

Participatory Communication in the Development of Rural Tourism (Case Study: Temanggung Papringan Market)

1st* Dwi Susanti

Communication Department
Universitas Muhammdiyah Magelang
 Magelang, Indonesia
 dwisusanti@ummgl.ac.id

2nd Prihatin Dwihtantoro

Communication Department
Universitas Muhammdiyah Magelang
 Magelang, Indonesia
 hantoro@ummgl.ac.id

3rd Pristi Sukmasetya

Technical Information Department
Universitas Muhammdiyah Magelang
 Magelang, Indonesia
 pristi.sukmasetya@ummgl.ac.id

Abstract— The process of developing papringan market can't be separated from the concept of turning over a problem into potential one. Which was originally bamboo garden slum then transformed into the local wisdom that accentuates the market and also able to bring back economic capacity of the community. In communication study, there are concept of communication participatory development or strategies partisipatory communication. The communications strategy partisipatory was based on the principles of cooperation activities, and it is important to organizing the community and personal growth. To achieve the effectiveness rural as well as their tourism this concept can be used in the process. So, this research aims to to see how communication participative occurring in rural as well as their market development papringan as tourism. The method that have been used in this research is exploratory study who used in depth interview or in-depth interviews. The subject of research or the respondents is the community of the Mata Air community which were in Ngadiprono, Temanggung Central Java. The research results show in the development of Papringan market the process involed the community and it lead by the community of papringan itself. In its implementation every desire of the citizen and a mutual agreement always be included in the experience. To maintain the sustainability of papringan market events, all of the actors that involve in this event have the full or responsibility to control the quality about what is presented to visitors.

Keywords— *Papringan Market, Communication, Participatory*

I. INTRODUCTION

The tourism sector is one that is quite developed in recent years. The tourism products based on awareness of the environment, nature, culture and attractions began to be in demand by the community. Rulalization as known as sign to go back into the village has become an interesting phenomenon in the world including the communication sector. The concept of rural tourism with product characteristics such as unique, distinctive and environmentally friendly is considered to be a new solution for the development of tourism in the world. [1]

One of them is the development of Papringan Market the can't be separated from the concept of turning the problems into potentials. Bamboo gardens that

were originally slum area turn out into markets that highlight local wisdom and are able to grow the economic capacity of the community [2].

One aspect that can be used as a tourism potential for a place or region is the native culture in that place. The potential of authenticity and culture has a high enough selling value so it can develop a tourist attraction. That is because the community has a sense of ownership of the area that will be managed by the community, for the community with the aim of increasing visitor awareness and learning firsthand the way of life of local people [3]

The concept of "Papringan Market" which has been established since 2016, spread quite rapidly in Indonesia. Until now, in the Region Magelang, the recorded said that there are, more than six markets have same concept with papringan itself and offers not so different product [4]. There are Kebon Watu Gede Market, Kebon Watu Gede Jetak Market, Conventional Papringan Gong Supit Market, Papringan Kebon Legok Market and Lembah Merapi Market. If there's no special assistance to these market, the progress will be slow and it is feared couldn't develop. So that, through this research it can provide findings like new concept of place-making that involve the community and all of the actors so the place can be grow, evolve and sustainable.

Knowing the concept that develop by the term of Sustainable Development Goals (SDGs), the concept of rural tourism become one of the alternative to the sustainable tourism industry [5]. So that can make a rural tourism development becoming one of the focuses of regional development. To create it, a lot of stuff should be prepared like developing sustainable community, in term of determines the relationship between the local's quality, level of population, resource consumption, political participation and commitment [6].

In communication studies, there are concepts of participatory communication development or participatory strategies. This participatory communication strategy based on the important principle so that organizing the activities in community cooperation and personal growth. The most important things isn't how much access of the information, but rather on the experience of one's participation as someone who is equal (equal) in the process of sharing knowledge and

information [7]. To create the effective of rural tourism, this concept can be used as perspective in the development process. So that, this research aim to know the participatory communication during the development of Papringan Market as one of the rural tourism.

II. METHOD

The method which is used in research is an exploratory study, which means approaches that used in depth interviews or interviews depth. In depth interview is the process of obtaining information for the purpose of research by giving some question directly (face-to-face) between the interviewer and the respondent or a person who's interviewed, with or without using a guide (guide) interview where the interviewer and the interviewed involved in the life of social relatively more time. (Guion, Diehl, & Mcdonald, 2011). The uniqueness of this process is involvement of life the respondent. The subjects or respondents of this study were the Coordinator (one of the initiators) and manager of the Ngadiprono Papringan Market, Temanggung

III. RESULT AND DISCUSSION

Papringan Market was initiated by Singgih Kartono who also developed a bicycle product from bamboo on January 11th 2016. At the beginning, the Papringan Market was located in Kandangan, Temanggung. Then with a preparation of approximately 6 months, Papringan Market has improved by moving its location to Ngadiprono Hamlet. As of May 14th 2017 the Papringan market officially operates in Ngadiprono Temanggung, and it still continues to this day. Each event, Papringan Market is always crowded with thousands of tourists both domestic and foreign to enjoy the atmosphere of the village market with its local wisdom. The income of each event can reach 30 million to 135 million, which will be managed together with Ngadiprono residents.

Paradigm in communication of participatory development is that the failure of top-down paradigm development in the current era [8]. In developing of the Papringan market, the process involved the Papringan community. Evidently there is no standard form in each group. Whether it's a youth group or the Mata Air community as a market mover of Papringan Market .

To be genuinely participatory and truly effective, communication should occur among all parties affected, ensuring all have similar opportunities to influence the outcome of the initiative. [9] Imam as the coordinator and community mobilizer stated that the formation of the papringan concept that visitors can now enjoy is the result of discussions with the community and is adjusted to the wishes of the community.

Papringan market performances agreed every "Selapan". "Selapan" is a term in Javanese for dating every 35 days. That way the papringan market is held twice a month on Sunday namely "Wage and Pon". The selection of the "Wage and Pon" market as a momentum for the Papringan market event is not based on the appeal of the regional head or village leader, but based on the agreement of the residents and the desire to preserve local wisdom.

On the implementation every desire of citizens and mutual agreement will always be a reference in carrying out activities. On the process of development, despite of build local strength

in exploiting the potential of the village, it is also able to attract high enough tourist interest. In the process of maintaining the sustainability of the Papringan market event, all of the actors that involve in this event have the full or responsibility to control the quality about what is presented to visitors. This effort is to maintain the sustainability of the business going forward and preserve existing local strengths. Public products that do not qualify for quality control will be withdraw by the product owner from the event according to mutual agreement. Every product to be sold in the Papringan market always goes through a process of control and curation carried out by each coordinator. In addition to improving the quality of papringan market products, a training and development program is held by presenting culinary experts, product designs and so on.

In the future, Papringan market will face with many similar destinations. But based on community participation and awareness of Papringan's community, it has a strong social capital that characterizes the community. So that, the competition with similar destinations is not a thing that worries the society. It is because the purpose of Papringan market is not made to change the routine life of existing communities. Imam continued that the Papringan market was not a goal but rather a trigger for the development of other potentials in the daily life of the community to build good relations between villages. In addition, Ngadiprono residents also develop various other potentials such as homestays (collaborating with architects), integrated waste management, organic farming systems, and other village potentials.

This is considered as an effort to maintain local wisdom. Local wisdom as a result of the lack of dominance in determining the standard or momentum, because it is considered more organic because there is no intervention from any party. [9]

In the concept of participation as a method for developing a project, there are 4 phases that can be applied starting from international institutions to civil society organizations. With an organizational landscape, participation is an important tool in a development project.

- Participatory Communicatio Assesment (PCA) is where communication method and tools are used to investigate and access the situation.
- Participatory communication Strategy Design is based on the finding of the research and defines the best way to apply communication to achieve the intended change.
- Implementation of communication activities to determine where activities planned in the previous phase are carried out.
- Monitoring and evaluation. This phase to monitoring progress and evaluating the final impact of the intervention. [10]

To make the program cycle genuinely participatory, systems and forms of two-way communication should be adopted from the beginning and be applied consistently in each phase. The success of the implementation phase depends largely on the event the strategy has been designed. This is important because in the first two phases, the main problems will be investigated and then make a decision that affects the entire program. Finally, in the next phase there will be

monitoring and evaluation to assess progress and help make the necessary adjustments.

In the participatory communication process carried out in the Papringan Market, it does not adopt the four phases above absolutely. However, based on the results of interviews that have been conducted, it is proven that participatory communication from the spring community as a driving force for the Papringan Market and residents to develop the Papringan Market as a destination that carries the concept of rural tourism.

TABLE I. TABEL.1 ISSUES AND COMMUNICATION OF PARTICIPATIONS THAT TAKE PLACE IN THE PAPRINGAN MARKET

Issue	Ongoing Communication
Community Form	Based on mutual interest. There is no standard form
Momentum Event	Not based on local standards or leaders
Quality Control	Join awareness related to maintaining product quality
Sustainability Event	Common interests and do not change people's routine lives

^a. source: Primary Data (2020)

IV. CONCLUSION

From some of the issues that have been discussed in develop the Papringan market, there are various issues discussed by the community. Among them is the form of Community which is based on mutual interests. Besides, there is no standard form. On the momentum event issue, there is no local standard or leader. Whereas the issue of quality

control of shared awareness is related to maintaining product quality. On the issue of sustainability event together and do not change the life of the community routine. Implementation in participatory communication strategies will strengthen community capacity. By strengthening their capacity, communities become more empowered and ready to mobilize and carry out development initiatives.

REFERENCES

- [1] W. D. Susyanti, "Potensi desa melalui pariwisata pedesaan," *J. Ekon. dan Bisnis*, vol. 12, no. 1, pp. 33–36, 2013.
- [2] D. Nilamsari and S. P. Suranto, "Nilai-Nilai Entrepreneur Pada Pasar Wisata Papringan." Universitas Muhammadiyah Surakarta, 2020.
- [3] M. Syafi'i and D. Suswandono, "Perencanaan Desa Wisata Dengan Pendekatan Konsep Community Based Tourism (CBT) Di Desa Bedono ," vol. 1, no. 2, pp. 51–60, 2015.
- [4] R. Fauzyah and E. Franzia, "MOTION GRAPHIC PROMOSI PASAR PAPRINGAN DI TEMANGGUNG, JAWA TENGAH," *J. Dimens. DKV Seni Rupa dan Desain*, vol. 3, no. 2, pp. 159–174, 2018.
- [5] S. Dave, "High Urban Densities in Developing Countries: A Sustainable Solution? on JSTOR," vol. 36, no. 1, pp. 9–27, 2004.
- [6] L. Hempel, *Conceptual Challenges in Building Sustainable Communities*, 2nd ed. Cambridge: MIT Press, 1999.
- [7] Z. Nasution, *Komunikasi pembangunan: Pengenalan teori dan penerapannya*. PT RajaGrafindo Persada, 2002.
- [8] M. Mozammel and G. Schechter, "Strategic communication for community-driven development." Washington, DC: World Bank, 2005.
- [9] M. J. Dutta, *Communicating social change: Structure, culture, and agency*. Routledge, 2011.
- [10] T. Tufte and P. Mefalopulos, *Participatory Communication A Practical Guide*, 1st ed. Washington DC: The International Bank for Reconstruction and Development, 2009.