

## **Participatory Communication of “Kampoeng Mataraman Jogja” Tourism Village**

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**Abstract.** The Village Government of Panggungharjo made a concept of village tourism together with BUMDes Panggungharjo Lestari into the concept of an agrarian cultural education tour named Kampoeng Mataraman. In contrast to tourism village (desa wisata), village tourism (wisata desa) further highlights the unique potential of the village both from human resources to the village environment. So that aims at empowering villages by involving the village community Panggungharjo in its formation. The research problem formulation is how participatory communication is in the Kampoeng Mataraman village tourism community group in Panggungharjo village, and the extent of participatory communication in the formation of Kampoeng Mataraman village tourism. The benefits of this research inform the benefits of appropriate participatory communication to village communities as objects of empowerment. This research uses qualitative method. The researcher used the phenomenology paradigm in which this method was chosen because the researcher wanted to know how the views, behaviors and actions of the Kampoeng Mataraman tourism community in an effort to form Kampoeng Mataraman village tourism. The results of the research is that community groups in the village tour of Kampoeng Mataraman were very effective in empowering the community. Moreover, community interest was increasing in participating in the village tour of Kampoeng Mataraman. Participatory communication groups in the Panggungharjo village community are heteroglasia, dialogues, polyphony, and carnivals. Lack of community understanding in media processing becomes a weakness in this Kampoeng Mataraman Village Tourism so that later it will become threats that can harm Kampoeng Mataraman Village Tourism.

**Keywords:** *village tourism, participatory communication, community empowerment*

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## INTRODUCTION

Special Region of Yogyakarta (DIY) is one of the regions in Indonesia which has great tourism potential, from nature, art culture, and culinary tourism. Such advantages have made DIY a leading tourists destination along with Bali Province, which has been well-known on the national and international level. The influx of domestic and foreign tourists, hence, becomes a driving force for Javanese people in creating jobs for their own and thus boost the village economy, that is blessed with natural beauty and cultural charm of the Javanese people who still preserve the culture that exists on the island of Java, especially DIY. The creation of village tourism may help the local community in creating jobs opportunity, increasing export of the handicraft industry, and also contributing the regional income.

The concept of rural tourism, intended to support tourism programs in improving the regional economy, consists of two types, namely tourist village and village tourism. Tourist village refers to any tourist activity carried out on a village tourism object and serves to support the village in their effort to be attractive tourists destination. To be a tourist village, there are several conditions to meet, for example good access, interesting objects, community support, safety, accommodation, souvenir and beautiful nature. As for village tourism, it's a rural area that is developed intentionally in a way to produce such an atmosphere that reflects the authenticity of the village, both in terms of socio-economic and cultural condition, and where various unique potentials of the village, such as culinary specialties, souvenirs, beautiful nature, are developed into the village product. Generally, village tourism is developed by the village community themselves without any intervention from the city or district government, because the purpose of village tourism is to empower the community and the village.

Utilizing the role of a village institution in Panggungharjo village, namely the Village Owned Enterprise (BUMDes) of Panggung Lestari, Panggungharjo Village—located in Sewon sub-district of Bantul Regency of Special Region of Yogyakarta—develop a tourism concept aimed at exploring the village's potentials having to do with Javanese basic needs in terms of clothes, foods, and houses. The village tourism concept takes a form of educational rural tourism and is named Kampoeng Mataraman, which refers to of the history of the Islamic kingdom of Mataram in the 19th century.

Kampoeng Mataraman village tourism aims to empower the village by involving the village community directly in maintaining and managing their village tourism. This is in line with Panggungharjo village government expectation that Kampoeng Mataraman should bring positive impact for the village community, in terms of economic and creativity. Rural areas that offer a beautiful atmosphere of rural areas in the form of socio-economic, socio-cultural, customs, daily life, traditional building architecture, or unique and interesting economic activities and have the

potential to be developed in various tourism components is a definition of village tourism (Hardiwijoyo 2012: 68).

BUMDes Panggung Lestari as the Kampong Mataraman village tourism management plays an important role in the formation and development of village tourism in the Panggungharjo village. This reality reflects how BUMDes Panggung Lestari has well carried out its duties as a social institution as well as a commercial institution, a village institution that serves in the interests of the Panggungharjo Village community through its contribution as a social service provider (Riswanda Nanda Pratama and Argo Pambudi, M.Sc. 2016: 105).

The establishment BUMDes Panggung Lestari aims to manage the village potentials in a way that is suitable with the needs of the Panggungharjo village community and also to improve the village economy. Kampong Mataraman succeeds in encouraging community participation in Panggungharjo which in turn proved useful in improving the community welfare and preserving the Panggungharjo village culture and art in their village tourism

According to Karmila Muchtar (Jurnal Makna, Vol. 1 No. 1, Agusuts 2016: hlm. 21) participatory communication is a communication activity that has the purpose of solving problems and finding solutions. Therefore, participatory communication becomes a place where community discuss and exchange information in their social life. According to msibi and Penzhorn (2010), in participatory communication the community plays an important role, because there are several processes in which the community itself must participate directly, such as problem identification, decisions making, and taking actions. In general, participatory communication must be focused on the community itself in order to improve the standard of the village community wellbeing.

This study aims to examine the participation of local communities in the development process of a Kampong Mataraman village tourism that is managed by BUMDes Panggung Lestari, which was established to empower the village as well as their community member so that the village community can be independent and economically improved by developing their village as a village tourism that may serve as a space for community participation.

Based on the study background that has been described earlier, the researchers formulate the following problem, namely to understand how does SWOT Analysis of Participatory Communication in the development of Kampong Mataraman Village Tourism? To find out how the Participatory Communication is being implemented in the effort to develop Panggungharjo Village through the development of Kampong Mataraman Village Tourism.

## **LITERATURE REVIEW**

There are previous studies and journals related to Participatory Communication in Community Empowerment topic. The first is the research journal by Wulandari Riska P. Bendeska IKG and Ida Ayu Nyoman, both are students of the Faculty of Economics and Business of Udayana University of Bali, titled "Analysis of Community Participation and Leadership on the Success Rate of the Program Nasional Pemberdayaan Masyarakat (PNPM) Mandiri Perdesaan in Gerokgak District of Buleleng of Bali" *Jurnal Buletin*, Vol. 19, Number 2, August 2014. This research focuses on the involvement of the community receiving the program which will have an impact on the success of the community itself, in the development process that places the community itself as the research subjects actively involved in the development program.

The second study was a journal by Karmila Muchtar, M, Si titled "Implementing Participatory Communication in Indonesian Development". This research explains that participatory communication is an innovative development using a bottom up approach and a learning space that demands a joint solution in providing a place for the community where participatory communication plays an important role in exchanging information with dialogic principles. The purpose of this study is to determine the role of participatory communication in Indonesian development programs by segmenting existing programs in Indonesia.

The next research is an Undergraduate Thesis by Hidayat, Puri Oksi Arida, titled "Participatory Communication in Kelompok Sadar Wisata of Wanurejo and Karanganyar Villages in Developing Magelang City Tourism". This study aims to analyze the participatory communication practiced in tourism awareness groups in the tourist villages of Wanurejo and Karanganyar in the development of urban tourism. The villages that are studied have two internal strengths and weaknesses factors that attract tourists to visit the tourist village and use government budgets in village development, from nature, culture, and community life that attracts tourists to visit this tourist village. The conclusion of this research is the lack of socialization in the development of tourist villages to the local community in order to maintain their status as a favorite tourist village. Tourism awareness groups play an active role in the development of tourist villages in the district of Magelang in order to maintain their district as a tourists destination.

In addition, there is previous research by Sulaiman, A Faith, Toto Sugito, and Ahmad Sabiq of Atma Jaya University, titled "Participatory Development Communication for Empowering Migrant Workers", *jurnal Ilmu Komunikasi*, Vol.13, Nomor 2. Yogyakarta 2016. This study uses participatory Rural Appraisal and data collection through FGDs in researching the migrant workers profession among rural communities that often serves as their main hope to present and guarantee better welfare. Village development becomes the prominent factor that determines regional and national development success because most villages has good resources needed to

meet their daily needs, such as agriculture, animal husbandry, plantation, fisheries, and tourism. However, migrant workers often have to deal with many immigration problems from departure processes, working issues, and other issues when returning to their hometown. This research expects the power of communication for more humane purposes, in solving problems and generating products or findings that in turn may contribute to the development communication.

The research conducted on migrant workers finds that the lack of responsiveness of the village government in responding to concerns and critics related to problems in the village has caused many of the village community member to become successful migrant workers.

Next is a research journal by Rahmawati. Suryandari, Kurniasari, student of Trunojoyo University of Madura, titled "Communication Strategy for Madura Women's Economic Empowerment Based on Madura Local Wisdom", *Jurnal Komunikasi*, Vol. 7, Number. 1, March 2013. It is a group study discussing the island of Madura, especially Madurese women who are identical with the work ethic, hard work, and Madurese herbal ingredients, this research focuses on the life cycle of Madurese women who have identities, characteristics, skills, and unique abilities, interesting potentials.

This study on the empowerment communication strategy finds that Madurese women cannot escape the patriarchy system in Madura that places women in such concepts as caring for themselves, caring for the family, and cooking as a form of devotion to the family and also finds out work ethics of Madurese women in the form of continual work activities in their life. The difference between this research and the research studied is that this research is a group study whereas in our research researchers do it individually and second that this study takes quite a long time because the number of informants needed. The similarity of both studies is the same data collection method used.

The latest research is research from Putra, Retmana Theofulls. "The role of Pokdawaris in the Development of Tourist Attractions in Tembi Village Sewon District of Bantul Regency". This research finds that the establishment of the Pokdarwis in 2010 has brought significant impact in the tourist village where it has been increased economically. This can be seen in the increase of quality and quantity of tourist village attractions. Such an increase has succeeded to attract more tourists to come, seen from the research findings where it is reported that each month up to 600 tourists visit this tourist village and it is also reported that the numbers of tourists visit the village is annually increase. Pokdarwis of this tourist village plays an important role in several aspects, such as the village design, implementation, and tourism management that constitutes community, government and private parties. The study findings are the the growing interest of young people to participate in the process of empowering youth in their community, in improving knowledge by utilizing mass media, that serves as a

facilitator in empowering youth to be active and able to become coordinators in their communities. Young people is increasingly dare to express their opinions in a youth community forum and be able to provide ideas or ideas to achieve the same position in the community, as well as broadening views on the technological advances and acceptance of new media among rural communities.

**a. Social Empowerment in Developing Village Tourism**

Empowerment was developed initially in Europe in the Middle Ages. The idea of empowerment, grew until the early 90s, greatly influenced many existing theories. The idea of empowerment gives autonomy, authority, and trust in individuals who are in any organization, so this idea may fuel their creativity in completing tasks as good as possible.

Empowerment consists of an educational process to improve the quality and quantity of individuals, groups, or communities so as to provide the ability to be empowered, to have competitive edge, and be able to live independently. According to Ife (1995: 43), empowerment is intended to provide people to acquire sufficient skills, knowledge, and power necessary to influence their lives and the lives of other people or communities of concern. Empowerment is the process of providing community in terms of resources, opportunities, knowledge, and expertise in order to improve the capacity of the community to determine their future and to be able to participate and influence the community.

According to Suharto (2005: 66-67), there are four indicators of empowerment indicator, namely planned and collective activities, improvement in the community wellbeing, priority for the weak or disadvantaged groups, and carried out through capacity building programs. Empowerment is not merely the result of an empowerment process, which is used to assess the success of village community empowerment, because the of empowerment success measurement is on how much participation or empowerment is carried out by individuals, groups, or communities.

**b. Participatory Communication**

Communication is formed from the transmission of information, ideas, emotion, skills, and so on. It uses symbols and words, pictures, figures, graphics, and other thing and all these processes are called communication. The delivery of messages used daily to convey messages that occur between 2 or more people is called a communication process. In communication process there is a role in making, delivering, and receiving messages, namely the communicant as the messages target and the communicator as the recipient of the message from the communicant. Communication has become important process in human life as a way to exchange ideas, deliver ideas, deliver messages, etc. Communication has an important role in various areas, one of which is in the field of development, because communication plays a big role in the development process of any place, according to Bereleson and Gary in Mulyana (2014: 68)

According to Rahim, quoted from Satriani (Undergraduate Thesis, 2011: 19) Participatory communication is a process of communication where two-way or dialogic communication occurs to achieve a common understanding of the delivered message. Four concepts of participatory communication that encourage empowerment are heteroglossia, dialogic, polyphony and carnival. Heteroglossia is proof of a fact that development system is based on various groups and communities, that is varied in terms of economic, social, and cultural factors that complement each other. Dialogue is a transactional communication between the sender and recipient of a message that interact with each other at a given time so as to result in shared meanings. Polyphony is the highest form of dialogue, in which unfused voices will increase to open so that it clarifies one another and does not conceal one another. Carnival is a development communication concept that brings various kinds of rituals such as legend, comics, festivals, parody, and entertainment together. This process is usually conducted in an informal situation so that it can be punctuated with humor and laughter.

Community activities in the development of any region that provides community participation are divided into four, namely (Theresia et al 2015: 198):

- 1) Participation in Decision Making
- 2) Participation in Event Implementation
- 3) Participation in Development Monitoring and Evaluation
- 4) Participation in Utilizing Development Outcome

Participating in decision making, community has a participatory pattern, which is divided into two patterns, namely consultative and partnership. Participatory consultation patterns is where people play a role in making decisions or policies on a certain strategy in order to gain support, political as well as public support. In this perspective community members who play an important role retain their rights to be listened to express their aspirations but the decision does remain in the hand of the group of decision makers or initiators, who use it to gain public support and legitimacy. The Partnership Perspective emphasizes fairness in decision making between groups of decision makers and the community, where community opinions or community aspirations are valued more, because the community and decision makers are partners who prioritize problem identification with shared opinions, without limiting to hear only the aspirations from the forum, by seeking consensus agreement, so that decisions are not overlapped with only one group (Setiabudhi, *Lex Administratum*, Vol. III, No 6, August 2015: 193).

### **SWOT Analysis**

SWOT analysis is a way to identify strengths, weaknesses, opportunities and threats for the sustainability of a company or organization. External information can be understood from those threats and opportunities of companies, consumers, governments, distributors, and, hence, information from other companies can be

taken as a source of information. The company must also study or analyze the situation outside the company by continually observing the newspaper and online media, Richard in Hidayat (Undergraduate Thesis. 2018-24). SWOT analysis is the identification of factors that may affect a company or organization. This analysis is a existing logical analysis, namely through maximizing the strengths and opportunities so as to minimize threats and weaknesses. The SWOT elements are

**a. External Factor**

External factors can influence the formation of opportunities and threats (O and T). This factor can be formed due to external circumstances which greatly affect the strategic decisions making within the company.

**b. Internal Factor**

Internal factors consist of strengths and weaknesses. These internal factors are those within a company that affects the company to form a corporate strategy and company decisions.

Analisis SWOT digunakan untuk mengukur kekuatan (*Strenght*), kelemahan (*Weakness*), peluang (*Opportunities*), dan Ancaman (*Thearts*), keempat elemen ini bisa terlihat dari beberapa bagian bagian di bawah ini (Cangara 2014 : 107)

SWOT analysis is used to measure strengths, weaknesses, opportunities, and threats as seen below (Cangara 2014: 107)

- a. Strenghts
- b. Opportunities
- c. Weakness
- d. Threats

From these four SWOT analysis' components, it can be concluded that internally a company shall have strengths and weaknesses. Both of these components exist internally since human resources and management is a part of a company or organization, therefore it should be part of a company or organization internal assessment. As for opportunities and threats are basically external factors or exist outside the company. This component may be in the forms of communication networks, the ability to communicate, relations with the media and relations with other parties, and the dynamics of current society. That's why an organization or company must have a good communicator who has good ability in planning communication strategies. A good communicator would have aspects such as good communication skills, ability to establish relationships with partners and other parties, creativity and innovation, and a good communication network. A good communicator would define how well and effective a company communication strategy planning (Cangara 2014 - 107).



## **METHODOLOGY**

Paradigm is a human construction which ultimately determines the world view of the researcher as a bricoleur. In this study the researcher uses a descriptive qualitative approach, which aims to make careful measurements of the phenomena occurs within the village community. Applying only several stages of the approach, researchers would only develop concepts and collect facts, without testing hypotheses (Hasan, 2002: 12). This study is a qualitative study. Taylor and Bogdan explain that research on spoken and written words produces descriptive data collected from the observed behavior of the people being studied. Qualitative research objects being studied shall be in a reasonable state, therefore qualitative research is often referred to as a naturalistic research method (Indranata, 2008: 3).

## **RESULTS AND DISCUSSION**

Based on previous research findings described in the previous chapter, the researchers will discuss more on the previous research findings, namely participatory communication as being practiced in Kampoeng Mataraman village tourism located in Panggungharjo Village that is conducted by empowering the Panggungharjo village community in a form of educational rural tourism of Kampoeng Mataraman. In participatory communication, it occurs two-way communication or communication that results in a common understanding from the process of delivering a message that has been delivered. The analysis in this study uses four participatory communication concepts, namely heteroglossia, dialogic, polyphony and carnival. Heteroglossia is where a development system is shown according to the facts of different groups and communities that vary in terms of economic, social, cultural factors, differences in the delivery of messages or communication involving different periods in the development activities (Rahim, 2004: 66-68)

The second concept is dialogue that forms interaction in the process of communication between a communicator or a messenger and a communicator or a communicant. Communicator refers more to someone who lead a dialogue with all participants of the dialogue. In a dialogue all participants must respect each other in delivering their opinions. Each participant has the same right to be heard by other participants (Rahim, 2004: 66 - 68). Polyphony is the highest form of dialogue, in which unfused voices will increase to open so that it clarifies one another and does not conceal one another. Participatory carnival is a form of participatory communication held informally, such as in games playing and public entertainment. The latter form of communication is used in Kampoeng Mataraman Tourism Village as a form of consumer education. Thus, researchers will analyze how this form of communication is practiced in Kampoeng Mataraman education and at every Kampoeng Mataraman event.

- 1. Analysis of participatory communication in educational rural tourism of the Kampoeng Mataraman in empowering Panggungharjo Village community**

Participatory communication becomes an important concept in the development of a region, because public participation is a very supportive element in achieving development success. It happens in Kampong Mataraman village tourism, where Panggungharjo BUMDes Panggung Lestari, the village formal institution, involves community participatory in the developing Kampong Mataraman to achieve success in empowering the village and prospering Panggungharjo village community.

According to Rahim (2004: 66-68), participatory concept consists of four participatory communication stages in supporting regional development and empowering the community, namely heroglasia, dialogue, polyphony and carnival. The researcher will analyze the concept of participatory communication from the involvement of the Panggungharjo village community in the Kampong Mataraman village tourism community group under BUMDes Panggung Lestari management in the form of participatory communication.

a. **Analysis of Participatory Communication Concept in Decision Making**

The first concept of participatory communication is heteroglossia. The management staffs managing Kampong Mataraman village tourism are actively involved in meetings to develop Kampong Mataraman village tourism. Community leaders of Panggungharjo village are also engaged in those meeting, where they actively share their views on how to improve Kampong Mataraman village tourism services. Where the meeting fail to reach consensus, it will be proceed by voting mechanism.

According to Rahim (2004: 67), in an ideal participatory communication, opinion diversity will actually interconnect different interests in the community. Based on research observation and other collected information, it is find out that the Panggungharjo village community groups participating in the Kampong Mataraman village tourism varies in terms of age, education, and occupation. For example, their age is ranging from 20-56 years old, their education also varies from elementary school graduates to high school graduates, and in term of daily occupational background from construction labors to farmers. Such fact shows the diversity of community members who participate in Kampong Mataraman village tourism.

Next is the dialogic concept. It is found that this type of partisipatory communication is practiced in decision making regarding the tourism work program. Dialogic concept is an effective concept in decision making both in consensus meetings and in regular big meeting all community members are invited. This concept can be applied in solving problems found in the decision-making process. Applying this concept in any community meetings would cultivate sense of respect for each other and willingness to respect the agreement formed, giving rise to a sense of responsibility among the participating members.

The third concept is polypony in decision making. In the case of Kampong Mataraman, polyphony is practiced mainly due to management structure of Kampong Mataraman which consist of chairman, secretary,

treasurer, management team, coordinator, employees. Each division in Kampong Mataraman has their respective duties and role. Panggungharjo village head functions as the person in charge of Kampong Mataraman, who was also the initiator of Kampong Mataraman.

Participatory communication applying dialogic or horizontal approaches in a region development would eventually give birth to effective participatory polyphony communication (Tufté & Mefalopulos, 2009: 106). When this dialogical activity is involved in the process of making effective decisions, polyphony will emerge. The sign of polyphonic concept is being practiced is when a decision delivered without any coercion and each employee is connected and interrelated.

#### **b. Analysis of Participatory Communication Concept in Activity Implementation**

The implementation of activities in the village tourism Kampong Mataraman is divided into four participatory communication approaches, namely heteroglossia, dialogic, polyphony and carnival. The researchers will explain participatory communication in activities implementation in Kampong Mataraman of Panggungharjo village. The first concept, Heteroglossia, is applied on activities implementation in Kampong Mataraman that is aimed at the success of the Kampong Mataraman work programs designed by the BUMDes Panggung Lestari village.

The second approach, dialogue, is clearly seen in how the communication between each member of community takes place, both formally and informally. Communication approach in form of dialogue would provide a good opportunity to integrate and unite dissenting or different opinions. For example, in pro and contra with regard to target achievement and working hour arrangement of the work program to carried out, dialogic participatory communication would integrate different opinions and, thus, streamline the work program in Kampong Mataraman.

The third approach is polyphony participatory communication. BUMDes Panggung Lestari as Kampong Mataraman management would need contribution from all community member to help them implement the village tourism work programs, such as socialization of community facilitation, village products, and events. Implementing those programs would inevitably involve dialogical activities among community members. In other words, to run Kampong Mataraman village tourism, BUMDes Panggung Lestari greatly need contribution from the village community network and, on the contrary, the community also requires assistance from BUMDes Panggung Lestari. Such cooperation forms a reciprocal communication relationship.

The fourth participatory communication is the notion of carnival. It is a kind of informal participatory communication or used only on non-formal event. Such a form of participatory communication can be seen in some entertainment events held occasionally in Kampong Mataraman village tourism, such as game festivals that are held mostly on holiday. In such events, some community members of Kampong Mataraman will be involved in the events committee or organizer.

**c. Analysis of Participatory Communication Concept in Monitoring and Evaluation of Community Work Program in Kampong Mataraman Village Tourism**

There are three participatory communication concepts used in the work program monitoring and evaluation of Kampong Mataraman village tourism, namely heteroglossia, dialogic and polyphony. Based on the information obtained from one of Panggungharjo village community member, Fredy Setiarahman, (November 22, 2018, at 16:40), it is said that the evaluation process in the Kampong Mataraman was divided into two evaluation processes, namely major and minor evaluation. In major evaluation, it is carried out in a large scale or participated by all village members who participated in the Kampong Mataraman village tourism, including community leaders, Panggungharjo village head, the village institution BUMDes Panggung Lestari. This major evaluation aims to discuss all community activities programs in Kampong Mataraman, such as village tourism, human resources, goods, facilities, funding, etc. Major evaluation is usually held once or twice a month.

The second participatory communication concept used in monitoring and evaluation is a dialogic concept. Dialogic practices are often seen in the event such as inter-community consensus meeting, where members of the village community express or share their opinions or information. In such approach, the village community learn how to respect others' opinions. This dialogical concept also plays an important role as an open communication channel among the village community members where they can share their views or suggest solution for any issue that they think might disrupt or hamper the development of Kampong Mataraman village tourism, so that the village community collectively discuss the solution for their village problem. Not only among the village members, the major evaluation process involve all stakeholder in the Panggungharjo village, including BUMDes Panggung Lestari in their role as the community fasilitator, the village officials, and all member of Panggungharjo village who participate in the development of Kampong.

The third concept is polypony. Polyponic communication model is applied during the evaluation process. The major and minor evaluation process usually involve Panggungharjo village community members actively

participated in Kampoeng Mataraman village tourism, the village officials, BUMDes Panggung Lestari staffs, and community leaders. This evaluation process naturally takes place during dialogic consensus meeting, where each community group expresses their opinions regarding problems found in Kampoeng Mataraman village tourism.

**d. Analysis of Participatory Communication Concept in Community Empowerment Context in Kampoeng Mataraman Village Tourism**

In the context of empowerment, it is found out that participatory communication practice in Kampoeng Mataraman village tourism involves participatory communication concepts, namely heteroglossia, dialogue, and polyphony. The concept heteroglossia is found in the diversity of Kampoeng Mataraman village tourism community groups. As it's observed, for example in term of age the informants of this study are highly varied between 37-56 years old and so as in educational backgrounds. Considering this diversity, it is not surprising that their opinions and ideas will be highly varied. Such a fact will pose quite a challenge for Kampoeng Mataraman village tourism that aims to empower Panggunharjo village by creating a village tourism, because BUMDes Panggung Lestari as the village tourism management should involve the community in order to achieve the objective, namely empowering the community of the village of Panggunharjo.

The second participatory communication concept involved in the context of community empowerment is dialogue. The concept of dialogic participatory communication is two-way or horizontal communication. It is therefore a suitable practice to find in community with high diversity. It will be applied in dialogical meetings such as consensus meeting or community groups meeting where communication between the messenger and the recipient occurs. It is found out that the community work program in Kampoeng Mataraman village tourism requires high interaction or communication. According to Iman et al in Mulyana (2007: 5), communication in the context of development must prioritize populist or also humanistic approach, which demands dialogical communication between all parties participated in the development of the subject of development, which in this study are Panggunharjo village community groups and the local government.

The concept of dialogical participatory communication that is applied in the process of facilitation and learning is the most effective concept the Panggunharjo village community, because it would improve the communication between BUMDes Panggung Lestari the Kampoeng Mataraman village tourism community group that in turn will contribute to development of Kampoeng Mataraman. The same thing is expressed by Wilbur Schramm (in Nasution, 2007: 85) that in participatory development, it would

provide community groups to take part in the decision-making process and would expand dialogue between community groups and the government in making decisions. This participation will provide an opportunity for community leaders to lead and listen to the society opinions, who later will give birth to a flow of information from bottom to top or shortly known as bottom-up.

The third participatory communication concept applied in the context of community empowerment in Kampong Mataraman village tourism is the polyphony concept. It is the highest form of dialogue that is able to contain and integrate dissenting voices. The concept of participatory communication is useful to help the BUMDes Panggung Lestari in empowering the Panggungharjo village community. BUMDes Panggung Lestari, which is aimed at empowering Panggungharjo village and its community member, is an institution formed under the supervision of the Panggungharjo village government.

For this reason, BUMDes Panggung Lestari collaborate with SAAC to make an open source platform for the Panggungharjo village community in order to make them easier to monitor the development of Kampong Mataraman village tourism and to gain the trust of the Panggungharjo village community in general.

Decision Making	Activities Implementation	Monitoring and Evaluation	Participatory in Community Empowerment Context
Heteroglossia	Heteroglossia	Heteroglossia	Heteroglossia
Dialogic	Dialogic	Dialogic	Dialogic
Polyphony	Polyphony	Polyphony	Polyphony
	Carnival		

Table 1 Conclusion Table of Participatory Communication in Kampong Mataraman Village Tourism  
(Source: Researchers' analysis based on analysis of participatory communication concept in Kampong Mataraman village tourism)

Participatory communication that is practiced by Panggungharjo community members who participate in Kampong Mataraman village tourism has beneficially help them to achieved satisfactory result in developing Kampong Mataraman village tourism. In the subsequent paragraph, the researchers will describe the process and history of Kampong Mataraman village tourism managed by the BUMDes Pangugng Lestari as Panggungharjo village formal institution.

The organizational structure established by the BUMDes Panggung Lestari in Kampong Mataraman village tourism is very important to the management of BUMDes Panggung Lestari and to defining the role of the

community participating in Kampong Mataraman and Panggungharjo village community. Among other business units managed by BUMDes Panggung Lestari, Kampong Mataraman village tourism has become one of the BUMDes Panggung Lestari's business units that yields the largest income, thus it makes Kampong Mataraman village tourism as the village business unit that has the best potential in empowering Panggungharjo village and its community member. According to Solomon in Hidayat (Thesis, 2018: 120), participatory communication, as seen being applied in Kampong Mataraman, can be effectively practiced among villagers when they trust one another.

## 2. SWOT Analysis

Based on the data that the researchers have carefully examined during the study, the following is a SWOT analysis regarding participatory communication in the Kampong Mataraman Village Tourism group.

<b>Strenght:</b>	<b>Weakness:</b>
<ol style="list-style-type: none"> <li>1. Panggungharjo village community members awareness of the community programs.</li> <li>2. Creativity in Kampong Mataraman village tourism in applying participatory communication.</li> <li>3. Ability to establish and maintain business networks necessary for developing community empowerment program.</li> <li>4. Potential diversity of Panggungharjo village community.</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of media publication on Kampong Mataraman Village Tourism</li> <li>2. Lack of skillful human resource in Kampong Mataraman Village Tourism needed in management and organization.</li> <li>3. Low technological understanding and mastery among community members of Kampong Mataraman Village Tourism</li> </ol>

<p><b>Opportunity:</b></p> <ol style="list-style-type: none"> <li>1. Potential diversity of Panggungharjo village community.</li> <li>2. Rural educational program for Kampong Mataraman village tourism community in order to develop skill in line with job description</li> <li>3. Job opportunity for Panggungharjo village community members.</li> <li>4. Village tourism industry products.</li> </ol>	<p><b>Threat:</b></p> <ol style="list-style-type: none"> <li>1. Increasing numbers of skillful human resource in other villages</li> <li>2. Emergence and Development village tourism in other villages</li> <li>3. More advanced marketing management applied in other village tourisms.</li> </ol>
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Table 2 SWOT Analysis of Participatory Communication in Kampong Mataraman Village Tourism  
(Source: Researchers' analysis based on analysis of participatory communication concept in Kampong Mataraman village tourism)

## CONCLUSION

Based on the research findings discussed in the previous paragraphs, in order to find out how important participatory communication in empowering Kampong Mataraman village tourism through BUMDes Panggung Lestari Panggungharjo village business unit, the conclusions can be drawn as follows.

1. Kampong Mataraman village tourism community group actively participates in the efforts to promote the village development through establishing business units managed by the village enterprise, i.e. BUMDes Panggung Lestari, that is responsible to Panggungharjo village head. This can be concluded from participatory communication models applied in decision making, activities implementation, monitoring and evaluation as well as participation in the context of community empowerment. Kampong Mataraman village tourism community group is getting stronger with the establishment business unit managed by BUMDes Panggung Lestari.
2. A good relations between Kampong Mataraman management and supporting parties in helping to promote Kampong Mataraman Village Tourism and continuously maintaining the awareness of Panggungharjo village community to actively participate to improve the community empowerment program will be a strength for Kampong Mataraman Village Tourism and may also serve to cover the existing weaknesses. Improvement of the community potentials village tourism field is a good opportunity to resist threats from outside Kampong Mataraman Village Tourism. The village community lack of



understanding in how to maximize the use media as promotion tool can be a significant weakness for Kampong Mataraman Village Tourism that lack of anticipation may later bring harm to Kampong Mataraman Village Tourism. Considering the growth of technology that is getting more and more advanced, there is always a possibility that other village tourism will be more superior in attracting visitors.

### **BIODATA**

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