings while safeguarding cultural heritage and the environment. Pentingsari Tourism Village implements these principles to realize its objective of sustainable tourism

### **2.1.3 Structure of the Management of Pentingsari Tourism Village**

<b>Name</b>	<b>Position in Tourism Village of Pentingsari</b>
Rejo Mulyono	Pelindung

Sumardi Heriberthus Radjim Sugiwanto Eko Riyono	Penasehat
Cipta Ningtias Dwi Sulistiyono	Ketua
Dwi Wayu Setia budi Bernadeta Ira	Sekretaris
Retnawati Sumirah	Bendahara
Yoga Tri Bayu Hendra W Dwi Cahyo S Rahmat P Andreas Pandu	Divisi Pemasaran
Wawan S Petrus Nugroho Budiyanto Hendi Hidayat	Divisi Kegiatan
Ngadiyono Ari Listiya	Divisi Homestay
Toni Sukoyo Heru Susanto	Divisi Seni dan Budaya

Susi Wulandari Putri Permatasa Sari	Divisi Konsumsi
Aswati Marsinah	Divisi Cendramata dan UMKM
Heru Winarto Nugroho Dwi W Gunawan Agus P	Divisi Pengembangan Sarana dan Prasarana
Sarman Supardi Krisna	Divisi Keamanan
Ariyanto Marwanto Dian Anggraini	Divisi HUMAS
Totok Basuki	Divisi Camping Ground

*Table 2.1 Pentingsari Tourism Village Organizational Structure*

#### **2.1.4 Vision Of Pentingsari Tourist Village**

Pentingsari Tourism Village enhances local communities, safeguards culture, and conserves the environment. The village aims to provide genuine and eco-friendly tourism experiences while enhancing the living standards of its inhabitants through the incorporation of Sustainable Development Goals (SDGs) principles. This village adopts a sustainable tourism approach that focuses on the welfare of local communities and the protection of the environment. The village aims to cultivate tourism focused on the community, promoting local involvement in managing and developing the destination. Additionally, the village aims to maintain local culture and traditions to offer a genuine and immersive experience.

Pentingsari Tourism Village focuses on safeguarding the environment by adopting eco-friendly practices in all tourism activities, such as sustainable management of natural resources and minimizing adverse effects on the

ecosystem, aligning with the Sustainable Development Goals (SDGs) that emphasize sustainability

The village aims to build robust collaborations among the government, private sector, and local communities to formulate policies that foster sustainable tourism. Through collaboration, we strive to guarantee that tourism advantages the whole community and aids in reaching the Sustainable Development Goals

### **2.1.5 Mission Pentingsari Tourist Village**

By empowering the community and preserving the environment and culture, Pentingsari Tourism Village aims to promote sustainable tourism. Here are some of its key components:

- a. **Community Economic Empowerment:** The primary objective is to improve the welfare of local communities through the development of micro, small, and medium enterprises (MSMEs) focused on tourism. This can be achieved through training and market access for local products.
- b. **Preservation of Culture and Tradition:** The village is committed to maintaining and promoting local traditions. The village regularly hosts various cultural events, workshops, and learning activities to help local residents and visitors understand and appreciate their rich culture.
- c. **Sustainable Environmental Management:** This mission aims to preserve the village's natural beauty by implementing environmentally friendly policies in every aspect of the tourism industry, such as proper waste management, responsible use of natural resources, and biodiversity conservation.
- d. **Tourist Education and Awareness:** The goal of this mission is to raise visitor awareness of the importance of sustainable tourism and social responsibility. By providing accurate and easy-to-understand information, the village strives to encourage visitors to care for the surrounding environment and participate in local community life.
- e. **Partnerships and Collaboration:** The program's core focus is building strong collaboration and working relationships between the government, the private sector, and communities. Villages strive to work together to create policies that support sustainable tourism growth that benefits the entire community.

### **2.1.6 Natural Beauty and Environment**

A key draw of Jenissari Tourism Village is its charm. Located in Pentingsari, the Tourism Village presents a variety of attractions, featuring breathtaking natural landscapes. Located at the summit of Mount Merapi, the village provides breathtaking vistas. The refreshing, crisp air creates a pleasant atmosphere for activities outside. The village contains a variety of plant and animal life. Mysterious woodlands, verdant paddy fields, and

blooming fruit groves form a serene and beautiful environment in nature. Stay on the designated paths and appreciate the scenic landscape, crisp air, and stunning vistas

### **2.1.7 Agrotourism Activities**

Agrotourism is a favored pursuit in Pentingsari Tourism Village. Guests can discover everything about organic agriculture, including the process from planting to gathering different types of fruits and vegetables. This task not only enhances their understanding but also provides an enjoyable, practical experience. Through the instruction of sustainable agricultural practices, residents aid tourists in recognizing the significance of preservation. Guests can also engage in craft activities, including weaving bamboo and making art with natural resources. Moreover, guests can engage in craft activities like weaving with bamboo and making art from organic materials. These activities also offer a chance to engage and learn directly from the local community

### **2.1.8 Homestay and Accommodation**

Numerous homestays in Pentingsari Tourism Village are operated by local inhabitants. This enables guests to engage with everyday life and instantly sense a sense of belonging in the friendly and inviting environment. Guests can engage with the hosts, discover local customs, and savor tasty traditional meals in a warm and inviting environment. The village provides extra amenities alongside the homestay, including meeting rooms, a play area for children, and a gathering spot, all thoughtfully crafted to enhance tourism activities and meet visitors' needs

### **2.1.9 Cultural Activities and Festivals**

Pentingsari Tourism Village offers a wealth of cultural activities. The village hall often hosts traditional arts performances such as gamelan and dance. These performances not only provide entertainment but also provide lessons on local traditions and culture.

The village also regularly hosts cultural festivals that explore various aspects of the community, such as traditional ceremonies, handicrafts, and local cuisine. These festivals provide the community with the opportunity to showcase their rich cultural heritage and attract tourists.

Beyond entertainment, these cultural activities foster a sense of community and identity. Learning to dance, playing traditional instruments, or trying on traditional clothing are all options available to visitors.

### **2.1.10 Commitment to the Environment, Sustainable Tourism, and Culture**

Pentingsari Tourism Village preserves its natural beauty and local traditions. Because the local community is heavily involved in conservation programs, visitors can enjoy the stunning natural beauty and rich cultural heritage. Part of this effort includes responsible use of natural resources, tree planting, and waste management. To preserve their cultural richness, the local community continues to strive to preserve traditions and local wisdom.

Pentingsari Tourism Village also strives to educate visitors about the importance of environmental protection. By learning more about local culture and nature, visitors are expected to raise public awareness of conservation. Pentingsari Tourism Village can become a more sustainable tourist destination with the support of the Sustainable Development Goals (SDGs). Improving community well-being through economic empowerment is one of the goals. To achieve this, tourism revenue is used to improve infrastructure and enhance the quality of life in the village.

This village aims to preserve local customs and culture. By educating visitors about their culture, the community can preserve its heritage and attract tourists who value lived experiences. Furthermore, this supports the SDGs of education and gender equality. The Pentingsari community places a high priority on environmental preservation. The village strives to maintain its beauty and biodiversity through eco-friendly tourism, such as waste management and wise use of natural resources.

Ultimately, Pentingsari Tourism Village aims to build strong partnerships between individuals, government, and businesses. This collaboration is crucial for developing policies that encourage sustainable tourism growth and benefit all parties. Furthermore, through integrated and synergistic efforts, Pentingsari helps achieve the Sustainable Development Goals

(SDGs) as a whole.

### **2.1.11 Unique Experiences for Visitors**

Overall, Pentingsari Tourism Village offers a unique and valuable experience for every visitor. This village is considered one of the best places in Yogyakarta due to its rich culture, natural beauty, and friendly hospitality. Visitors will not only enjoy a pleasant vacation but also learn a lot about village life and culture. By having the opportunity to interact directly with the locals, we can better understand their values, traditions, and lifestyle.

Pentingsari Tourism Village is a perfect example of how village development can create an attractive tourist destination by combining natural and cultural potential. The village's many attractions boost the local economy and attract tourists. If you want to experience the beauty of unspoiled nature, visit this village and experience the warmth and friendliness of its people. Pentingsari Tourism Village is a great place to vacation, learn, and experience authentic life.

For those seeking to experience the beauty and rich culture of Yogyakarta, Pentingsari Tourism Village is a must-visit, with all its uniqueness and charm. Visitors will leave with a true love for Indonesian culture and nature, as well as fond memories and unforgettable experiences. This village also serves as an example for other villages in Indonesia to develop their tourism potential in an environmentally friendly and sustainable manner. With support from the government, community, and visitors, Pentingsari Tourism Village will continue to grow and become an icon of Yogyakarta tourism.

### **2.1.12 Empowerment Communication in Pentingsari Tourism Village**

Implementing an empowerment communication strategy is crucial to ensure the entire community is actively involved in the development and management of tourism in Jenissari Tourism Village. Outreach and training are effective ways. The village could, for example, provide courses in organic farming and homestay management to local residents. The goal of this training is to provide the community with the knowledge and skills necessary to manage tourism resources. By improving the abilities and skills of residents, they will be more confident in actively participating in tourism village development and will be able to improve the services and products provided to visitors.

Regular discussion forums and village meetings are also excellent ways to foster effective communication. For example, a village could hold monthly meetings at the village hall where residents can exchange ideas, experiences, and challenges faced in managing a tourism village. They can discuss issues such as environmental management, promotion, and the development of new tourist attractions. Furthermore, these conversations foster a sense of solidarity and cooperation in finding creative solutions. As a result,

decisions are made more transparently and in line with the community's needs and desires.

Furthermore, social media can help promote Pentingsari Tourism Village. For example, residents can create accounts on websites like Facebook or Instagram and share photos and videos of village tourism activities, such as art performances, agricultural tours, and handicrafts. Sharing useful and interesting information can attract tourists. They can also hold photo or video contests through social media, allowing visitors to participate and share their experiences during their visit. Besides enhancing the village's reputation, residents also have the opportunity to preserve local traditions and values.

Collaborating with various parties, such as the government, non-governmental organizations, and the private sector, is crucial. For example, villages can collaborate with educational institutions to organize internship programs for students interested in tourism. By developing skills training plans, marketing strategies, and product innovations, students have the opportunity to contribute to the community. Villages can obtain the resources, training, and assistance needed to sustainably develop their tourism villages with the support of various stakeholders. Community empowerment programs will run smoothly and benefit the community if all stakeholders can communicate effectively.

Tourism villages should encourage young people to participate in their development. Tourism villages can hold classes and workshops for children and teenagers on digital skills, business management, and social media content creation. Teenagers, for example, can participate in creating promotional videos for the village and upload them online. Tourism villages can foster a sense of ownership and responsibility by involving the younger generation. This also helps prepare improvements for future generations.

Finally, community evaluation and feedback are crucial to empowerment communication strategies. Villages can conduct surveys or focus group discussions to determine how the community views their programs. For example, villages can ask residents about holding cultural festivals and how to improve them. Villages can continuously improve empowerment programs by considering community feedback. Therefore, the community of Jenissari Tourism Village can be empowered by using effective communication strategies. This will benefit the local community and their quality of life.

## CHAPTER III FINDINGS

In this chapter, the researcher will present the results of the study titled "Communication Empowerment Strategy in Pentingsari Tourist Village for Achieving Sustainable Development Goals." The researcher will also address the problem formulation presented in the first chapter, specifically how the communication empowerment strategies employed by Pentingsari Tourist Village community contribute to achieving sustainable development goals, as well as the factors that influence the effectiveness of these strategies.

The data collected is qualitative, including direct observations in Pentingsari Tourist Village located in Yogyakarta, as well as direct interviews with two informants consisting of the Head of the Pentingsari Tourist Village and the Public Relations Division of Pentingsari Tourist Village. The researcher also conducted documentation during the interviews to support the findings. All sources were selected based on their relevance and necessity in accordance with the research title, including an analysis of the empowerment programs that have been implemented in the village. All sources were chosen based on the needs aligned with the research title, including:

Name	Position in Organisation	Implementation Date	Location of Implementation
Cipta Ningtias	Ketua	13, February 2025	Balai Desa Desa Wisata Pentingsari
Dian Anggraini	Divisi Humas	07, March 2025	Balai Desa Desa Wisata Pentingsari
Nyoman Rai Safitri	Head of Human Empowerment and Tourism Business Division, Sleman Tourism Office	03, July 2025	Sleman Tourism Office

### 3.1 Findings

#### 3.1.1 Overview of Pentingsari Tourism Village

This interview was conducted to explore the understanding of communication empowerment in Pentingsari Tourist Village, which has enabled this village

to achieve numerous awards, such as Sustainable Tourism and being recognized as an inspirational model tourism village in Yogyakarta. Ms. Doto and Ms. Dian, as village administrators, explained various aspects related to the development of Pentingsari Tourist Village, starting from its establishment to the present, the challenges faced, and the communication strategies implemented, particularly in community empowerment to achieve the Sustainable Development Goals (SDGs).



*Image 3.1 beauty destination in pentingsari tourism village*  
*Source: Screenshot from merdeka.com*

The Pentingsari Village, located on the slopes of Mount Merapi, was once an isolated and underdeveloped hamlet. Ms. Doto explained that access to this village was difficult, which led many people to be unaware of its existence. This background motivated community leaders, such as Mbah Sumardi, to take the initiative to develop a tourism village. On April 15, 2008, the village was officially proclaimed as a tourism village to rise from adversity and improve the welfare of the community."

### **3.1.2 History of Pentingsari Tourism Village**

Ms. Doto explained that before undergoing drastic changes, Pentingsari Village was known as a very underdeveloped and remote hamlet. This condition meant that the village experienced delays in various aspects of development and was difficult to access due to its distant and isolated location. However, a significant change then occurred. Driven by the initiative of local community leaders, among whom Mbah Sumardi was quite prominent, the village successfully transformed. On April 15, 2008, Pentingsari officially emerged as a tourism village. This transformation was not merely a goal in itself but was based on a clear overarching vision: to help the village rise from economic adversity and previous hardships, with a focus on improving the welfare of the community as the ultimate outcome.



Image 3.2 Mr. Doto and Mrs. Doto (cipta)  
Source: Screenshot from [Wartapesona.com](http://Wartapesona.com)

In the explanation provided by Ms. Cipta, she stated that she (Ms. Doto) serves as the 'successor' after Mr. Doto, implicitly referring to Mr. Doto's tenure or role. Although Mr. Doto is mentioned as the person who 'explained' the initial conditions and transformation of the village, Ms. Cipta clarified that she is the direct successor who inherits and continues the struggle and vision of Pentingsari Tourist Village, especially in the context of the tourism village development that began on that date.

*"Honestly, I am the successor. After 2008, there were community leaders who initiated the transformation of Pentingsari into a tourism village. At that time, on the slopes of Merapi, Pentingsari was one of the most underdeveloped hamlets. If you entered the Pentingsari area, you would find that we were isolated; it wasn't visible from the road, so no one would ever know where Pentingsari was. You had to enter our environment to discover that there was an extraordinary hamlet here. At that time, compared to other hamlets on the slopes of Merapi, Pentingsari was quite isolated, with difficult access. Any information reaching our hamlet was slower compared to other hamlets. This background made our community leaders realize that we needed to rise from this backwardness, adversity, and isolation. We were aware that we had been marginalized and isolated, and that was the background."*

*"There was already an example next door with the Sambu Tourism Village, which had been established earlier. You might know that if you enter from Sambu. In Sleman, you could cross-check with the Sleman Tourism Office; actually, the tourism village in Sleman had existed since 2001. So, there were already tourism villages that had started, and at that time, the Sambu Tourism Village had been established before us. When tourists came to the Sambu Tourism Village, they would pass through Pentingsari Tourist Village. It was then that our community leader, initiated by Mbah Sumardi, who happened to be an environmental figure and had won an environmental award in the D.I.Y. province, proposed that since tourists were passing through Pentingsari, why not try to create a tourism village as well?"*

*“Thus, on April 15, we issued a letter from the village. We are a hamlet; if you know that the tourism village in Sleman is a hamlet administratively, while the village is Umbulharjo, Kalurahan Umbulharjo. So, we are part of Kalurahan Umbulharjo, just like Mbah Marijan, whose hamlet is called Kali Adem. We are Pentingsari, and Mbah Marijan is the first hamlet of Kalurahan Umbulharjo because Umbulharjo has nine hamlets, and Pentingsari is the southernmost hamlet. So, at that time, we began to propose to the village, and eventually, the village issued a decree on April 15, 2008. Since then, we have proclaimed ourselves as a tourism village, and we also submitted our proposal to the Sleman District Tourism Office. We commemorate April 15 as the anniversary of Pentingsari Tourist Village. That is how it all began, and we hope our community will prosper both physically and spiritually; that was our dream. This is why we created the tourism village, because our vision and mission were simply to rise from adversity.”*

*(Interview results with informant Mrs. Cipta as an Head of Torism Village on 13 February 2025).*

### **3.1.3 Community Empowerment Process**

The initial process of community empowerment in Pentingsari involved a shift in mindset from agriculture to tourism. Ms. Doto emphasized that the biggest challenge was changing the community's perspective, which was initially skeptical about the potential of a tourism village. The community was encouraged to see that, although they did not have prominent tourist attractions, they could turn agricultural and plantation activities into tourist attractions. For example, the coffee farmers in this village are now developing educational tourism related to coffee.



*Image 1.1 Training and Legalization of certificates UMKM Pentingsari  
Source: Screenshot from m.kumparan.com*

The initial process of community empowerment in Pentingsari marked a radical paradigm shift, where the community's main focus was redirected from agriculture, which had been the backbone of their livelihood for generations, towards village tourism. This was not a step taken lightly, but rather a response to the economic challenges that might be faced in a conventional agricultural model, as well as the identification of the unique potential contained in their

daily lives. A key figure in initiating this transformation was Ms. Doto, who highlighted that the biggest obstacle faced was not the lack of stunning natural resources, but rather the resistance and cultural skepticism within a community that was initially very doubtful about the idea that their village had tourism appeal.

This skepticism stemmed from various aspects: the community found it difficult to see how activities they considered every day and even routine—such as planting rice, tending to coffee, or harvesting ginger—could become attractive and valuable tourist products or experiences for others. They might have concerns about disruptions to their agricultural routines, privacy issues, or feeling incapable of interacting and providing services that met tourists' expectations. Ms. Doto and the empowerment team realized that to move forward, the first thing to address was the community's own perspective. This effort could not be a forced command but required a communicative and participatory approach.

The strategy adopted was to change the narrative around agricultural activities. The community was invited to reconsider activities in the fields and plantations not just as work, but as cultural resources and unique, valuable experiences. The crucial concept here is that tourist attractions do not have to be physically striking or monumental. The uniqueness of Pentingsari lies in the process, in the stories behind each plant, in the skills of the farmers, and in the community's life that is closely tied to nature. For example, coffee farmers do not just sell coffee beans; they are now developing "educational coffee tourism." This means they invite tourists to participate in the processes of planting, caring for, harvesting, processing, and serving coffee, providing educational value and a hands-on experience that cannot be found elsewhere.

This transformation of mindset is an important stepping stone. By allowing the community to see the hidden potential in activities they have known their whole lives, they began to open up to considering tourism as an alternative or complement. This paved the way for the development of tourism products that utilize existing resources—land, plants, local knowledge, and themselves as key players. The initial process focused on changing this way of thinking, although challenging, became a strong foundation for subsequent community empowerment, where they no longer saw themselves merely as farmers, but also as owners of tourist attractions and providers of unique experiences for visitors.

*"The biggest challenge at that time was changing the community's mindset. Initially, our foundation was agriculture; the community was primarily engaged in farming, gardening, and some were livestock farmers. It turned out that changing the mindset of Pentingsari to see it as a tourist destination was possible. Many people think that a tourist destination must have a tourist attraction or a specific site. They might think that to be a tourist spot, you need*

*to have a waterfall or a mountain. We have Mount Merapi, but it is far away, so if people take selfies, it won't be visible in Pentingsari. Therefore, we had to find a way to make Pentingsari a reference destination for tourists."*

*"At that time, we needed to change how the community, whose main livelihood was agriculture and daily activities, could turn their primary source of income into experiences for tourists visiting Pentingsari, without abandoning their main livelihoods. So, the primary livelihoods continued; those who farmed kept farming, but in between, we utilized the agricultural land to create agricultural attractions. For example, we have coffee farmers who are now developing educational tourism to learn about coffee, from understanding how to process coffee to becoming a small and medium enterprise (SME) in coffee. We turned that into an attraction."*

*"Sometimes, we realize that the villagers often do not want to think too deeply. They wonder if they can contribute to this program and whether they will gain economic benefits, which is the most important thing. So, sometimes we don't need to speak in lofty terms about our vision for 2025; that doesn't resonate with them. Usually, we, the core management, have programs and a vision for the year, but that direction is only internal. The application will gradually unfold, and the community will not know about it. We let the community understand that, 'Oh, this is where we are headed,' but without detailing everything, as that might overwhelm them."*

*"So, we, the management, think first, and later we will guide them. Gradually, they will realize that the program is heading in a certain direction. If we start by explaining everything and the reality does not meet expectations, it can backfire on us. So, we usually take steps first, and when there are obstacles, we review and evaluate because ultimately, the goal is for the community to feel that what the management is doing is indeed for them."*

*(Interview results with informant Mrs. Cipta as the Head of Tourism Village on 13 February 2025).*

#### **3.1.4 Challenges and Community Acceptance**

The biggest challenge was changing the mindset of the community, which was initially skeptical about the potential of the tourism village. Ms. Doto mentioned that at first, only 10-20% of the community supported the initiative, while others held pessimistic views. However, over time, with tangible evidence of increased tourist visits, they began to see the economic benefits of tourism, leading the community to change their minds and become more willing to collaborate in empowering the village as a Tourism Village.

The most monumental challenge in the effort to empower the community in Pentingsari, especially in positioning the village as a tourist destination, lay in

the paradigm shift in the minds of its residents. Initially, the idea of utilizing agricultural and plantation activities as tourist attractions faced strong resistance, marked by skeptical and even pessimistic views from the majority of the community. Ms. Doto, a key figure in this process, revealed a challenging reality: at the beginning, only about 10 to 20 percent of the total community was willing to accept and support the tourism village initiative. The rest, the majority of the residents, were doubtful and cold in their outlook, feeling uncertain about the potential success of this idea and its benefits for their daily lives.

This pessimistic view stemmed from various thoughts: the belief that Pentingsari did not have spectacular or unique natural attractions that characterize popular tourist destinations, leading them to question how people would come just to see agricultural activities they witnessed every day. They might also be concerned about negative impacts such as noise, congestion, potential conflicts between tourists and the community, and the risk of damage to agricultural land or household privacy. The belief that established agricultural practices (even if they faced their own challenges) were safer than venturing into an unknown and risky field also became a barrier. This created an initial atmosphere that was generally unsupportive of tourism development.

However, the process of community transformation did not stop there. A crucial part of the empowerment strategy implemented by Ms. Doto and her supporting group was persistence and the ability to demonstrate tangible evidence. They did not merely argue but built small pilot projects, such as the development of educational coffee tourism by farmers, and consistently promoted its existence. Over time, within "a few months or years" (this timeframe varies depending on the specific context), positive impacts began to emerge. The increase in tourist visits, although it may have started from a small number, became undeniable. Tangible evidence appeared in the form of money circulating in the village, new economic opportunities arising, and positive stories from visiting tourists.

This growth, although perhaps slow, acted as a strong psychological catalyst. The community, initially pessimistic, began to see that the idea of a tourism village was not just a dream or an abstract concept. They realized that tourist visits brought real economic benefits, whether through the sale of agricultural products at potentially higher prices, additional job opportunities, or even simply an increase in purchasing power within the village itself. Consider the transformation of coffee farmers who are now not only farming but also serving as educational guides. This turning point is crucial. Witnessing undeniable economic benefits, the community's perspective began to shift from skepticism to trust. This momentum then fostered a spirit of collaboration. The community, which had previously been reluctant, began to open up to cooperation, contribute, and actively engage in joint efforts to support and strengthen Pentingsari's position as a Tourism Village, leading to broader and more sustainable empowerment.

*"Well, as I said, managing a tourism village is not easy because what we are managing is the village community with different hearts, minds, and human resources. Some have not graduated from elementary school, some have graduated from elementary and junior high school, and some have graduated from high school. However, sometimes people with higher education feel superior, as people say nowadays. In reality, what is needed in a tourism village organization is for everyone to sit together, generate ideas for a common goal. No one should always feel that their idea is the only correct one, and no one should feel too downcast. So, how can we accommodate all the thoughts of the community into one program? That's how it is in our place.*

*Regarding the earlier challenge, honestly, out of 100%, only about 10-20% of the Pentingsari community supported the initiative at first. This was because the community had negative thinking, believing that this village, which seemed to have nothing, could become a tourist destination. Indeed, we do not have waterfalls or anything that could be considered a tourist attraction. The mindset of the community was pessimistic, like that. However, over time, we proved that an ordinary village, despite its simplicity, could attract many visitors and generate significant income."*

*(Interview results with informant Mrs. Cipta as a Head of Tourism Village on 13 February 2025).*

### **3.1.5 Strategy Communication Empowerment**

In terms of empowerment communication, Ms. Doto explained that the approach used is collaborative, where all parties are involved in decision-making. Additionally, regular meetings are held to discuss programs and receive input from the community. Social media, especially WhatsApp, is also used to disseminate information quickly, particularly when guests are planning to visit.

In the effort to empower the community of Pentingsari Village, especially in the context of developing the tourism village, Ms. Doto emphasized that the communication strategy adopted is inherently collaborative. This approach is not just a collection of words but a working philosophy that states that the decision-making process should not be a top-down monopoly; rather, it should result from discussions, considerations, and mutual agreements involving various stakeholders in the village. This includes farmers, members of the Family Welfare Program (PKK), youth, the elderly, and all elements of the community that will be directly or indirectly affected by the existence of the tourism village. Involving all parties from the beginning builds trust, enhances solidarity, and ensures that the solutions or programs produced meet the needs and reflect the realities on the ground, rather than being mere implementations of external ideas without deep understanding.

As a concrete manifestation of this collaborative approach, Ms. Doto explained the importance of having structured and regular discussion forums in the form of routine meetings. These meetings not only serve as a place to convey programs or agendas being worked on by the driving team but also, significantly, as a platform to receive input, suggestions, criticisms, and even concerns from community members. The structure of routine meetings ensures that communication remains intact, information flows continuously, and community participation is not limited to the initial stages but becomes part of a sustainable decision-making cycle. In these meetings, issues faced can be discussed openly, solutions can be socialized, and responsibilities can be jointly established, creating an inclusive team working climate.

In addition to formal forums like routine meetings, Ms. Doto also emphasized the important role of digital media, particularly the instant messaging platform WhatsApp, in this empowerment communication network. In modern society, especially in villages that have access to technology, WhatsApp has become an effective and quick means of sending information. Its use is not only for general purposes but also has specific focuses, such as disseminating urgent or specific information, for example, announcements about the arrival of a group of tourists. By using WhatsApp, Ms. Doto and her team can quickly inform relevant stakeholders (such as farmers who will serve as educational guides, women who will provide food, or youth who will welcome the guests) to make timely preparations. This ensures smooth coordination and minimizes confusion or unpreparedness when tourists arrive, demonstrating that effective communication is key to transforming the village's potential into a well-organized and sustainable tourism village reality. Through a combination of collaborative approaches, meeting forums, and digital media, communication becomes a beacon of hope that can integrate all components of the community in the empowerment process of Pentingsari tourist village.

*"From what I have observed over the years, whatever we implement is about how to approach the community without any elements of commanding or anything like that. It's more like, 'Let's do this together.' Sometimes we hold meetings; the core management meets every month, and whenever there are guests, a week beforehand, we sit together, starting from marketing and whatever divisions we need to coordinate and communicate about the activities planned for the guests. Then there will be another meeting if we want to touch on a new program, for example, about small and medium enterprises (SMEs), culinary initiatives, or whatever it may be. We will call everyone together, saying, 'Let's sit down by division; tomorrow we want to do this, we want to have this program, let's implement it. If there are issues, what are they?' Then we will evaluate and continue to assess."*

*"Equally important is the input from the community. As you mentioned earlier, we might feel that the programs we run and the activities we have implemented*

*are comfortable for the community, but sometimes there are dissenting voices. When that happens, we listen first; we usually check, cross-check, and verify whether there really is an issue. It's essential to engage with all layers of society. If the youth are like this, we need to accommodate them so that they continue to participate in our activities and contribute because the future will be in the hands of these young people, right? The transition from the older generation is different. When we ask for help, our communication varies between the younger generation, who are our peers, and the older generation. We need to distinguish when to be more approachable, when to be assertive, when to be firm, and when to soften our approach. There are certain tricks, usually based on experience, that influence how we interact."*

*(Interview results with informant Mrs. Cipta as a Head of Tourism Village on 13 February 2025).*

### **3.1.6 Training and Capacity Development**

Pentingsari Village collaborates with various institutions, such as BCA (Bank Central Asia) and Bank Indonesia. Ms. Dian added that the training and mentoring provided by institutions like BCA and Bank Indonesia help enhance the community's capacity. Almost 85% of the community is involved in this training program, which includes excellent service and homestay management. This demonstrates that the village is not only relying on its natural potential but also developing human resources.

The development of the tourism village in Pentingsari is not carried out independently by the local community; rather, it is driven by strategic collaboration with various external institutions that have their expertise, resources, and networks. Ms. Dian emphasized the importance of collaborating with accreditation institutions such as BCA and Bank Indonesia. In addition to building relationships with government agencies and providing financial support, the organization also promotes community development through various mentoring and training programs. This partnership demonstrates that Pentingsari has a broader purpose than simply developing natural resources. Furthermore, they recognize that the long-term success of tourism villages depends on human resource development.

Training and mentoring programs from organizations like BCA and BI focus on several core aspects of village tourism operations. One of these focuses on providing high-quality service. This includes training in ethical principles, friendly, prompt, and courteous customer service, and basic small business management skills.

Additionally, specialized training in homestay management is essential, as many residents' homes are converted into accommodations for tourists. The training materials certainly cover daily operational aspects, such as space arrangement,

cleanliness, guest management, and basic marketing to attract renters. The very high participation rate, reaching almost 85% of the total community, is tangible proof of the community's commitment and awareness that these new skills and knowledge are essential for supporting the transformation of their village.



*Image 3.3 Training society Pentingsari tourism village with BCA  
Source: Screenshot from BCA Website*

This high participation rate has very significant implications. First, it shows that the community as a whole sees the value and relevance of the training for their lives in the era of the tourism village. Second, it reflects the adoption of an inclusive empowerment approach, where almost all segments of society, from farmers and mothers to youth, are considered necessary to possess adequate skills. Through this training and mentoring process, the Pentingsari community learns not only about technical aspects but also hones their professionalism, customer service knowledge, and managerial skills that they may not have previously learned.

This demonstrates the commitment of Pentingsari Village to develop a sustainable tourism village, where excellence is not only derived from nature but also from the abilities and professionalism of its people, which are continuously developed through mentoring from partner institutions. Thus, collaboration with BCA and BI becomes an important catalyst in building human resource capacity as the main driving force behind the empowerment of the tourism village.

*"Yes, initially we were just ordinary people. At first, we tried our best, and then we received support from BCA's community service program. They provided us with various forms of training and mentoring, such as how to deliver excellent service and how to properly serve guests. The small and medium enterprises (SMEs) also received training, and the guides were trained as well. They provided us with programs and activities, not just money. Recently, we have also received support from Bank Indonesia (BI), which has given us a lot of assistance.*

*Everything is aligned with their respective roles. For example, those who own homestays are trained together, and then the young guides are trained on how to guide guests, including language skills and other relevant aspects. As for security, those responsible for safety are also trained. Almost 85% of the community is involved, except for those who are sick or elderly, as they cannot participate. However, for those of productive age and housewives, God willing, everyone is still involved up to this day."*

*(Interview results with informant Mrs. Dian as a Public Relations Officer of Tourism Village on 7 March 2025).*

### **3.1.7 The Specific Role of Government and BCA in Empowering the Pentingsari Tourist Village**

In the context of empowering the Sleman Regency Government, through the Tourism Office, plays a strategic and unique role in empowering Pentingsari Tourism Village. Unlike the top-down sectoral development model, the Sleman Tourism Office's approach strongly emphasizes community self-reliance and active participation. In this context, a tourism village is not an entity established by the government but rather grows from the initiatives of local communities and groups who care about their region's potential. Pentingsari is a real example of this model's success. The Tourism Office never directly established the tourism village; instead, it acts as a facilitator, mentor, regulator, and promotional liaison, enabling tourism villages like Pentingsari to develop organically and sustainably.

A hallmark of this approach is the classification of tourism villages based on their level of independence, ranging from pioneering, developing, advanced, to independent. Pentingsari has been classified as independent since the tourism village classification was first implemented in 2016, becoming a pioneer and role model for tourism village management not only in Sleman or Yogyakarta but also nationally.

In practice, the Sleman Tourism Office provides highly adaptive guidance, tailored to the village's needs and capacity. For newly emerging tourism villages, programs such as tourism awareness campaigns, basic training, and institutional development are the main focus. However, for Pentingsari, which already has a mature and well-established management structure, the approach is more about strengthening technical and professional capacities. For instance, the Office has organized training for tourism actors, the results of which can be followed by competency certification, such as training in homestay management, tour guiding, local culinary processing, and outbound management. Not only that, but the Office also collaborated with Pentingsari in various strategic events such as Java Summer Camp and Tour de Merapi, while also building supporting infrastructure like the bamboo selfie spot that was popular before 2017. These

various forms of assistance prove that the government's role is not just as a fund provider or administrative facilitator, but also as a substantive partner in forming an inclusive and sustainable tourism ecosystem. Furthermore, having achieved a level of independence, Pentingsari is also involved by the Tourism Office in mentoring other tourism villages that are still in their initial phases. Pentingsari tourism village figures, such as the late Mr. Doto and Ms. Ciptaningtyas, are often involved as speakers or mentors for newly developed tourism villages.

*“What we've done for Pentingsari is quite extensive because it's at a different, already independent level. For nascent tourism villages, we focus more on training, mentoring, or perhaps tourism awareness campaigns. But for Pentingsari, the level is different. For example, even with training, we conduct programs that can lead to competency certification. So, for instance there have been trainings on homestay management, culinary skills, tour guiding, and even outbound activities, all of which were already structured this way in Pentingsari. These certification-level trainings are not yet accessible to newly established tourism villages because we worry that if we train them, they might not fully implement it, or the people involved aren't clearly defined. Or perhaps we train them for homestays when they don't even have homestays yet. So, we train those who already have existing structures, and we specifically help them access competency certificates. Furthermore, we also collaborate with tourism villages at Pentingsari's level for event execution. For example, one event that has been held in Pentingsari is the Java Summer Camp—I forget which year it was, but we held it there. What else? Oh, other events like Tour de Merapi also visited Pentingsari in its early days. We also built a bamboo selfie spot near the camping ground in Pentingsari, though it seems to be gone now as it was before 2017 when I first visited. Beyond that, we bring various events there. And importantly, because Pentingsari is already independent, we also involve them in mentoring other tourism villages that are still developing or just starting. The head of Pentingsari tourist village often serves as a resource person or mentor in our guidance programs for other tourism villages, even now.”*

*“Even now, if there are guests at Pentingsari Tourism Village, it's often without formal letters, and it can happen anytime, even at night. If I receive such a request, I'll just inform my superiors; there's no need for a formal letter, and I won't ask what we'll get in return. And vice versa, if there's something they need, they'll also come directly. This is one of our communication styles, and it's the same with others too. So, it really facilitates our communication.”*

*(Interview results with informant Mrs. Nyoman as a Head of Human Resources and Tourism Business Division, Sleman Tourism Office on 3 July 2025).*

In the context of achieving the Sustainable Development Goals (SDGs), the role of the Tourism Office is becoming increasingly relevant. Pentingsari is known as a tourism village that has long integrated sustainability principles into its

practices, and this has been nationally recognized through the Indonesian Sustainable Tourism Award (ISTA). The government, in this case, does not rigidly impose the concept of SDGs on the village but rather uses discussion and collaboration as the main approach. One tangible form of sustainability in Pentingsari is environmental management, where 70% of the village area is maintained as green space, while only 30% is used for buildings and tourism needs. Additionally, waste management practices through the collecting program, packaging the tradition of "ronda" (neighborhood watch) as a tourism package, and limiting the number of tourist visits at one time are part of concrete efforts to maintain the ecological and social carrying capacity of the village. The government does not delve too deeply into technical implementation because the village is quite independent and innovative. However, the role of the office remains important in encouraging synergy and building trust between the tourism village and other stakeholders, including business partners, NGOs, and other tourism villages that wish to learn from Pentingsari. Intensive discussions between the government and village managers create a space for a creative, participatory dialogue, allowing for the development of various ideas and approaches.

Evaluating the effectiveness of the empowerment strategies is also a crucial part of the government's role. The Sleman Tourism Office regularly evaluates programs through communication forums, WhatsApp groups, and annual in-person meetings, although these are sometimes constrained by budget rationalization. The evaluation is based not only on training outcomes but also on an intensive three-month mentoring process. This mentorship is carried out by academic or tourism professional speakers who work closely with the villages according to their schedule and needs. The process starts with identifying issues—such as institutional strengthening, tourism product packaging, internal conflicts, and digital promotion—and continues through to implementation and results monitoring. This needs-based evaluation makes empowerment programs more relevant, targeted, and impactful in the long term.

As a result, to date, the tourism village development model in Sleman is considered successful, with more and more villages interested in developing independently because they see the direct benefits felt by the community, as happened in Pentingsari.

However, the government's role is not without its challenges. One of the main obstacles previously faced in empowering Pentingsari was the limited number of productive-age human resources. The village management used to be dominated by elderly figures, and regeneration was quite difficult to implement. The Tourism Office continues to provide input so that regeneration is carried out structurally, and this has now begun to succeed. Many young people are involved in management, even taking important roles in the tourism village's administration. Another obstacle is the limited coverage area of Pentingsari Tourism Village, which only covers one hamlet, making tourism scale expansion

difficult if there is no cross-regional collaboration. The solution undertaken is to build networks and tourism packages with surrounding villages or hamlets, such as Cangkringan, which has potential for Alba owls and a cheese company, and which are now beginning to be integrated into Pentingsari tourism packages. This networking strategy is a form of innovation that allows tourism villages to grow beyond their administrative boundaries, without losing their local identity.

*“One challenge in the past was that most of the managers and human resources were older, with very few young people involved. We consistently provided input that regeneration needed to happen, and they agreed, despite various issues. Now, I see many more young people involved, with some even taking serious roles in the main management. Another issue is that Pentingsari, being one of Indonesia's pioneering tourism villages, has maintained consistency and continuous progress. However, its prominence isn't as widely recognized compared to other pioneering tourism villages that were ultimately inspired by Pentingsari. For instance, people immediately recognize Nglanggeran or Panglipuran, which actually learned from Pentingsari, but Pentingsari's "gebyar" (buzz/fame) isn't as grand as theirs. One reason, in my analysis, is that the tourism village's coverage area is limited to only one hamlet, not an entire village. This makes it challenging to expand, as it's difficult to involve other areas. This is also a problem for some of our other tourism villages. Despite this, Pentingsari has achieved international recognition for green tourism and another award. One solution, which they've already implemented, is networking. They now offer package tours that involve surrounding hamlets within the same village, or even across different villages. For example, there's a jeep package, and they've also experimented with (and it might still be running) an "Umbulharjo explore" package using sedan cars like Corollas, which has attracted guests from Pentingsari. Pentingsari is located in Umbulharjo village. Across or to the east of Pentingsari Tourism Village, there's a tourism village called Cangcangan hamlet. They've also started offering packages because of their Alba owl breeding and a signature cheese company (Nasaret). These are now part of the packages, meaning they're using existing tourism village packages to involve areas outside of Pentingsari Tourism Village to achieve greater prominence. Even if it's not as famous as Nglanggeran, Panglipuran, or Jatiluwih, Pentingsari's visitor numbers remain very good. You can see their bookings are full for 5-6 months in advance. This presents a non-trivial problem to solve, because expanding to cover an entire village or sub-district isn't easy for tourism villages in Sleman.”*

*(Interview results with informant Mrs. Nyoman as a Head of Human Resources and Tourism Business Division, Sleman Tourism Office on 3 July 2025).*

The overall approach implemented by the Sleman Regency Tourism Office towards Pentingsari Tourism Village reflects the government's role, which is no longer dominant as an instructor of development, but rather as a facilitator of

social change. Empowerment communication is carried out openly, non-hierarchically, and participatorily, where the village is treated as an equal partner with autonomy to determine its direction of development. This communication is even informal and fluid, demonstrated through the habit of visiting each other without official protocols, discussions without rigid bureaucracy, and two-way communication that listens to community aspirations. This type of communication format strengthens the bonds of trust and the effectiveness of collaboration between the government and tourism village communities. Through this approach, the Sleman Tourism Office has succeeded in making empowerment not just a programmatic project, but a living social process with real impact. The success of Janissaries as an independent tourism village and the implementation of the values of the Sustainable Development Goals shows that sustainable development, driven by good communication, collaboration, and contextual empowerment, is a reality and can be achieved together.

In the empowerment process of Pentingsari Tourism Village, BCA helps relevant parties become more involved and accountable. They also establish easily accessible communication channels to receive criticism and suggestions from the Pentingsari community. This can be achieved through discussion forums where the community can directly convey their aspirations to BCA, or through a complaint mechanism where the community can submit complaints or suggestions about how the program or service provided is implemented. This also helps increase the sense of ownership and community involvement in ongoing projects. With this method, BCA not only provides funding but also commits to helping the development of Pentingsari Tourism Village to achieve the SDGs targets.

In empowerment communications, BCA is also responsible for advocacy and increasing visibility. BCA has the capacity to share the empowerment success story in Pentingsari Tourism Village as a concrete example of SDG implementation at the local level. Through sustainability reports, corporate events, or media, BCA can share how empowerment initiatives positively impact the community, how communication and participation are facilitated, and how achieving the SDGs is part of the village's transformation. This communication not only builds BCA's image as a socially responsible company but also indirectly provides recognition and motivation for the Pentingsari community, and inspires other villages to undertake similar initiatives. Thus, BCA plays a role in building a strong and sustainable collective narrative about SDG-based empowerment and direct funding through BCA's CSR.

Overall, BCA's role in the empowerment communication for Pentingsari Tourism Village's SDG implementation is multidimensional. BCA not only provides funding but also facilitates information flow, enhances community capacity, builds collaborative networks, encourages participation through two-way communication, and increases the visibility of empowerment efforts. All these communication initiatives are designed and implemented in a strategic context to encourage the Pentingsari community to become key actors in their own village development, with the SDGs as a roadmap towards sustainability and shared prosperity.

*"Initially, we were just ordinary community members, doing our best with what we had. Then, we received support from Bakti BCA. They provided us with various training and mentoring programs. This included things like excellent service delivery and how to properly serve guests. Our MSMEs and guides also benefited from these trainings. So, they gave us support in the form of programs and activities, not just money. More recently, we've also received significant assistance and guidance from Bank Indonesia (BI)."*

*(Interview results with informant Mrs. Dian as a Public Relations of Tourism Village on 7 March 2025).*

### **3.1.8 Barriers to Communication**

Ms. Dian acknowledges that there are challenges in communication, especially with the multitude of thoughts and opinions within the community. Despite these communication challenges, such as differing opinions among community members, the village management strives to provide examples and solutions. Ms. Dian explains that even with pros and cons, the management remains committed to moving forward and demonstrating the results of their efforts. The success of this tourism village is evident from the numerous awards received, including recognition as a sustainable tourism village.

Although the empowerment efforts in Pentingsari Village have entered a more structured phase with the help of external institutions, Ms. Dian admits that the path has not always been smooth, particularly in terms of communication between the village management and the broader community. One of the main challenges faced is the reality that the village is a collection of diverse individuals with their own backgrounds, interests, and thoughts. This often creates situations where there are many differing opinions, and sometimes conflicting views, regarding the direction, pace, or model of tourism village development. This complexity can lead to lengthy discussions, debates, or even disagreements that slow down the process or create tension within the community.

However, Ms. Dian emphasizes that the presence of communication challenges, such as differing opinions, does not mean that the village management gives up or remains passive. On the contrary, they proactively seek to address these issues. The proposed strategy is not only to be representatives or bearers of specific voices but, more importantly, the village management strives to be agents of change who provide real examples and concrete solutions. They may do this through demonstrative actions, such as transforming their own homes into tourist attractions or being exemplary participants in the training provided, or by presenting data and evidence that support certain strategic choices. The goal is to turn abstract arguments into realities that can be seen and felt, making it easier for the community to understand the vision and identify with the common goals.

In addition to providing examples and solutions, Ms. Dian explains the strong commitment of the village management to continue to "move forward" and show tangible results from their empowerment efforts. This means that, although there are certainly groups that are for and against various initiatives, the management is not easily discouraged by dissent. They uphold the spirit of leadership and perseverance, continuing to pursue development steps for the long-term benefit of the village. This commitment is not merely verbal but is measured and empowered through tangible achievements. The success of Pentingsari tourism village is not only felt internally but is also widely recognized, as evidenced by the numerous awards received. One of the prominent awards is the recognition as a Sustainable Tourism Village, which significantly demonstrates that the efforts of the village management, despite facing various communication challenges and differing opinions, have successfully brought Pentingsari in a truly positive and sustainable direction for future generations. This award serves as strong evidence that commitment, perseverance, and the right approach can ultimately transform challenges into recognized successes.

*"Obstacles are certainly present because there are many people in the community, each with different thoughts, so there will always be issues. However, the way the management provides an example, like being a role model, is important. For instance, if we do things like this, we will eventually gain something, even if many community members initially disagree. At first, when the tourist village was established, there was a lot of opposition and disagreement. But some of the core management members at that time encouraged everyone to keep moving forward, assuring that we would see results in due time. Now, as we have progressed, we have started to see those results. People who were once against the tourist village are now participating in it. In the past, they questioned what the tourist village was, thinking we wouldn't gain anything from it. Now, thank God, it has become a source of income. Even though we have achieved this, problems still exist. There is competition and jealousy among one another, but we, as the management,*

*approach these issues wisely because that is just how the community is. Without problems, it wouldn't be as interesting."*

*(Interview results with informant Mrs. Dian as a Public Relations of Tourism Village on 7 March 2025).*

### **3.1.9 Evaluation And Success**

Both speakers agree that empowerment communication in Pentingsari has been effective. They conduct regular evaluations to ensure that all programs are running smoothly. The success of this tourism village is evident from the numerous awards received, including recognition as a sustainable tourism village. Overall, Ms. Doto and Ms. Dian concur that Pentingsari Tourism Village has successfully empowered its community through effective communication, ongoing training, and a commitment to sustainability. They hope that this village can continue to develop and serve as an inspiration for other tourism villages in Indonesia.

The agreement between Ms. Doto and Ms. Dian clearly states that the communication efforts undertaken for the empowerment of Pentingsari Tourist Village community have achieved a satisfactory level of effectiveness. This effectiveness is not merely a general statement but is measured and enhanced through concrete efforts, namely by conducting regular evaluations of all ongoing programs. These routine evaluations serve as an important mechanism to ensure that all components of empowerment, from collaborative decision-making, training organization, to the implementation of tourism village programs, are proceeding as planned, relevant to community needs, and producing the expected positive impacts. This evaluation process allows village management to identify weaknesses, assess performance, and regularly make necessary improvements and adjustments to ensure that the empowerment process proceeds in a moving and dynamic manner.

Pentingsari Tourism Village has been successful in communication and assessment. The village has demonstrated successful transformation and received numerous awards, including recognition as a Sustainable Tourism Village at the national and international levels. These awards are more than just official recognition; they are concrete evidence that Pentingsari's community empowerment model which encompasses economic, social, cultural, and environmental aspects has been successfully implemented and possesses strong sustainability values. This demonstrates that Ibu Doto and her team's strategies have created economic potential and laid a solid foundation for a healthy and sustainable village.

Thus, both Mrs. Doto and Mrs. Dian agreed that Jenissari Tourism Village has been able to empower the local community. Its success is the result of closely interconnected elements: first, effective communication that builds trust and collaboration; second, ongoing training and mentoring that enhance human

resource capacity; and third, a strong commitment from all stakeholders, from management to the community, towards the vision of a sustainable tourism village. This is a powerful combination that can overcome initial challenges such as community resistance and differing opinions. With the achievements already attained, they are not only satisfied with what exists but also have high aspirations. They hope that Pentingsari Tourism Village can continue to grow, advance further, and become a leading destination. More than that, they hope that the story and success model of Pentingsari can serve as inspiration and a concrete example for other villages in Indonesia that are striving to develop their local tourism potential through sustainable community empowerment.

*"That's right because the essence is that we never really had lofty ambitions. Initially, our goal was simply to provide benefits to the community of Dusun or Pentingsari. When we received appreciation for that, it felt like a bonus to us because our original aim was the welfare of the community. So, when we became an inspirational tourism village, many other villages started flocking to learn from Pentingsari. However, I must emphasize that each village is different; the communities in each area are not the same. What we can do is invite the community to participate. If the goal is not to dominate or control the area to become a leader, that is just a dream.*

*Anyone who comes to Pentingsari will find that we are a tourism village without a specific destination or major attractions, yet we can still achieve extraordinary economic benefits, reaching billions. So, why can't your village, which has potential and surely has more beautiful destinations than Pentingsari, find inspiration in that? Those who come to Pentingsari can learn and say, 'This is my place,' but why can't they move forward? That is something that needs to be evaluated. Even with this simplicity, we can still receive abundant blessings. Perhaps that is the inspiration and innovation we need. If we only rely on existing programs without innovation, we will surely fall behind. Therefore, we are developing new destinations with the hope that guests to Pentingsari will not only be those who stay overnight but also visitors who can come to Pentingsari anytime for recreation. This will certainly increase the number of visits and also the revenue."*

*(Interview results with informant Mrs. Cipta as the Head of Tourism Village on 13 February 2025).*

### 3.1.10 Sustainable Development Goals (SDGs) In Pentingsari Tourism Village

Ms. Cipta and Ms. Dian explain that Pentingsari is committed to supporting the Sustainable Development Goals (SDGs), particularly in environmental management. They have implemented waste management programs and environmental preservation initiatives, although there are still challenges in processing plastic waste. However, they continue to strive for innovation in addressing every issue that arises in Pentingsari Tourism Village.



*Image 3,4 Kemenparekraf visiting in pentingsari tourism village  
Source: Screenshot from limasisinews.com*

The commitment of Pentingsari Tourism Village to social issues, particularly environmental concerns, is closely intertwined with its identity. Ms. Doto and Ms. Dian firmly state that supporting the environment is one of the main principles in managing the tourism village in Pentingsari. They acknowledge that as a tourist destination with the potential to attract more visitors, the obligation to maintain environmental sustainability is inseparable from efforts to empower the local economy. Therefore, the village has proactively implemented various concrete programs for environmental management. One example of an ongoing program is a structured waste management system, which may include waste segregation, proper waste placement, and efforts to process or contain organic waste. Additionally, other environmental preservation programs, such as tree planting, energy-saving policies, and water management, are also integral parts of the village's development agenda. The goal is to create a balance between sustainable tourism growth and the preservation of the village's natural and social environment.

However, the reality on the ground shows that the journey toward perfect sustainability is not an easy and obstacle-free burden. Despite having waste management programs in place, both Ms. Doto and Ms. Dian honestly admit that waste processing, especially of hard-to-degrade plastic, remains a major challenge. Plastic waste is often difficult to convert into.

sellable products or requires complex processing technology and considerable costs. This challenge shows that while aspirations are noble, implementing environmental policies at the community level requires genuine innovation and practical solutions.

Pentingsari Tourism Village communicates and evaluates well. The village has received numerous awards, including national and international recognition as a Sustainable Tourism Village. This award is more than just official recognition; it demonstrates that Pentingsari's community empowerment model—which encompasses economic, social, cultural, and environmental aspects—has been successfully implemented and has strong values for the community. This demonstrates how Ibu Doto and her family have created economic potential and built a solid foundation for a healthy and sustainable village.

*"We are happy when we receive appreciation. Since 2008, we have received around 20 awards. The happiest moment was in 2014 when the double UNTO was launched, and it turned out that Pentingsari had already implemented best practices in international tourism, which was extraordinary. Then, in 2017, we received recognition as a sustainable tourism village at the ADWI (Anugerah Desa Wisata Indonesia) event. This was an incredible achievement, especially since sustainability was not yet a primary focus at that time. We have been recognized as a sustainable tourism village from 2017 to 2021, and we also obtained certification during that period. In 2021, at the ADWI, you surely remember the award for tourism villages during Mr. Sandi's era. Pentingsari is not just an independent or advanced tourism village; we are an inspirational independent tourism village, and that title is unique to Pentingsari and six other tourism villages across Indonesia.*

*In 2022, we also won the Asian Tourism Sustainable Award in ASEAN and received the CBT ASEAN Tourism Award. Additionally, after 10 years as a supported tourism village, in 2024, we were recognized as the best-performing supported tourism village by BCA throughout Indonesia. Just recently, in the last month, we received an award as the best village activist in the category from the IPB association."*

*(Interview results with informant Mrs. Cipta as the Head of Tourism Village on 13 February 2025).*

Pentingsari Tourism Village has successfully promoted community empowerment through sustainable tourism development, leveraging existing social resources and economic values. The village has increased community engagement, developed local wisdom, and supported the achievement of the Sustainable Development Goals (SDGs), particularly in environmental conservation and poverty reduction, through various initiatives.

In the Pentingsari Tourism Village, the community demonstrates how sustainable tourism can benefit the local community. Pentingsari has

successfully created a strong network among residents by applying the principles of social capital. This allows them to collaborate and help each other in various endeavors. This social capital enhances community relationships and a sense of ownership of the local environment and culture. With the development of Pentingsari's tourism sector, local residents now have numerous employment opportunities. Many residents participate in various activities, such as staying overnight in residents' homes, selling local food, and other tourism activities. Sustainable tourism helps the village generate income while also encouraging the preservation of local culture and traditions.

Sustainable natural resource management is Pentingsari's top priority. The village remains green and litter-free thanks to waste management and air conservation programs. Furthermore, these events aim to raise public awareness of the importance of the surrounding environment. As a result, the community is more aware of the impact of human activities on the environment and more committed to protecting it.

Pentingsari Village has made significant progress in achieving the Sustainable Development Goals (SDGs), particularly in community empowerment and environmental protection. This village offers a model that other villages can use to encourage community participation in tourism management. This success demonstrates that tourism increases income and generates positive social change. The village teaches the community tourism skills such as business management, marketing, and customer service, which are crucial for improving visitor services and revenue.

Pentingsari Tourism Village's goal of becoming a friendly and sustainable tourist destination has been achieved. The village has improved the community's economy and its ability to sustainably manage resources and preserve the environment. Each stage of development involves the community, depending on the method used. Pentingsari Tourism Village serves as a good example for other villages to develop their local potential through sustainable and environmentally friendly tourism.

Pentingsari Tourism Village is a successful example of tourism in community empowerment. Both Ms. Cipta and Ms. Dian agree that effective communication, both in person and through social media, has fostered strong collaboration between the community and core management. By providing ongoing training and a commitment to conservation, Pentingsari has improved community health and served as an inspiration for other tourism villages in Indonesia.

## CHAPTER IV DISCUSSION

### 4.1 Form of Empowerment Communication Strategy in Achieving SDGs in Pentingsari Tourism Village

#### 4.1.1 Implementation of the Empowerment Communication Process in Pentingsari Tourism Village

Various programs and activities are being implemented in Pentingsari Tourism Village to increase the capacity and independence of the local community. This is a concrete example of how empowerment is implemented. The empowerment communication strategy used here is capacity-building communication through training and advocacy, which enables the community to understand, internalize, and apply knowledge in their daily practices. This aligns with SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth), as it builds skills while strengthening economic resilience.

This information includes training in various areas such as marketing, tourism management, communication skills, etc. For example, tourism management training helps local communities understand how to manage their tourist destinations effectively, from preparing facilities to providing the best services to visitors and thereby improving visitor services. The empowerment communication strategy applied here is informative and educational communication, which transfers knowledge through participatory learning methods. This directly supports SDG 8 (Decent Work and Economic Growth) and SDG 12 (Responsible Consumption and Production) by promoting quality service and sustainable tourism management.

A key element of the enhanced communications approach is promotion using platforms such as social media. The community is educated to use social media to promote the village's natural beauty, local traditions, handicrafts, and other tourism potential, which helps promote the village and boost tourism. As a result, the number of tourists visiting Pentingsari has increased, which in turn has boosted local revenue. The communication empowerment strategy used is digital communication empowerment, which enhances media literacy and digital promotion skills. This supports SDG 9 (Industry, Innovation, and Infrastructure) and SDG 8 (Decent Work and Economic Growth), as it strengthens innovation and economic opportunities through tourism promotion.

To encourage empowerment in Pentingsari Village, it is crucial for the community to be involved in the decision-making process. Residents are given the opportunity to share their opinions and ideas on tourism development through village meetings and discussion forums. This active involvement fosters a strong sense of ownership and responsibility among residents, encouraging them to participate more actively in maintaining and enhancing the village's

tourism potential. For example, to attract tourists and preserve local traditions and culture, the community can participate in developing tourism programs that incorporate local wisdom, such as cultural performances. The communication empowerment strategy here is participatory communication, which ensures inclusiveness and shared decision-making. This strongly supports SDG 11 (Sustainable Cities and Communities) and SDG 16 (Peace, Justice, and Strong Institutions), which emphasize participatory governance and cultural sustainability.

Furthermore, empowerment requires collaboration between various stakeholders, including the private sector, non-governmental organizations (NGOs), and the government. Through this collaboration, Pentingsari Village has gained access to financing, infrastructure, and capacity building. For example, government-supported infrastructure projects have improved access to the village, making it more attractive to tourists. This support allows the community to focus on developing high-quality tourism products and services. The empowerment communication strategy used is collaborative communication, which builds synergy and shared responsibility among multiple stakeholders. This aligns with SDG 17 (Partnerships for the Goals), strengthening partnerships across institutions to achieve sustainable development.

The Pentingsari Tourism Village Empowerment Program demonstrates that communities can increase their capacity and independence through training, advocacy, active participation, and effective collaboration. This not only contributes to achieving the Sustainable Development Goals (SDGs) but also makes Pentingsari a self-sufficient and attractive tourist destination. This village demonstrates how an effective communication approach can foster long-term community empowerment. The communication empowerment strategy reflected here is integrated communication, combining education, participation, digital promotion, and collaboration into one holistic system. This directly supports multiple SDGs, including SDG 1 (No Poverty), SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 11 (Sustainable Cities and Communities).

Research shows that Pentingsari Tourism Village can achieve its sustainable development goals more effectively by increasing community participation. Strong independence stems from a sense of ownership and responsibility for the village's success, as well as community involvement in managing local resources. Furthermore, an ideal capacity-building system supports the community in developing its cultural, economic, and ecological potential. As a result, Pentingsari is not only an independent and inspiring tourism village but also a model for other villages in implementing effective communication empowerment strategies. This creates synergy between sustainable development goals and community independence. Ultimately, this results in more inclusive and sustainable local development. The empowerment communication strategy

applied here is sustainable communication, which strengthens long-term independence and resilience. This relates to SDG 13 (Climate Action), SDG 8 (Decent Work and Economic Growth), and SDG 11 (Sustainable Cities and Communities), emphasizing resilience and sustainability.

My research indicates that the implementation of effective communication strategies in Pentingsari not only serves to enhance community participation in managing the tourism village but also contributes to the development of local skills and self-reliance. Through communication training, public outreach, and the use of local media, the community is equipped with the tools and knowledge necessary to actively engage in tourism development, aligning with the essence of the draft law on community empowerment. According to the Indonesian Ministry of Home Affairs Regulation No. 7 of 2007 on the Framework for Community Empowerment, empowerment is defined as a strategy for internal development to achieve competence and self-reliance in community, national, and state life (Article 1, Paragraph 8). Therefore, the essence of the draft law on community empowerment is a strategy to develop community capability and independence (Gamedia.com). The connection between my research on communication empowerment strategies in Pentingsari Tourism Village and the concept of community empowerment as defined in the regulation is very strong. In this context, community empowerment is understood as an internal development strategy aimed at achieving competence and self-reliance in the life of society, nation, and state. Based on my findings, Pentingsari Tourism Village aligns with and reflects the values contained within that regulation. The communication empowerment strategy highlighted here is advocacy and policy communication, ensuring that community development is in line with regulatory frameworks. This contributes to SDG 16 (Peace, Justice, and Strong Institutions) and SDG 17 (Partnerships for the Goals), reinforcing institutional frameworks that support empowerment.

this research demonstrates that the empowerment communication strategies implemented in Pentingsari Tourism Village—ranging from capacity-building, participatory communication, digital promotion, multi-stakeholder collaboration, to policy advocacy—have proven effective in enhancing the community's capacity, independence, and active participation in sustainable tourism management. These approaches not only align with several SDGs, including SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), SDG 16 (Peace, Justice, and Strong Institutions), and SDG 17 (Partnerships for the Goals), but also position Pentingsari as a self-reliant, inclusive, and globally competitive tourism village. Therefore, Pentingsari can serve as a model for other villages in implementing effective communication empowerment strategies to support sustainable development.

#### **4.1.2 Implementation of the Empowerment Communication Process through Direct Communication and Social Media in Pentingsari Tourism Village**

Based on data obtained through observation, interviews, and documentation during the research conducted in Pentingsari Tourism Village, it was revealed that the empowerment communication implemented in this location demonstrated a distinctive and measurable strategy that significantly contributes to the achievement of the Sustainable Development Goals (SDGs).

The main findings indicate that face-to-face communication remains the cornerstone of the empowerment process in Pentingsari. This is reflected in the high frequency of meetings at the neighborhood (RT), community, and village levels. These meetings are often led by the village head, community leaders, or trained facilitators, and they go beyond the mere delivery of information—they include interaction, dialogue, and consensus-building. In practice, the researcher observed how information regarding empowerment programs, such as organic farming training, the formation of Sharia Economic Groups (KSA), or the ban on single-use plastics (relevant to SDG 12), was conveyed thoroughly, including explanations about objectives, benefits, and steps for participation.

This direct communication enables the key stakeholders—the community members themselves—to ask questions, raise concerns, and provide real-time feedback. A strong foundation of trust between communicators (village officials, facilitators) and the audience (residents) is the key to its effectiveness, making empowerment messages more easily accepted and internalized. This is particularly relevant to SDG 1 (No Poverty) and SDG 8 (Decent Work and Economic Growth), where active participation supported by a deep understanding is essential for the success of local economic programs.

Further analysis of face-to-face communication reveals that the methods used in Pentingsari are highly contextual and innovative. Researchers discovered the use of adapted traditional communication practices, such as *gotong-royong* (communal work), which functions not only as a physical activity but also as a platform for social dialogue and empowerment. Additionally, local security posts (*pos kamling*) serve as contact points for various empowerment-related services. This communication often includes practical demonstrations (i.e., “show, don’t just tell”), such as healthy cooking sessions using local ingredients (supporting SDG 3 – Good Health and Well-being) or training on organic farming techniques (supporting SDG 2 – Zero Hunger and SDG 15 – Life on Land).

Local communicators demonstrate a strong ability to use clear and accessible everyday language, avoiding technical jargon that could become a barrier. This intensive, direct communication helps build community capacity, not only in specific skills but also in knowledge of their rights, responsibilities, and mechanisms for democratic participation in village governance. This directly supports SDG 16 (Peace, Justice, and Strong Institutions). These findings indicate that face-to-face communication in Pentingsari is not merely a tool for information dissemination but a fundamental process for building relationships and capacity for sustainable empowerment.

On the other hand, field findings also reveal that Pentingsari strategically utilizes

social media as an integral part of its empowerment communication strategy, demonstrating a smart adoption of digital technology. The study identified active use of platforms such as Facebook (through official village pages, product pages, or community groups) and WhatsApp (through neighborhood, business, or SACCO groups).

Social media serves distinct but complementary functions to face-to-face communication. It is effective in rapidly disseminating information and reaching broader audiences, particularly for promotional or public messages—such as event invitations, new program announcements, or showcasing the village’s featured products (supporting SDG 8 and SDG 11). Through visuals, videos, and written stories, the village has successfully built a positive image and attracted attention to its tourism and local products, directly supporting the local economy in line with SDG 8.

Evidence also suggests that social media is used as a platform for building collaborative networks—for instance, among artisans for bulk material purchases, or among farmers for sharing pricing and agricultural technology information (supporting SDG 2 and SDG 17).

A deeper analysis of social media usage reveals a strong emphasis on visual storytelling. Posts often showcase community solidarity, natural beauty, the creation process of eco-friendly crafts or agricultural products, and testimonials from visitors or program participants. This approach has proven highly effective in fostering community pride, encouraging further participation, and creating emotional connections with external audiences.

In addition, social media serves as an interactive platform where residents can express opinions, complaints, or suggestions more informally and, at times, more safely than in face-to-face meetings. Village responses on social media—though not always immediate—are perceived as a form of transparency and accountability, supporting SDG 16 on good governance.

However, findings also indicate that access to and skills in using social media are not yet evenly distributed among Pentingsari’s population, particularly among the elderly or those with limited internet access. This presents a challenge in ensuring inclusivity in digital empowerment strategies.

Further discussion shows that the integration of direct communication and social media communication is a highly effective and measurable strategy within Pentingsari’s empowerment framework toward achieving the SDGs. Data indicates a clear reciprocal tendency: information discussed in-depth at village meetings is then disseminated and reinforced via social media posts, while feedback or questions raised on social media are brought back into the agenda of subsequent meetings.

A concrete example is the sustainable waste management policy (SDG 6, SDG 11), initially discussed extensively at various community levels, then supported by infographics and short videos on social media to reach broader audiences, including youth and tourists. Similarly, the success of community-based

ecotourism programs—initially conceptualized through direct communication—was later documented and widely published on social media to showcase the impact of empowerment and attract further participation, supporting SDG 8 and SDG 12.

Empowerment messages can effectively reach diverse communities, both directly and through digital media, thanks to integration that builds a broader and more responsive communications ecosystem. To achieve the Sustainable Development Goals (SDGs) and ensure the long-term empowerment program of Pentingsari Village, this longing is necessary.

Based on research findings, Pentingsari Tourism Village has successfully implemented a creative, flexible, and integrated empowerment communication model. This model is crucial for realizing the village's vision of becoming an independent, empowered, and sustainable community. This vision aligns with the global SDG agenda.

### **Conclusion and Emerging Theory**

This field study examined two primary communication methods for achieving the Sustainable Development Goals (SDGs) in Pentingsari Tourism Village: direct communication and the use of social media. The results are as follows:

#### **1. The Strength of Direct Communication a Basis for Empowerment:**

The empowerment process relies heavily on direct communication. Direct communication enhances social relationships, encourages active participation in decision-making, and builds capacity. This can be achieved through personal interactions, forums, and community meetings. Furthermore, this direct method increases trust between residents and village leaders. This method is crucial for supporting SDG 1 (Poverty Eradication), SDG 8 (Decent Work and Economic Growth), and SDG 16 (Peace, Justice, and Strong Institutions). All of these goals require in-depth participation and mutual understanding to succeed.

#### **2. Social Media as a Tool for Expansion and Reinforcement:**

Social media platforms like Facebook and WhatsApp are being strategically used to spread empowerment messages. In addition to supporting Sustainable Development Goals (SDGs) 8 and 11, these platforms also strengthen collaboration among community members (which supports SDG 17), enhance village identity and branding through visual storytelling, and encourage the development of local products and tourism. Social media plays a role in facilitating more effective communication, amplifying social impact, although it still faces challenges in maintaining inclusivity.

#### **3. Harmonious Integration of Both Techniques:**

Key findings suggest that Pentingsari's empowerment communication strategy should not rely solely on a single method, but rather effectively combine the use of social media and face-to-face communication. In-depth discussions were

conducted through online platforms, while feedback obtained from digital media was reapplied in face-to-face forums. This integration ensured continuous, responsive, and inclusive communication, thus supporting the overall achievement of the SDGs.

This study found that leveraging local social networks and actively participating in the community were the most effective means of communicating empowerment in Pentingsari. This theory is based on the understanding that sustainable empowerment—particularly in tourism development—cannot be achieved solely through external programs or decisions made by superiors. Effective communication is also crucial for fostering active participation, shared understanding, and awareness of responsibility toward the Sustainable Development Goals (SDGs).

First and foremost, the village government, tourism committee, and residents must communicate regularly. This communication occurs in formal and informal meetings, as well as in social activities and daily interactions. This builds trust and ensures smooth data transmission.

Second, Pentingsari uses prominent community members as key intermediaries. These individuals instill trust and influence residents. As a result, messages about ethical tourism, environmental management, and collaboration become stronger and more convincing. Third, this approach emphasizes community capacity building.

Communication is not just about sharing information; it also involves collaborative learning, training, and mentoring that help communities support the Sustainable Development Goals (SDGs) and effectively manage the tourism sector.

In short, in Pentingsari Tourism Village's efforts to achieve the SDGs, the most effective empowerment communication approach is holistic, community-based, and participatory. By strengthening social networks, enhancing collective capabilities, and encouraging sustainable practices, this method can help build a stronger and more self-sufficient future for the village.

#### **4.2 Collaborative Strategy between Government, Community, and Tourism Sector in Implementing Empowerment Communication of Pentingsari Tourism Village**

In Pentingsari Tourism Village, empowerment communication is implemented through a highly structured and detailed collaboration between the government (the Regency/Sub-district Tourism Office, the Village Government, and relevant officials such as the Head of the Public Services and Cooperatives Office). The Pentingsari Village community, the Village Tourism Organization, and BCA serve as the primary donors and development partners, while the tourism sector (including village-related MSMEs) serves as a key pillar. This implementation is intended to ensure that tourism development efforts encompass economic, social, and environmental aspects in accordance with the Sustainable Development Goals (SDGs) and ensure inclusive and sustainable community empowerment.

This collaboration commences with the establishment of a clear, formal framework of cooperation, often through a Memorandum of Understanding (MoU) or other written agreements among the key parties. Within this framework, the roles and responsibilities of each entity in the empowerment communication process are explicitly defined. The Government (Tourism Agency and Village Government) serves to provide policy direction, resources (funding, infrastructure), and regulation. Related officials within the Village Government act as technical implementers for BCA-sponsored programs. BCA, as the primary donor and mentor, plays a crucial role as a strategic funding source for tourism village development projects focused on sustainable community empowerment. It also provides guidance and mentorship through partnership programs like Bina Desa or similar initiatives, which include training in management, accountability, and business skills. The village community members are the primary subjects of empowerment—they are the beneficiaries, development actors, and key holders of local knowledge. The Village Tourism Organization functions as the primary driving engine, a community representative forum, a liaison among stakeholders, and the strategic decision-making body at the community level. Finally, the Tourism Sector and its MSMEs act as economic actors, employment providers, marketing partners, and the primary agents of interaction with tourists.

The application of this collaborative strategy is implemented through a series of interconnected communication mechanisms and activities. One such mechanism is the regular multi-stakeholder forum, where representatives from the Village Government, Tourism Agency, related officials, BCA, the Village Tourism Organization, community leaders, MSME representatives, and the tourism sector convene to discuss, share information, resolve conflicts, and formulate development strategies. A tangible example is the planning of skills training programs for the community, where the Tourism Agency communicates industry standard requirements, BCA outlines funding availability and participant criteria, local MSMEs provide input on market needs, and the Village Government details the available facilities and infrastructure. The outcomes of these forums are documented and disseminated back to all stakeholders.

Collaboration also materializes in the execution of concrete projects. In these instances, BCA disburses funds according to the agreed-upon plan, the Village Government provides necessary permits and facilitates administration, the tourism organization coordinates on-the-ground implementation, and MSMEs or service providers manage operational aspects. An example of such a project could be the construction of an eco-friendly tourist information center, funded by BCA, approved by the government, maintained by the entire village community, and utilized by all stakeholders. Communication among parties during implementation involves weekly

or monthly reports from Pentingsari tourist organization to the Village Government, BCA, and the community; on-site coordination between the organization and MSMEs; and a feedback mechanism from the community channeled through the Pentingsari tourism organization.

This collaborative strategy is particularly detailed regarding the financial and technical assistance from BCA. BCA not only provides funds through specific programs (e.g., CSR or Bina Desa programs) but also directs targeted guidance. BCA may conduct specialized workshops for the community and the tourism organization's management on topics such as village financial management, fund accountability, leadership capacity building, and sustainable marketing strategies. This communication is often delivered by expert teams from BCA or by external partners recommended by them. The Village Government and the Tourism Agency collaborate with BCA in the monitoring and evaluation (M&E) mechanisms for the funded projects.

The importance of this collaboration is clearly evident in the inclusive decision-making mechanisms and the coordinated approach to problem-solving. The Village Tourism Organization acts as a crucial bridge between the community and external institutions (Government, BCA). Ultimately, this collaborative strategy is designed to be sustainable and adaptive. Reflective communication and cyclical evaluations are conducted periodically by the organization in consultation with the Village Government, the Tourism Agency, BCA, and the community. The findings from these evaluations are then used to adjust future empowerment communication strategies. For example, if an evaluation reveals that the communication for socializing environmental regulations has been ineffective, the village tourism organization works collaboratively to find a solution.

In the context of empowerment communication in Pentingsari Tourism Village, this collaborative strategy is not merely a series of meetings or projects. Rather, it is a coordinated, interdependent system of communicative interaction oriented towards achieving the SDGs through inclusive, sustainable community empowerment that yields positive economic, social, and environmental impacts.

The empowerment communication strategy in Pentingsari Tourism Village is carried out through a collaborative and structured system of communication that unites the Government, BCA as the primary donor and mentor, the Village Tourism Organization (Komdeswis), MSMEs, and the wider community. The process begins with formal agreements such as MoUs, which clearly define roles and responsibilities, and is then realized through multi-stakeholder forums, joint project implementation, regular reporting, and continuous monitoring and evaluation. This communication process ensures active participation, transparency, and accountability, making collaboration both sustainable and adaptive. The strategy directly aligns with several Sustainable Development Goals (SDGs): SDG 4 (Quality Education), reflected in capacity-building and training programs that enhance community knowledge and skills; SDG 8 (Decent Work and Economic Growth),

achieved through MSMEs and sustainable tourism that generate income and employment; SDG 11 (Sustainable Cities and Communities), supported by eco-friendly infrastructure projects and cultural preservation efforts; SDG 16 (Peace, Justice, and Strong Institutions), demonstrated through participatory decision-making and conflict resolution in forums; and SDG 17 (Partnerships for the Goals), embodied in the close collaboration between government, private sector, and community stakeholders. Altogether, this empowerment communication process strengthens independence, fosters inclusivity, and ensures that Pentingsari's tourism development contributes positively to economic, social, and environmental sustainability.

### **4.3 Supporting and inhibiting factors of empowerment communication strategies in Pentingsari Village**

#### **4.3.1 Supporters and Barriers**

Based on the detailed analysis conducted in my thesis research, it can be concluded that the implementation of the collaborative strategy for empowerment communication in Pentingsari Tourism Village—involving the Government, the community, and the Tourism Sector—is driven by various supporting factors while also being confronted by several significant inhibiting factors. Herein, I will elaborate on the findings of my discussion and research concerning these factors.

**Supporting Factors for the Implementation of Empowerment Communication**  
The implementation of the empowerment communication strategy in Pentingsari Tourism Village, which aims to foster sustainable development in line with the SDGs through collaboration among the Village Government, the Tourism Agency, related officials, BCA as the primary donor and mentor, the local community, the Village Tourism Committee (Komdeswis), the Tourism Sector, and MSMEs, is underpinned by a number of crucial factors. The primary supporting factor identified in my research is the presence of a village leadership that demonstrates a high level of commitment and actively facilitates tourism development, which has proven to be a principal driver for all related activities.

The involvement of BCA as a key partner provides substantive support, not only in the form of significant funding for various empowerment projects but also through structured technical guidance and capacity building. This has been instrumental in assisting the Komdeswis and the community in managing programs according to sustainability standards. The existence of a solid and functional Komdeswis, acting as the main driver on the ground, a bridge between stakeholders, and a genuine platform for community representation, serves as a critical strategic asset. The active participation of a majority of the community, who are aware of the village's potential and are proactive in the empowerment process, is bolstered by progressive community leaders, forming a strong

foundation for successful communication. The relatively harmonious cooperation between the Village-Owned Enterprise (BUMDes) and local MSMEs also fosters economic synergy and an improved flow of information. Furthermore, adequate basic infrastructure, access to modern communication facilities (albeit with some limitations), and supportive local cultural aspects, such as the value of gotong-royong (mutual cooperation), are also positive contributing factors. Collectively, these factors create a relatively conducive environment for the implementation of an SDG-oriented empowerment communication strategy, although the degree of success may not be uniform across all aspects.

**Inhibiting Factors in the Implementation of Empowerment Communication**  
Nevertheless, my research also identifies a series of inhibiting factors that significantly affect the effectiveness of the empowerment communication strategy's implementation in Pentingsari Village. One of the main barriers is the persistent limitation of internal resources. This includes finite funds once BCA's financial support is depleted or reallocated, a scarcity of experienced local experts in strategic communication and sustainable tourism management, and constraints on the time and human resources of the Village Government and Komdeswis officials to manage and execute all activities.

Other internal inhibiting factors include potential resistance to change from a minority of the community or related actors, often stemming from fears of negative economic impacts, the loss of cultural identity, or discomfort with the

desired participatory democratic processes. A lack of digital literacy among the older generation or certain community segments presents a tangible obstacle to accessing information through frequently used digital media, leading to an information gap. The potential for internal conflicts within the Komdeswis or among community groups, though not always overt, can impede effective coordination and communication processes. Furthermore, limitations in the community's basic capacity and skills—particularly in managerial aspects, marketing, and a deep understanding of the SDGs—also hinder the full application of the empowerment communication strategy. Several external variables can impact resource availability and community involvement in empowerment programs, including seasonality and environmental conditions. Furthermore, inconsistent or unsupportive policies and regulations at the district or provincial level can also hinder the implementation of SDG-focused strategies.

Many supporting factors and challenges influence the success of the empowerment communication approach in Pentingsari Tourism Village. Strong supporting factors include the commitment of the village government, support from BCA, and community participation. However, empowerment faces significant challenges, such as lack of resources, dependence on others, and fear of change. This study demonstrates that better collaboration and communication

are needed to address these challenges and strengthen the supporting components. This will enable communication to empower communities to reach their potential. Therefore, this analysis is crucial for understanding the prospects and challenges and making targeted recommendations to ensure the communication strategy continues to achieve its SDG goals.

The empowerment communication strategy in Pentingsari Tourism Village is carried out through collaborative communication that unites the government, the private sector (such as BCA), the Komdeswis, MSMEs, and the local community in participatory decision-making, capacity building, and sustainable tourism management. This process combines training, advocacy, partnership-building, and participatory forums, supported by strong leadership, donor involvement, and community participation, while facing challenges such as limited resources, digital literacy gaps, and policy inconsistencies. The strategy aligns with several Sustainable Development Goals (SDGs): SDG 4 (Quality Education) through training and capacity-building activities that enhance community skills; SDG 8 (Decent Work and Economic Growth) by promoting local MSMEs, tourism, and new job opportunities; SDG 11 (Sustainable Cities and Communities) by preserving cultural identity and promoting community-based tourism; SDG 16 (Peace, Justice, and Strong Institutions) through participatory communication in Komdeswis and democratic decision-making; and SDG 17 (Partnerships for the Goals) through collaboration between government, private sector, NGOs, and local communities. Together, these strategies and SDG alignments ensure that empowerment in Pentingsari is not only focused on local independence but also contributes to inclusive, sustainable development.

### 4.3.2 Comparison with previous research.

Four studies—Mochamad Taufik (2022) in Kemiren Tourism Village, Kusumah Atmadja et al. (2020) on Pentingsari Tourism Village, Andra Fahreza Kurniawan & Puji Arianti (2020) on Kinahrejo Tourism Village, and Aldityo Tri Hutomo (2020) on Nglanggeran Tourism Village—are all relevant and demonstrate the importance of fostering communication to develop sustainable tourism villages. Collectively, their findings significantly support the conclusions of my own research on the empowerment communication strategy in Pentingsari Tourist Village. These studies consistently affirm that effective community participation and sound communication among various stakeholders (government, community) are essential, management, and partners are the core elements that distinguish successful tourism villages from less successful ones.

Taufik's (2022) research in Kemiren emphasizes the critical role of training, social media promotion, and external collaboration, which directly aligns with my study's focus in Pentingsari on how such concrete communication strategies are optimized to achieve the SDGs. The findings of Kusumah Atmadja et al. (2020), which highlight active community participation in policymaking, the utilization of local resources, and the role of communication in village tourism management, also support my conclusion that inclusive empowerment and targeted communication strategies are the primary foundation for success. Kurniawan and Arianti's (2020) research in Kinahrejo underscores the importance of two-way communication between management and the community; this is relevant to my study, which finds that actively fostered communication among the Village Tourism Committee (Komdeswis), the community, and key partners (the Tourism Agency, village officials) serves as a vital mechanism for the coordination, implementation, and development of the empowerment communication strategy. Similarly, Hutomo's (2020) study on Nglanggeran, which identifies two-way communication as key to its success as an ASEAN award-winning tourism village, illustrates that an effective communication model can lead to high-level achievements, although my research emphasizes that its implementation in Pentingsari faces its own specific context and challenges.

Overall, these studies consistently affirm that inclusive, participatory, and SDG-oriented communication empowerment—though implemented in locations each with its own unique characteristics—significantly influences the success of tourism village development. My research in Pentingsari Tourism Village specifically identifies and analyzes the communication strategies applied in detail, from training, promotion, and socialization to management. It demonstrates that structured and coordinated communication among the Government, BCA, the community, and tourism/MSME actors is the foundation for achieving Pentingsari Tourism Village's vision as a self-reliant, positive, and sustainable destination. This, in turn, directly contributes to achieving the

specific Sustainable Development Goals (SDGs) that are the focus of this study. The sustainability of these topics demonstrates that, while each village's circumstances are different, effective collaboration and strong communication are common factors driving progress in sustainable tourism village development in Indonesia. This also applies to Pentingsari Tourism Village and its efforts to empower the community through inclusive and sustainable empowerment.

A key finding of this study is that, compared to established theories, providing access to information is a critical component of empowerment communication. This finding aligns with Cadiz's (2005) principles of empowerment communication.

#### **4.3.3 Theory Comparison Analysis of Communication Empowerment Strategies in Pentingsari Tourism Village and Their Alignment with the Sustainable Development Goals (SDGs)**

The success of Pentingsari Tourism Village in building sustainable, community-based tourism is rooted in the application of a sophisticated and well-planned series of communication empowerment strategies. This model is not only effective locally but also reflects the core principles of the global development agenda. By empowering the community as primary communicators and actors, Pentingsari has successfully created a participatory, inclusive, and self-reliant development ecosystem. The following is an in-depth elaboration of the nine strategic pillars implemented.

##### **1. Community Control Through Participatory Communication**

The foundational principle in Pentingsari is the delegation of full control over public projects to the community. This is realized through a participatory communication strategy, where communication is no longer top-down (from government to the people) but becomes a two-way, deliberative dialogue. In managing tourism infrastructure, such as the construction of homestays or public facilities, the community members are not mere spectators. They actively engage in village forums (musyawarah desa) to discuss, vote on, and determine the design and location of these projects. This communication process fundamentally builds a sense of ownership and collective responsibility. This aligns perfectly with SDG 11 (Sustainable Cities and Communities), specifically Target 11.3 which promotes participatory settlement planning, as well as SDG 16 (Peace, Justice, and Strong Institutions), whose Target 16.7 emphasizes the importance of inclusive and representative decision-making at all levels.

##### **2. Capacity Building Through Persuasive and Digital Communication**

In Pentingsari, empowerment is defined as the enhancement of internal capacity. A communication strategy focused on capacity building is applied through relevant training programs. A key example is the training on using social media for tourism promotion. This is more than just technical training; it represents a

transformation of communicative roles, where residents are taught persuasive digital communication. They learn how to create compelling narratives, build a village brand, and interact effectively with potential tourists. As a result, the community transitions from being passive recipients of information to active participants capable of independently marketing their village's potential. This effort directly supports SDG 4 (Quality Education), particularly Target 4.4 on developing skills for entrepreneurship, and SDG 8 (Decent Work and Economic Growth) by creating new economic opportunities in the digital tourism sector.

### 3. Information Inclusivity Through a Multi-Channel Communication Strategy

Recognizing the potential for a digital divide, Pentingsari implements an inclusive multi-channel communication strategy. They do not rely solely on modern technology but also optimize traditional media that are easily accessible to all. The use of community radio for broadcasts and bulletin boards placed at strategic points like the village hall or local shops ensures that every community member, including the elderly and those without internet access, stays informed. This strategy guarantees the equitable dissemination of information about village activities and tourism events, aligning with SDG 16 (Peace, Justice, and Strong Institutions) under Target 16.10, which ensures public access to information. Furthermore, it supports SDG 10 (Reduced Inequalities) by ensuring no community group is marginalized from the flow of development information.

### 4. Collaborative Learning Through Network Communication

Pentingsari actively employs a network communication strategy to accelerate the transfer of knowledge and innovation. They forge strategic partnerships with external parties such as educational institutions and Non-Governmental Organizations (NGOs). A student internship program, for example, is a tangible manifestation of this strategy. The interaction between students and the community opens a two-way communication channel: students bring theory and fresh perspectives, while the community provides local wisdom and practical experience. This collaboration creates a mutually beneficial learning ecosystem that enriches the village's internal capacity. This practice is a perfect example of SDG 17 (Partnerships for the Goals), which encourages multi-stakeholder partnerships to mobilize knowledge and expertise for sustainable development.

### 5. Collective Decision-Making Through Horizontal Communication

The spirit of mutual cooperation (*gotong royong*) is realized through a horizontal communication strategy, where the decision-making process occurs among equals. Through discussion forums and deliberations, every community member has a platform to voice ideas and aspirations, for instance, when designing new tourism products. Communication is no longer vertical from leaders to citizens but flows between citizens to achieve consensus. Decisions resulting from this process have strong legitimacy because they reflect the collective will, thereby fostering a shared responsibility for the outcomes. This strengthens the social

cohesion that is central to SDG 11 (Sustainable Cities and Communities) and once again affirms a commitment to SDG 16 (Peace, Justice, and Strong Institutions) through participatory village institutions.

#### 6. Needs-Based Development Through Formative Research Communication

Development programs in Pentingsari are designed based on actual needs, not assumptions. This is achieved through a formative research communication strategy, where communication (in the form of surveys and interviews) is used to gather data from the community before a program is designed. When it was discovered that residents wanted to improve the quality of local handicrafts, the village responded by organizing relevant training workshops. This approach ensures that every development intervention is relevant, well-targeted, and accepted by the community. This strategy is highly effective in supporting SDG 1 (No Poverty) by creating income sources that align with local aspirations, as well as SDG 8 (Decent Work and Economic Growth) by ensuring that the products developed meet market demand.

#### 7. Fun Empowerment Through an Edutainment Communication Strategy

Pentingsari understands that empowerment does not have to be rigid. They apply an edutainment (education-entertainment) communication strategy, which packages messages of empowerment and participation in an entertaining format. The organization of cultural festivals and art competitions serves a dual purpose: they act as tourist attractions and as a medium for strengthening social bonds. The enjoyable atmosphere encourages more sincere and widespread participation. This strategy effectively preserves local cultural heritage, which is the essence of Target 11.4 of SDG 11 (Sustainable Cities and Communities). Moreover, activities that strengthen social cohesion also contribute positively to mental health and community well-being, in line with SDG 3 (Good Health and Well-being).

#### 8. Firsthand Experience Through Interpersonal and Storytelling Communication

In Pentingsari, the most valuable knowledge is gained through direct experience. An interpersonal communication and storytelling strategy is key when empowering community members as tour guides. They do not just provide information; they become authentic cultural communicators. Through personal stories and narratives about the village's history and traditions, they create an emotional connection with visitors. Communication here is personal and profound, transforming the tourist experience into a meaningful cultural exchange. This creates jobs based on local wisdom, which aligns with SDG 8 (Decent Work and Economic Growth), and serves as a form of continuous vocational education that supports SDG 4 (Quality Education).

#### 9. Resource Sharing Through Cooperative Communication

The foundation of Pentingsari's sharing economy is a cooperative communication strategy. Trust and open dialogue among residents enable them to manage resources collectively. Farmers communicate to arrange schedules for borrowing agricultural equipment, while homestay owners coordinate to create a referral system and joint service standards. This intensive, trust-based communication is the glue that enables synergy and efficiency, building the community's overall economic resilience. This practice supports SDG 2 (Zero Hunger) by improving agricultural productivity and is a clear manifestation of SDG 17 (Partnerships for the Goals) at the grassroots level.

this study demonstrates that the effectiveness of empowerment in Pentingsari Tourism Village lies in the use of intelligent and holistic communication strategies. The collaboration between the government and the community, built on a foundation of open, participatory, and empowering communication, has successfully cultivated trust and a sense of ownership. Through this approach, Pentingsari has not only succeeded in becoming a self-reliant and sustainable tourism destination but also stands as a model of how community-based development can directly contribute to achieving the global Sustainable Development Goals (SDGs).

#### **4.3.1 Result Comparison of Communication Empowerment Process in Pentingsari Tourism Village**

The findings indicate that the empowerment communication strategy in Pentingsari Tourism Village is aligned with the stages of the communication empowerment process, which include awareness raising, skills development, information access, participatory decision-making, as well as evaluation and feedback.

First, in terms of awareness raising, the community is provided with education through tourism awareness training and environmental counseling, enabling them to understand the village's potential and their responsibility for sustainability. This supports SDG 4 (Quality Education) and SDG 13 (Climate Action) as it enhances community knowledge while fostering environmental awareness.

Second, in skills development, community members, particularly the youth, receive training to become tour guides, manage homestays, and develop communication skills for serving tourists. This process not only improves individual capacity but also creates new economic opportunities that are relevant to SDG 8 (Decent Work and Economic Growth). Women in Pentingsari are also actively involved in managing homestays and local culinary businesses, aligning with SDG 5 (Gender Equality).

Third, regarding information access, the community enjoys open access to tourism-related information, both through the village's digital media and regular community meetings. Information on market opportunities, tourism governance, and funding sources enables residents to make strategic decisions. This supports SDG 1 (No Poverty), as access to information opens pathways to improved welfare.

Fourth, in participatory decision-making, Pentingsari implements regular village deliberations in which all levels of the community are involved in formulating tourism programs. Such participation reflects collective ownership and transparency, consistent with SDG 16 (Peace, Justice, and Strong Institutions).

Fifth, in the stage of evaluation and feedback, the community and village managers regularly conduct program evaluations, either through discussion forums or performance assessments of homestays and tour packages. This evaluation maintains program sustainability and adjusts to the needs of both tourists and local residents, aligning with SDG 11 (Sustainable Cities and Communities). At the stage of needs assessment, the Pentingsari community, together with village managers, identifies potentials and challenges, such as limited access to tourism market information and the need for human resource capacity development. This stage supports SDG 1 (No Poverty) as it encourages strategies to improve local community welfare.

Next, in program planning, various empowerment activities are designed based on identified needs, such as tourism awareness training, homestay management, and environmental education. Such needs-based planning supports SDG 4 (Quality Education) and SDG 13 (Climate Action), as it emphasizes both knowledge enhancement and awareness of environmental issues.

During program implementation, active community participation is emphasized, such as involving youth as tour guides, empowering women in homestay and culinary businesses, and facilitating local art groups to perform cultural attractions for tourists. These strategies align with SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth) by creating inclusive and fair economic opportunities.

Finally, in monitoring and evaluation, the village conducts regular assessments through community deliberations, tourist satisfaction surveys, and service quality evaluations. The results are used as feedback to improve future programs. This process demonstrates a collective learning cycle that supports SDG 11 (Sustainable Cities and Communities) and SDG 16 (Peace, Justice, and Strong Institutions) by ensuring the sustainability of participatory programs.

The empowerment communication strategy in Pentingsari Tourism Village goes beyond information delivery; it represents a holistic process that includes needs identification, program planning, active implementation, and continuous evaluation. This proves that Pentingsari has successfully integrated the principles of communication empowerment into practical actions, contributing significantly to the achievement of the Sustainable Development Goals. Moreover, this strategy is not merely technical but also strengthens community capacity, preserves local culture, improves economic well-being, and supports sustainable development.

## CHAPTER V

### Conclusion

#### 5.1 Summary

Based on the results and discussions in the previous chapters (I, II, and III), the title of this research is "Empowerment Communication Strategy of Pentingsari Tourism Village in Achieving Sustainable Development Goals." The conclusions that can be drawn from this research are as follows:

The findings and discussion show that the communication empowerment strategy in Pentingsari Tourism Village is implemented through various complementary approaches. First, participatory communication is realized through village deliberations (*musyawarah warga*), which involve all levels of society in decision-making related to tourism programs. With this two-way communication model, the community is not merely an object of development but becomes the main actor in designing tourism infrastructure, managing homestays, and developing tour packages. This strategy aligns with SDG 11 (Sustainable Cities and Communities) and SDG 16 (Peace, Justice, and Strong Institutions), as it emphasizes participatory planning and inclusive governance.

Second, persuasive and digital communication is applied to strengthen community capacity, especially among the youth, through training on digital promotion and social media use. With these skills, residents can produce digital content, build the village's brand, and directly interact with potential tourists. This transforms the community into active communicators and opens new economic opportunities. Such efforts support SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth).

Third, a multi-channel communication strategy is implemented to ensure information inclusivity. Besides using digital platforms, the village also relies on traditional media such as community radio and bulletin boards placed in public spaces. This ensures that all groups, including vulnerable communities and the elderly, receive equal access to development information. The strategy supports SDG 10 (Reduced Inequalities) and SDG 16 (Peace, Justice, and Strong Institutions) by guaranteeing public access to information.

Fourth, horizontal communication based on mutual cooperation (*gotong royong*) is conducted through forums and collective work in developing new tourism products. This fosters shared ownership, strengthens solidarity, and provides strong legitimacy for decisions. Such practices contribute to SDG 11 and SDG 16 by promoting social cohesion and participatory institutions.

Fifth, formative research communication is employed to identify community needs before programs are designed. Surveys and interviews are conducted to gather input from residents. For example, when the community expressed the need to improve

handicraft quality, the village responded with targeted training workshops. This strategy is highly relevant to SDG 1 (No Poverty) and SDG 8 (Decent Work and Economic Growth), as it ensures that interventions directly improve welfare and match local aspirations.

Sixth, an edutainment communication strategy is used to deliver empowerment messages in engaging formats such as cultural festivals, art performances, and local competitions. These activities strengthen cultural identity while serving as tourist attractions. This practice supports SDG 3 (Good Health and Well-being) and SDG 11 (Sustainable Cities and Communities) by enhancing social cohesion and preserving cultural heritage.

Seventh, interpersonal communication and storytelling are applied by local tour guides. Instead of only providing technical information, they narrate stories about the village's history, traditions, and cultural values, creating emotional connections with visitors. This approach supports SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth) by combining vocational education with job creation rooted in local wisdom.

Eighth, cooperative communication based on trust forms the foundation of resource sharing in Pentingsari. Farmers coordinate the use of agricultural equipment collectively, while homestay owners collaborate to maintain service standards and a referral system. This communication fosters synergy, efficiency, and resilience. Such practices support SDG 2 (Zero Hunger) and SDG 17 (Partnerships for the Goals) by enhancing food security and grassroots-level cooperation.

Overall it can be concluded that the communication empowerment strategy in Pentingsari Tourism Village is implemented through a combination of participatory, persuasive, digital, multi-channel, horizontal, formative research, edutainment, interpersonal, and cooperative communication approaches. These strategies enable the community to actively participate in decision-making, enhance their skills through training, access and share information inclusively, preserve local culture through creative activities, and manage resources collectively. By applying these approaches, Pentingsari has successfully strengthened community capacity, created inclusive economic opportunities, fostered social cohesion, and ensured sustainable tourism development, which directly contributes to the achievement of several Sustainable Development Goals (SDGs) such as SDG 1, 2, 3, 4, 5, 8, 10, 11, 13, 16, and 17. these strategies demonstrate that communication empowerment in Pentingsari goes beyond information delivery; it is an integrated and continuous system. By applying participatory, inclusive, creative, and needs-based approaches, Pentingsari has strengthened community capacity, created economic opportunities, preserved local culture, and concretely contributed to the achievement of multiple SDGs.

## 5.2 Research Limitation

The limitations of this research are formulated to focus the scope of analysis and ensure depth in understanding the Empowerment Communication Strategy in Pentingsari Tourism Village related to the achievement of the SDGs. First, in terms of the object of study, this research specifically focuses on the activities and practices of communication strategies directly used by village institutions, the tourism committee, and key actors within the local community of Pentingsari in the context of tourism village development. This analysis does not include external institutions or actors (such as central/provincial/district government agencies that do not interact directly, external NGOs, or investor companies) except in the capacity of communicative interaction with internal village actors, such as the direct sources during the data collection process, namely Mrs. Cipta as the chairperson of Pentingsari Tourism Village and Mrs. Dian as the Public Relations officer of Pentingsari Tourism Village.

Second, in terms of time, this research limits the study and data collection to a specific period of field research implementation, on February 13, 2025, and March 7, 2025. This means that the findings and conclusions of the research reflect the conditions of the empowerment communication strategy that is applicable and implemented during that period, and may evolve in the future. Third, in terms of space, this limitation explicitly includes only the administrative area of Pentingsari Village. Empowerment communication activities that occur outside the village area, although they may have an impact, are not included in the main analysis. Fourth, in terms of content, this research focuses on aspects of communication strategies that are closely related to efforts to achieve several SDGs that are directly relevant to the context of the tourism village, such as SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities, particularly the sub-theme of sustainable tourism), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals). This analysis does not comprehensively cover all 17 SDGs simultaneously.

Overall, in terms of data perspective, although efforts have been made to obtain rich data, the understanding and conclusions of the research remain limited to the information that can be collected from available data sources, such as primary informant respondents (village stakeholders), documentation, and field observations that have been conducted, which may not encompass all dynamics or perspectives present in the field.

### 5.3 Recommendation

Based on the findings and analysis of the empowerment communication strategies implemented in Pentingsari Tourist Village for achieving the SDGs, the following recommendation are proposed to support more inclusive development:

1. For the Pentingsari Village Government and the Tourism Committee: It is highly recommended that the Pentingsari Village Government and Tourism Committee should continue to strengthen and innovate educational and awareness-raising programs that integrate the SDGs within the context of the tourism village. Although such efforts already exist, their quality and quantity need to be enhanced, for example, through a structured "SDGs in the Village" program targeting various community groups (youth, PKK mothers, local young generations) and delivered via diverse interactive platforms such as local social media, community mobile applications, and village radio programs. It is also important to continuously connect the vision of the SDGs with the concrete aspirations and needs of the village community, such as how the SDGs can increase income, preserve culture, or maintain the environmental sustainability of the village's water resources.
2. For the Village Government, Tourism Committee, and key actors in Pentingsari: It is proposed that the village government, tourism committee, and key stakeholders should implement more formal and structured mechanisms for community participation in the planning and evaluating SDG-based tourism development programs. In addition to customary meetings or regular deliberations, the establishment of a "Participatory Community Forum for the SDGs of Pentingsari Village" could be considered, with members representing various components of the community. This mechanism can ensure that the voices of residents, especially those who may be underrepresented, are included in decision-making, enhance program accountability, and strengthen the connection between village programs and field realities.
3. For the Village Government and related stakeholders: It is strongly advised to optimally utilize information and communication technology to enhance transparency, accountability, and oversight (K3 Partners) in the implementation of empowerment strategies and the achievement of the SDGs. For example, a publicly accessible village information platform could be developed to report on projects, budget usage, and SDG achievements in Pentingsari. Additionally, digital literacy training for village staff and the tourism committee should continue to ensure they can effectively manage data and information.
4. For future researchers: Future research should examine causal the achievement of each SDG target in Pentingsari, or compare empowerment communication models in other tourism villages to explore key success factors or challenges that may differ. Studies on the influence of local culture on the forms and effectiveness of

empowerment communication are also highly relevant. These recommendations are expected to provide direction for the more sustainable, inclusive, and SDG-oriented development of Pentingsari Tourism Village in the future.

## Reference

- Andra P. K, Puji, A (2022) Communication Empowerment in the Kinahrejo Tourism Village Community, Cangkringan, Sleman Regency, Yogyakarta
- Aldityo T. H. (2020). Analysis Communication Empowerment of Nglanggeran Village as a Tourist Village Best in Southeast Asia.
- Antara News. (10 Maret, 2024). Menparekraf meluncurkan anugerah desa wisata indonesia 2024.
- Badan Pusat Statistik Indonesia. (2023). Growth of tourism in indonesia April 2024
- Barney, J. B. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99-120.
- Bayu, R. Fery, S. (31, June 2022). Sustainable Development Goals in the Tourism Industry (Case Study of the Hospitality Industry in Central Kalimantan, Indonesia).
- Christens, B.D. (2019). "Community Power and Empowerment." *Oxford Research Encyclopedia of Communication*.
- Cadiz, Maria Celeste H. (2005). "Communication for Empowerment: The Practice of Participatory Communication in Development." In Hemer, Oscar, and Tufte, Thomas (Eds.), *Media and Glocal Change: Rethinking Communication for Development*. Buenos Aires: CLACSO.
- David, F.R. (2011). *Strategic Management: Concepts and Cases* (13th ed.). Pearson.
- Pentingsari Tourism Village (22 December 2023) Pentingsari Tourism Village: CBT Asean Tourism Award category.
- Desy, S. Indra V. MC Ninik, SR (2014). Community Empowerment Communication Strategy (Case Study of Women's Self-Help Groups at the Bina Sejahtera Cilacap Social Foundation).
- GÜREL, E., & TAT, M. (2017). SWOT Analysis: A Theoretical Review. *Journal of International Social Research*, 10(51).
- Grant, R. M. (1991). The resource-based theory of competitive advantage: Implications for strategy formulation. *California Management Review*, 33(3), 114-135.
- Hill, T., & Westbrook, R. (1997). SWOT analysis: It's time for a product recall. *Long Range Planning*, 30(1), 46-52.
- Iip, M. Aditya. (29 Oktober, 2023). Kota pilihan masyarakat untuk berwisata.
- Jadesta.kemenparekraf.go.id. (26 May, 2024). Menparekraf umumkan 50 besar ADWI 2024.

- Ministry of Tourism and Creative Economy/Baparekraf RI. (29 September 2021). 7 Tourist Villages that Promote the Concept of Sustainable Tourism.
- Kompas.com. (14 Desember, 2023). Pariwisata berkelanjutan bakal jadi prioritas pada 2024.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Mochammad, T. (2022). *Communication Strategy for Empowering Kemiren Tourism Village to Support Sustainable Development Goals*.
- Orange N. Y, Febiana, A, Diva, SS (2023). The role of international communication in realizing the world targets of the 2030 Sustainable Development Goals (SDGs).
- United Nations. (2016). *17 Sustainable Development Goals-United Nations*.
- Porter, M. E. (1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press
- Quebral, N. C. (1971). *Development communication in the agricultural context*. Los Baños, Philippines: University of the Philippines at Los Baños.
- Quebral, N. C. (2002). *Development communication*. Laguna, Philippines: University of the Philippines at Los Baños.
- Rogers, E. M. (1976). *Communication and development: The passing of the dominant paradigm*. *Communication Research*, 3(2), 213–240. <https://doi.org/10.1177/009365027600300207>
- Rogers, E. M. (1986). *Communication and development: Critical perspectives*. Beverly Hills, CA: Sage Publications.
- Servaes, J. (1999). *Communication for development: One world, multiple cultures*. Cresskill, NJ: Hampton Press.
- Servaes, J. (2008). *Communication for development and social change*. Thousand Oaks, CA: Sage Publications.
- Sugiyono. (2014). *Memahami penelitian Kualitatif*. Jakarta: Alfabeta
- Septian, M. (7 February 2024). Tourism is the mainstay of the region to improve the economy of residents through employment opportunities.
- Tyas K. A, Anggrain O, SS (2020). *Jenissari Tourism Village; Community Empowerment Efforts in Tourism Village Management*.
- Yusuf, ZA, *Communication Management (Philosophy, Concepts and Applications)* (Bandung: Pustaka Setia 2015), 155. 5 Humaidi, *Communication Theory and Da'wah Strategy*, (Malang: UMM Press), 6.