

ABSTRAK

Hana Oktasari Harahap. MANAJEMEN KOMUNIKASI DESA WISATA TLANGOH DALAM MENGELOLA WISATA ALAM (Studi Kasus: Konflik Pengelolaan Wisata dan Aplikasi Pantai Tlangoh) Dibimbing oleh Dr. Sri Wahyuningsih, S,Sos., M.Si

Desa Tlangoh merupakan salah satu desa yang berada di Kecamatan Tanjung Bumi, Kabupaten Bangkalan. Sebagai objek wisata, Desa Tlangoh setidaknya memiliki *product positioning* yang menghasilkan nilai jual kepada masyarakat. Sumbangsih *product positioning* wisata alam Desa Tlangoh ini bisa dilihat dari adanya wisata alam Pantai Tlangoh yang saat ini dinikmati masyarakat luas. Menghadapi *era society* 4.0, pengelolaan pariwisata tidak lagi cukup mengandalkan daya tarik alam, melainkan pendukung lain yang meliputi infrastruktur, kualitas alat komunikasi digital, pelayanan (*service*). Selain potensi wisata alam, Desa Tlangoh memiliki inovasi *E-Tourism* Aplikasi Pantai Tlangoh, walaupun dalam realitanya mengalami beberapa hambatan dari sistem sosial. Oleh karena itu, tujuan penelitian ini adalah menganalisa lebih lanjut terkait manajemen komunikasi Desa Wisata Tlangoh dalam mengelola wisata alam dan mengidentifikasi hambatan inovasi *E-Tourism* Aplikasi Pantai Tlangoh.

Penelitian ini menggunakan paradigma konstruktivis untuk mendapatkan pengembangan serta pemahaman interpretatif akan realitas yang terjadi yaitu terkait manajemen komunikasi Desa Wisata Tlangoh dalam mengelola wisata alam dan hambatannya. Penelitian dengan jenis kualitatif ini melalui pendekatan studi kasus tunggal yaitu melakukan eksplorasi mendalam suatu sistem akan suatu kasus. Dalam penentuan informan menggunakan purposive sampling, yaitu teknik penentuan berdasarkan kebutuhan peneliti. Subjek disini yaitu Kepala Desa dan Pokdarwis sebagai informan utama, inovator sebagai informan kunci, kedua pengunjung, masyarakat dan Dinas Pariwisata sebagai informan pendukung. Data yang dikumpulkan menggunakan instrumen observasi, wawancara serta dokumentasi. Untuk menguji keabsahan data, peneliti menggunakan triangulasi dan *membercheck*.

Hasil penelitian menunjukkan bahwa manajemen komunikasi Desa Wisata Tlangoh dalam mengelola wisata alam mengalami beberapa hambatan mulai dari peran pemimpin yang tidak transparan, pemimpin mendahulukan kepentingan pribadi diatas kepentingan bersama. Kemudian peran anggota organisasi yang masih menjadi formalitas membuat kurangnya kesadaran anggota akan fungsi dan peran dalam organisasi

Kata Kunci : pantai tlangoh, manajemen komunikasi, konflik

ABSTRACT

Hana Oktasari Harahap. COMMUNICATION MANAGEMENT OF TLANGOH TOURISM VILLAGE IN MANAGING NATURAL TOURISM (Case Study: Conflict to Developing Tourism and Tlangoh Apps) Supervised by Dr. Sri Wahyuningsih, S, Sos., M.Sc

Tlangoh Village is one of the villages in Tanjung Bumi District, Bangkalan Regency. As a tourist attraction, Tlangoh Village at least has a product positioning that generates selling points to the community. The contribution of the natural tourism product positioning in Tlangoh Village can be seen from the existence of Tlangoh Beach nature tourism which is currently being enjoyed by the wider community. Looking era of society 4.0, tourism management is no longer sufficient to rely on natural attractions, but other supports which include infrastructure, quality of digital communication tools, and services. In addition to the potential for natural tourism, Tlangoh Village has an innovative E-Tourism Application for Tlangoh Beach, although in reality it experiences several obstacles from the social system. Therefore, researchers feel that further analysis is needed regarding the communication management of the Tlangoh Tourism Village in managing nature tourism and identifying obstacles to the Tlangoh Beach Application E-Tourism innovation.

This type of research is qualitative research (explaining scientific conditions) with a constructivist paradigm to obtain development and interpretive understanding of the reality that occurs, namely related to communication management in Tlangoh Village in managing nature tourism and its obstacles, with analysis through a case study approach. In determining informants using purposive sampling, namely the Village Head, the Tourism Office, Visitors and related organizations that play a role in managing Tlangoh Beach tourism. Data collected using observation instruments, interviews and documentation. To test the validity of the data, researchers used triangulation and member checks.

The results showed that the communication management of Tlangoh Tourism Village in managing nature tourism experienced several obstacles starting from the role of the leader who was not transparent, the leader prioritized personal interests over common interests. Then the role of members of the organization which is still a formality causes a lack of awareness of members of the functions and roles in the organization. These two things are the concepts that hinder the development of the Tlangoh Beach Application owned by Tlangoh Village. Both of these obstacles come from internal and external. Internal obstacles are caused by the process of diffusion of innovation that is not evenly distributed, starting from the creation of innovations, processes of communication channels, timeframes, and social systems. Then external obstacles come from the Bangkalan Tourism Office as the central government which is still pessimistic about the development of E-Tourism.

Keyword : tlangoh beach, communication management, *conflict*