

ABSTRAK

Arinda Septarina Efendi. 220531100054. Program Studi Ilmu Komunikasi. “Model Komunikasi *Wellness Tourism* di Kabupaten Pamekasan Berbasis *Local Wisdom*”

Tujuan dari penelitian ini adalah untuk menganalisis potensi dan kearifan lokal di Kabupaten Pamekasan yang dapat dikembangkan menjadi *wellness tourism* dan merumuskan model komunikasi *wellness tourism* sebagai rekomendasi pengembangan pariwisata di Kabupaten Pamekasan. Subjek dalam penelitian ini meliputi dinas pariwisata, komunitas lokal, paguyuban jamu, pelaku usaha jamu, pelaku usaha batik, pokdarwis, pengelola wisata, pemilik lahan garam, petani garam dan wisatawan. subjek dipilih berdasarkan kontribusi serta keterlibatan mereka terhadap pengelolaan potensi kearifan lokal untuk mendukung pembentukan dan pengembangan paket wisata *wellness tourism* berbasis *local wisdom*.

Metode pengumpulan data pada penelitian ini meliputi observasi, wawancara, dan dokumentasi. informan yang dijadikan sebagai subjek penelitian di pilih menggunakan teknik *purposive sampling*. Teknik analisis data menggunakan teknik analisis Miles dan Huberman. Teknik keabsahan data menggunakan teknik triangulasi sumber.

Hasil penelitian menunjukkan bahwa Kabupaten Pamekasan memiliki sejumlah destinasi dan kearifan lokal yang mendukung untuk melakukan pengembangan *wellness tourism*. Destinasi wisata puncak ratu, wisata taneyan lanjhang, sentra batik klampar, dan eduwisata garam dapat dikembangkan menjadi sarana aktivitas *wellness* dengan menggabungkan unsur kearifan lokal Pamekasan. kearifan lokal seperti tradisi minum jamu, tradisi pijat tradisional, tradisi so’oso dan tradisi merendam kaki di air garam dapat memiliki nilai relaksasi dan kesehatan yang sejalan dengan konsep *wellness tourism*. Potensi destinasi dan kearifan lokal tersebut dapat menjadi faktor utama dalam melakukan pengembangan paket aktivitas *wellness tourism* yang variatif. Pembentukan paket tersebut selanjutnya dapat di implementasikan melalui model komunikasi secara bertahap dan terstruktur menggunakan analisis *multi step flow of communication*.

Kata Kunci : *Wellness Tourism*, Kearifan Lokal, Model Komunikasi.

ABSTRACT

Arinda Septarina Efendi. 220531100054. *Communication Science Study Program. "Wellness Tourism Communication Model in Pamekasan Regency Based on Local Wisdom"*

The purpose of this study is to analyze the potential and local wisdom in Pamekasan Regency that can be developed into wellness tourism and formulate a wellness tourism communication model as a recommendation for tourism development in Pamekasan Regency. The subjects in this study include tourism offices, local communities, herbal medicine associations, herbal medicine business actors, batik business actors, pokdarwis, tourism managers, salt land owners, salt farmers and tourists. Subjects were selected based on their contribution and involvement in the management of local wisdom potential to support the formation and development of local wisdom-based wellness tourism packages.

The data collection methods in this study include observation, interviews, and documentation. The informants who were used as the subjects of the research were selected using the purposive sampling technique. The data analysis technique uses the Miles and Huberman analysis techniques. The data validity technique uses the source triangulation technique.

The results of the study show that Pamekasan Regency has a number of destinations and local wisdom that support the development of wellness tourism. Puncak Ratu tourism destinations, taneyan lanjhang tourism, klampar batik centers, and salt edutourism can be developed into a means of wellness activities by combining elements of Pamekasan local wisdom. Local wisdom such as the tradition of drinking herbal medicine, the tradition of traditional massage, the tradition of so'oso and the tradition of soaking the feet in salt water can have the value of relaxation and health in line with the concept of wellness tourism. The potential of these destinations and local wisdom can be the main factor in developing a variety of wellness tourism activity packages. The formation of the package can then be implemented through a communication model in a gradual and structured manner using multi-step flow of communication analysis.

Keywords: *Wellness Tourism, Local Wisdom, Communication Model.*