



# Government Communication Patterns in Tourism Village Development During the Covid-19 Pandemic in Gunung Kidul Regency

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**Abstract.** This research was conducted to find out how the communication pattern of Beji Tourism Village in promoting its tourism potential through social media in the “SI DEWI SINTAL” program. The research method used is descriptive qualitative, namely the data obtained in this study in the form of oral sentences delivered by the source directly and statement sentences in documents related to this study. There are two data collection techniques in this study, namely by conducting interviews and documentation. Interviews are a communication process to collect and obtain data or information by means of questions and answers between researchers and resource persons. Meanwhile, documentation is used to be supporting data in strengthening data or results as well as the validity of data during research. Then the data analysis technique used in this study has four stages, namely data collection, data reduction, data presentation, and conclusion drawing. The results of this study show that the communication pattern that occurs between the managers of the Beji tourism village and social media users or the wider community occurs circularly because there is a reciprocal response between tourism village managers who promote through social media and social media users as message recipients. Therefore, the manager of beji tourism village must make the most of social media as a means of promotion, so that it can influence people’s interest in visiting their village, not just a question and answer on the social media account of the tourism village. In conclusion, if social media can be managed properly, tourism promotion can also be done by highlighting the branding or characteristics of a tourist attraction so that people are interested in visiting and can increase the number of tourist visits in the area.

**Keywords:** Communication · SI DEWI SINTAL · Promotion

## 1 Background

Indonesia is an archipelagic country that has the potential for natural wealth to be used as a tourist attraction destination for both local and foreign tourists. The Province of Yogyakarta Special Region besides being known as a student city is also known as a tourist city because it has a variety of tourist attractions such as natural tourism,

beach tourism, cultural tourism, as well as several tourist villages in four regencies and one city with their own characteristics. One of the districts that attracts tourists is Gunungkidul Regency which is synonymous with water tourism and natural tourism such as cave tourism, waterfalls, beaches, and so on. Therefore, the development of tourism and cultural diversity in Gunungkidul Regency has an important role in helping the regional and economic development of the Gunungkidul community. The growth of the tourism industry in Gunungkidul Regency cannot be separated from the interference of local governments in its management and development. Because the local government will continue to help the development of tourism potentials that have not been touched and known to the wider community through program innovations made to promote tourist destinations in the area. If viewed from the current conditions, tourism trends will continue to develop depending on how the area can make tourism promotion as attractive as possible to make tourists interested and get a good image in the eyes of tourists so that they visit again [7].

The tourism village program can be used as a tourism option that has the potential to be offered to tourists. Besides being able to help improve the economy of the community, the potential of the tourism village also provides new jobs for the village community, for example, the community can provide home stays, out bound facilities, transportation access to the beach or other natural attractions. A tourist village is a form of fusion of activities, services, and supporting facilities that are united in community life activities that refer to the procedures and traditions that apply in the area (Anggaran et al. 2013). The management of tourism villages is a form of public awareness of the importance of preserving culture which is its own characteristic and only exists in these rural areas. Therefore, the local government must also foster and support the village community to manage the tourism village well in order to create attractive tourism promotional content, so that tourists are interested in visiting tourist villages in Gunungkidul Regency. This is where the communication pattern of the Gunungkidul Regional Government Tourism Office is important in developing and guiding human resources in the village so that in the future the community can independently manage the tourist village well.

There are several things that need to be considered by the Tourism Office or the Regional Government of Gunungkidul Regency in managing tourist villages so that they can develop for the better. One of them is to build good communication with the public so that the government gains public trust and gets a positive image. However, not only building but the government must also be able to maintain its trust and image in the eyes of the people. Then not only communication must be constantly built and maintained. The Gunungkidul Regional Government is also required to continue to make innovations due to the Covid-19 outbreak which has continued to increase in the past year. Coupled with the policy issued by the Central Government regarding the Implementation of Community Activity Restrictions (PPKM) which requires tourist attractions to be temporarily closed. This has caused unrest in the community which has diverted its livelihood in the tourism industry sector. Therefore, the Gunungkidul Regional Government through the Tourism Office must create a flexible program or policy in accordance with the current situation, namely by utilizing digital technology.

The name of the program made by the Gunungkidul Tourism Office is “SI DEWI SINTAL” namely Sinergi Desa Wisata Promosi through Media Sosial. The purpose of

this program is so that tourism village managers can independently promote the potential of their tourism villages by being able to use social media such as Instagram, Twitter, Facebook, and websites. This innovation is a form of the Gunungkidul government's support for village communities to maintain and strengthen the image of Gunungkidul Tourism Village during the pandemic, as well as facilitate services when delivering information related to tourism villages to anticipate a surge in tourists after the pandemic. (travel.okezone.com). From the presentation of the background of the problem above, it can be concluded that the pattern of government communication between the government and the community is very important, especially to increase the success rate of a program that involves the community.

There are several theories used in this study, namely first, government communication is the delivery of information from the government to the public and other organizations, using words, symbols, or signs that are easily understood by the recipient and have an element of feedback, thus causing changes in behavior without any element of coercion from any party. The message or information conveyed can be in the form of new policies or decisions submitted by the government to the community or other agencies [8]. Both Communication patterns can be explained as patterns of relationships or forms of relationships between two or more individuals in the process of communication. Or it can also be interpreted as the process of sending and receiving messages between individuals and groups that have a relationship of meaning, so that the purpose and purpose of the meaning are easy to understand, so the communication pattern is a combination of two words, namely pattern and communication which has the meaning of a pattern of relationships of delivering messages or information systematically and precisely by involving other people or groups (Hawa 2019).

Third, social media is an online-based media, where users or viewers can easily participate, share, and create content that includes blogs, social networks, wikis, forums and virtual worlds, some of these forms of social media are the most frequently used social media by people around the world [2]. Social media itself is a group of internet-based applications created on the basis of ideology and web technology, so that social media can be used as a forum for conducting interactive conversations and information exchanges among the world community. The fourth tourism promotion is the activity of a person or group who travels to a certain area, with the aim of providing information and impressions of tourist attractions in the area, so as to influence potential tourists to be interested in visiting in the future (Fahlevi 2018).

Therefore, this research was carried out to find out about "How the Communication Pattern of the Gunungkidul Regional Government Tourism Office with Beji Tourism Village through the "SI DEWI SINTAL" Program in 2021". In this program, the Gunungkidul Tourism Office involves the Beji tourism village in Gunungkidul to take part in training and guidance on social media management. The author took a case study on Beji Tourism Village, because the tourism village was vacuumed due to the Covid-19 outbreak so that it was necessary to promote so that information related to tourism potential in Beji tourism village remained known to the wider community.

## 2 Method

This research is a qualitative research, so the research method used is a descriptive qualitative research method that focuses on discussing how the Communication Patterns of the Gunungkidul Regional Government Tourism Office with Beji Tourism Village through the “SI DEWI SINTAL” Program in 2021. The data from this study are in the form of oral sentences submitted by the source and statement sentences in documents, as well as activities or behaviors to be observed [4]. According to Creswell (2008) in [4] qualitative research is a type of approach that produces new ideas or findings, where the results obtained cannot be done with a statistical or measurement approach (quantification). In essence, this research is carried out to find solutions to problems and truths in the study that the author will study. This research was conducted in one of the Special Region Regencies of Yogyakarta, precisely at the Gunungkidul Tourism Office and Beji Tourism Village.

The selection of this research location was due to the Gunungkidul Tourism Office as the initiator who made an innovation program to help tourism villages in Gunungkidul in promoting and managing their villages during the implementation of the PPKM policy, while Beji tourism village was vacuumed due to the Covid-19 outbreak so that they had to re-promote so that the public still knew about the potential and information about tourism in the village. The data sources used in this study are divided into two, namely primary data and secondary data. Primary data are obtained through interviews. This interview was conducted with two speakers, namely the Head of the Tourism Promotion and Information Section of the Gunungkidul Tourism Office and the Social Media Admin of Beji Tourism Village. Meanwhile, secondary data was obtained through documentation such as minutes of coaching the SI DEWI SINTAL program, social media used for tourism promotion, and other supporting data related to this research.

## 3 Result

The results of this study will discuss the communication patterns carried out by the Gunungkidul Tourism Office to help Tourism Village managers to be able to use social media as an information medium as well as promote the potential of tourism villages in Gunungkidul. In this case, the Gunungkidul Tourism Office becomes a supervisor or facilitator for tourism villages in Gunungkidul Regency to help develop the tourism potential contained in the village, both educational tourism, cultural tourism, and natural tourism. A tourist village does not have to have natural wealth that can be used as a tourist attraction to attract tourists, but also the richness of local culture and education can be used as an icon or attraction for tourists who have a high sense of curiosity about the history and local culture in the village. Thus each tourist village can have its own characteristics and values, it cannot be confused with one another.

### 3.1 Instant Messenger

#### **Gunungkidul Tourism Office as Facilitator**

The Gunungkidul Tourism Office has a role as a facilitator who provides training and guidance to tourism village managers so that they can manage their social media accounts properly to carry out promotions. Meanwhile, tourism village managers are communicators who provide information or messages to the wider community through social media. This promotion is an activity aimed at informing and influencing the wider community about the potentials of tourism villages in Gunungkidul, so that the public or prospective tourists can know and be interested in tourism in the tourism village.

The SI DEWI SINTAL program requires well-formed and clear communication between the Tourism Office and tourism village managers, especially Beji Tourism Village. Because by building good and clear communication, it will definitely have a positive influence between the two parties, such as creating mutual trust, understanding the needs needed, and the occurrence of reciprocity or suggestions and inputs between the two parties. The Gunungkidul Tourism Office communicated with the Gunungkidul tourism village communication forum to convey information related to the activities of the SI DEWI SINTAL Program so that tourism village managers could prepare their members to participate in the program. In this program, tourism village managers from each village are asked to appoint one or two people who are ready to be the person in charge or admin who will manage the social media accounts of the tourism village.

In Gunungkidul Regency itself has many villages and several tourist villages. The number of villages itself is around 144 villages, while for tourist villages there are as many as 30 tourist villages. In this case, not all villages are involved in the SI DEWI SINTAL program due to limited human resources owned by the Gunungkidul Tourism Office, only a few tourist villages are involved by the Gunungkidul Tourism Office to receive training and assistance in managing social media as a medium for promoting tourism villages. The tourist villages involved are tourist villages that have received an official decree from the Regent of Gunungkidul Regency. The main focus of tourism village assistance in the SI DEWI SINTAL program is on 12 tourism villages that have received a Regent's Decree, so that these tourism villages can manage their tourism villages independently first, so that they can help the Gunungkidul Tourism Office to assist other villages to manage tourism villages better. Below are 12 tourist villages that participated in the SI DEWI SINTAL program along with the advantages of tourism in their respective villages, namely (Table 1).

The empowerment or training provided by the Gunungkidul Tourism Office in the SI DEWI SINTAL program aims to improve the capacity and quality of human resources in each tourism village in order to be able to manage and promote the potential of its tourism villages properly. The training provided is to provide training to social media admins who have been selected by tourism village managers on how to manage social media properly and correctly, such as creating interesting, unique, and contemporary content.

It is hoped that the training and empowerment that has been given by the Gunungkidul Tourism Office to village managers will also provide their own motivation for village communities to dare to compete in the tourism industry both nationally and internationally. Although there are some obstacles faced, promotion through social media is a

**Table 1.** Tourism Villages that participate in the SI DEWI SINTAL Program

No.	Name of Tourist Village	Featured Tours
1.	Girisuko Tourism Village	Geoforest Watupayung, Bukit Roso Wulan, Telaga Mata Endara, dan Kali Lemusur
2.	Mulo Tourism Village	Geosite Ngingrong
3.	Pampang Tourism Village	Kali Bendowo, Agrowisata Pampang, Usaha Ekonomi Kreatif Perak dan Jamu Herbal
4.	Kampung Ngawen Tourism Village	Gunung Gambar, Puncak Watu Keren, Agrowisata Kopi, Sanggar Workshop Budaya, dan Tradisi Arumba
5.	Putat Tourism Village	Puncak Batoer, Air Terjun Banyutibo, Kerajinan Bambu, Kayu, dan Topeng
6.	Ngalang Tourism Village	Puncak 4G, Geoheritage Kali Ngalang, Kerajinan Bambu dan Kayu
7.	Beji Tourism Village	Kampoeng Jelok dan Wulenpari
8.	Nglanggeran Tourism Village	Gunung Api Purba, Embung Nglanggeran, dan Air Terjun Kedung Kandang
9.	Ngestirejo Tourism Village	Pantai Krakal dan Gua Tritis
10.	Bleberan Tourism Village	Air Terjun Sri Gethuk dan Gua Rancang Kencono
11.	Pacarejo Tourism Village	Geosite Gunung Sewu, Goa Jomblang, dan Kalisuci
12.	Umbulrejo Tourism Village	Goa Cokro, Goa Gremeng, Goa Plalar, Waduk Beton, dan Bukit Merdedo Melikan

long-term investment and is very profitable because currently all information and interactions can be done through social media because it can be accessed at any time. So that the benefits of the SI DEWI SINTAL program, in the future the tourist villages in Gunungkidul can keep up with the times in terms of disseminating information and online services through social media.

### **Beji Tourism Village Manager as Communicator**

In this event, Beji tourism village is the object of research as one of the tourist villages that have participated in the SI DEWI SINTAL Program and received training in managing social media accounts that have been created. Beji Tourism Village is a source in providing or conveying messages/information about the potential of their tourism village to the wider community through social media. The selection of this tourist village is due to a temporary vacuum in management and promotion due to the Covid-19 pandemic since 2020. With the SI DEWI SINTAL program, Beji tourism village is trying to re-pioneer the tourism potentials in their village by using social media as a medium for promoting tourism.

**Table 2.** Communicator Analysis Results

No.	Analysis	Beji Tourism Village
1.	Community response to the program “SI DEWI SINTAL”	Beji tourism village managers feel that this program helps them to be even more creative in finding ideas and creating interesting content for the promotion of their village through social media.
2.	Communication	Beji tourism village managers always coordinate through a special group created by the government with tourism villages in Gunungkidul to maintain communication in order to obtain the latest information.
3.	Training and coaching	The training received by the beji tourism village manager is more or less the same as the explanation given by the head of the Gunungkidul tourism promotion section. Not only training related to good management and promotion methods through social media, tourism villages are also taught to make master plans for short and long-term tourism potential in their respective villages.

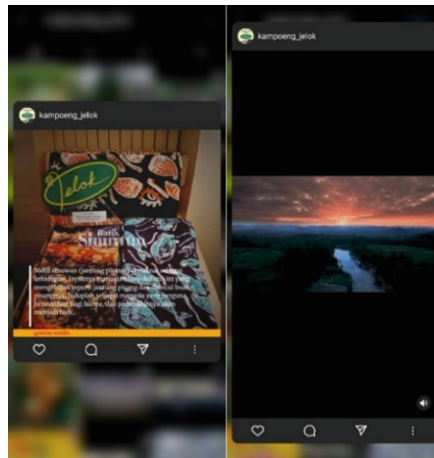
In managing social media, village managers must understand the latest issues about tourism among the community and increase literacy by reading the latest information on the internet or information about tourism that is trending on other social media. Village managers or social media admins are required to be creative and communicative in order to be able to answer the questions of social media users well and respond quickly to questions asked through social media. Accepting criticism or suggestions submitted by tourists through social media as evaluation material so that social media management becomes better or suggestions about tourism potential that must be developed and managed better. The following are the results of the author’s analysis based on data obtained from sources (Table 2).

**Message or Information**

From the training and guidance that has been received by the tourism village manager, the social media admin can provide messages or information related to the potential of the tourism village on the village’s official social media account. The message or information that the tourism village manager wants to convey can be packaged through the posting of interesting photos or videos equipped with clear description sentences. So that the wider community or social media users are interested in looking for more detailed information about what tourism potential they can enjoy during the holidays. Below is an example of a photo and video post that illustrates the potential that exists in the Beji tourist village, as well as a table about the advantages of tourism in Beji tourism as follows (Table 3 and Fig. 1).

**Table 3.** Potential of Beji Tourism Village

No.	Name of Tourist Village	Tourism Advantages	Information	Branding
1.	Beji Tourism Village	Educational cultural tourism such as gamelan, karawitan, outbound, batik, learning to dance, artificial tours of pahing market of kerjan hamlet, coconut grove kopyor gunung, sawung wulenpari beji market, jamu krakalan, culinary tourism kampoeng jelok, natural tourism oyo river and others	The information conveyed through Instagram is the natural scenery in the Beji tourist village, tourist outbound activities, types of eating typical of the Beji tourist village, and written batik made by local people.	Culinary tour kampoeng jelok



**Fig. 1.** Photo and Video Content That Illustrates the Potential of Beji Tourism Village. *Source:* Account Instagram @kampoeng\_jelok.

From the example of photo and video posts above, Beji tourism village has been quite good in promoting the potential that exists in their tourism village through social media. In the first picture, there is a poster made to provide information about local batik handicrafts made by the people of beji tourist village. Then in the second picture, you can see the beauty of the natural panorama that can be enjoyed in the Beji tourist village which is packaged into a content that is enough to attract the attention of social media



**Table 4.** Message or Information Analysis Results

No.	Analysis	Beji Tourism Village
1.	Tourism potential	Beji tourist village has several typical culinary tours such as kampoeng jelok.
2.	Information	From the uploaded posts or content, it is enough to describe the atmosphere of the environment and tourism potential in the Beji tourist village.
3.	Content posts	Beji tourism village has been quite consistent in creating and posting content even though there is still a time gap between uploaded posts. However, this is enough to make their social media accounts look active and the promotions carried out are maximized.



**Fig. 2.** Official Instagram Account of Beji Tourism Village *Source* Account Instagram @kampoeng\_jelok

users because the choice of photo design colors and video shots by the tourism village manager is quite pleasing to the eye, so that it can affect the interest of potential tourists to visit. The following are the results of the analysis obtained through interviews with speakers (Table 4).

**Communication Media**

As we know social media has a lot of types with different functions. Of course, in the SI DEWI SINTAL program which focuses on the use of social media as the main media to promote, it will use several social media in promoting tourism from these many types of social media. Therefore, tourism village managers will definitely be more inclined to use some social media as the main focus to be used as a promotional medium for their tourism villages. The following is the Instagram social media account of Beji tourism village and the analysis table of the research results (Fig. 2 and Table 5).

**Communicant**

Through uploading photos and videos related to the potential and activities of the village community posted on the social media accounts of the tourist village, it will definitely make social media users to find more detailed information about the truth or facts of the post. Therefore, social media, in addition to being used for tourism

**Table 5.** Communication Media Analysis Results

No.	Analysis	Beji Tourism Village
1.	Social Media Accounts	The social media account of Beji tourism village under the name @kampoeng_jelok has a number of followers or followers as many as 1769 active followers and has a total of 267 content posts.
2.	Posted content	The number of posts on the social media accounts of beji tourism village can be concluded to be quite active in creating content and posting information related to tourism potential in their village. Then from the uploaded post, it has also illustrated the tourism potential in the Beji tourist village well.
3.	Constraints	The managers of the Beji tourism village in managing their social media accounts are quite good, as can be seen from the number of posts and content that is quite interesting. Although the manager admits that he still has problems in finding ideas and creating interesting content, as well as the sharing of time managing social media with other jobs. However, the promotional efforts made by the Beji tourist village through social media have been quite good.

promotion, can also be used as a medium of communication between admins and users. Communication that occurs on social media is an interaction between social media admins and their social media users or social media users with other fellow users. So that social media users have no trouble asking for detailed things because they can directly contact the manager of the tourism village through social media or through the contact person who is available on the social media users.

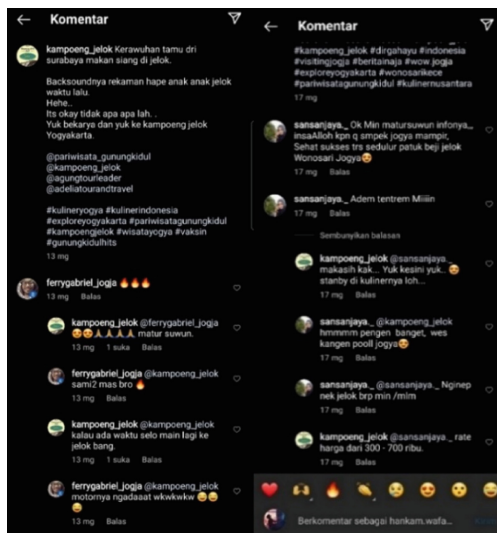
From the results of the research conducted above, it can be concluded that the interactions that occur on the social media accounts of tourist villages mostly occur on Instagram compared to other social media. Because Instagram social media users are arguably different from other social media users, the interactions that occur on Instagram are more often carried out between users. If the social media admin of the tourism village makes a post about tourism, in the comment column feature, instagram users will appear who mention other users or even reply to other user's comments. So that the admin can help provide information and answers from the curiosity of Instagram users in the comments column. The following is a table of analysis of the results of this study (Table 6).

### Feedback

If there has been an interaction as described above, then social media users will provide responses or feedback such as going to visit the informed tourist attractions or even booking a homestay to enjoy the tourism in the village for some time. Then this kind of reciprocity will make the emergence of tourism trends that can increase or influence the interest of the wider community or other tourists to visit tourist villages or other tourism in Gunungkidul Regency. Then through social media, several tourist destinations and tourist villages that are not widely known to many people can be accessed for their

**Table 6.** Communicant Analysis Results

No.	Analysis	Beji Tourism Village
1.	Interaction	On the beji tourism village social media account, there were some direct interactions between the admin and followers in the comments column, because the posts uploaded were quite interesting and illustrated the tourism potential of Beji village. Of course, Beji tourism village also includes a contact person who can be contacted for question and answer, it can be concluded that Beji tourism village is more active in responding to followers on Instagram than, so that the latest that occurs will affect the positive image of the tourist village in the view of the wider community and the public's interest in visiting and increase the number of tourist visits.



**Fig. 3.** Communicant Reponse Source Account Instagram @kampoeng\_jelok

existence and attract quite a lot of tourists if the tourists who have visited recommend to other tourists, so that they can create new trends towards tourism in Gunungkidul. Below is an example of a communicant who responds to information uploaded by tourism village managers via Instagram in the comments column (Fig. 3).

From the picture above, it can be seen that social media users are interested in information or content posted on Instagram @kampoeng\_jelok, these users are interested in visiting Beji wista village when there is an opportunity to vacation in Yogyakarta, and social media admins as communicators respond back by inviting the follower to try culinary tours in Beji tourism village and provide information on the price of lodging or homestay those in the Beji tourist village on the follower if you want to stay to enjoy the environmental atmosphere in the Beji tourist village.

**Table 7.** Feedback Analysis Results

No.	Analysis	Beji Tourism Village
1.	Feedback	In the comment section of the Beji tourism village post, there are often question and answer interactions related to the tourism potential in Beji village. Kemudhen his social media admin can also attract tourists to visit with a polite and kind response.
2.	Visiting Interests	The interest of tourist visits to Beji tourism village is quite decent because the beji village social media admin often responds to follower comments and invites them to visit Beji tourism village while on vacation.

In the content post on Instagram @kampoeng\_jelok many people are interested and enthusiastic about the content of the environmental atmosphere of the Beji tourist village, local arts such as karawitan, cokekan, gejog lesung, dance arts, and others. Then there are also many who are interested in posting documentary content of tourists who carry out outbound activities and camping grounds so that it can be seen that the community is interested in things related to nature and the activities of the local community, so from the observations of researchers, the beji tourism village manager can be more consistent to be able to create content that shows the daily activities of the village community and highlights the existing natural wealth in the village (Table 7).

## 4 Discussion

In this study, the communication pattern occurred circularly between the Gunungkidul Tourism Office and the tourism village manager. The Gunungkidul Tourism Office has a role as a facilitator, namely as a provider of training materials, a feature provider to join together for tourism villages and others, as well as a communicator, namely as a provider of advice, input, and guidance for tourism villages. In the implementation of the SI DEWI SINTAL program, the Gunungkidul Tourism Office acts as an actor who takes the initiative as a source or communicator to form a message, namely the socialization of the SI DEWI SINTAL program which is then conveyed to the gunungkidul tourism village manager so that tourism village managers can receive messages or know new programs that have been made by the Gunungkidul Tourism Office.

Then the tourism village manager responded to the SI DEWI SINTAL program by attending and receiving trainings provided by the Tourism Office. Furthermore, the tourism village manager conducted an evaluation with the Tourism Office regarding the results of the training that had been given. So that tourism village managers can convey some of the problems they face when implementing the SI DEWI SINTAL program. In this case, the role of the Tourism Office, which initially acted as a communicator, turned into a communicant by receiving messages or conveying problems faced by tourism village managers. Of course, from the results of the evaluation, the Tourism Office will provide a response which then forms a message or solution to be conveyed back to the tourism village manager. Thus this communication process or pattern takes place

continuously or can be called circular, so that the SI DEWI SINTAL program can be implemented and utilized optimally.

This circular communication pattern also occurs between tourism village managers and users or followers of their social media accounts. In promoting tourism, tourism village managers act as communicators. This is because tourism village managers provide messages or information related to tourism potentials in their villages which are made in the form of content. These contents are then posted through their social media accounts, so that followers or the wider community can receive and know the messages or information conveyed by the tourism village manager. Interested people or followers can comment on the comments column of the tourism village's social media accounts to ask about tourism-related matters both regarding facilities, services, security, various tours in their village, and so on. If there are comments on these matters, then the social admin of the tourism village can respond by providing answers that are in accordance with the follower's question. This communication interaction will later affect the impression, interest, and time of prospective tourists to visit tourist villages to enjoy the tours in their villages.

When tourists finish doing holiday activities or visiting in a tourist village, if they feel very satisfied or dissatisfied, they will give their responses in the comments column on social media of the tourist village. In this case, when tourists feel happy and satisfied, they will recommend the tourist village to friends and family by tagging or mentioning so that other prospective tourists receive information about the tourist village. However, if tourists are dissatisfied, they can provide criticism and suggestions in the comments column, so that tourism village managers can evaluate and increase the tourism potential given input by these tourists. The interaction of this communication pattern continues in a circular manner so that tourism village managers can improve the quality of their tourism and the community can enjoy better tourism.

From the results of the analysis above, it can be concluded that the communication pattern that occurs in this study is a circular communication pattern. This can be seen when the Tourism Office socializes the SI DEWI SINTAL program to gunungkidul tourism village managers to promote tourism potential in tourism villages through their respective social media, as well as communication patterns that occur when tourism village managers create or provide information related to tourism potential in their villages in the form of content through social media to the wider community or followers. So that in this communication pattern the communicator with the communicant can always give responses or responses alternately.

## **5 Conclusion**

Based on the results of the research described above related to the communication patterns of the Gunungkidul Regional Government Tourism Office with Beji Tourism Village through the SI DEWI SINTAL program in 2021, it can be concluded that the SI DEWI SINTAL program is very helpful in improving the quality of human resources in 12 tourism villages in Gunungkidul Regency, especially beji tourism villages.. This program is carried out in the form of training and guidance on good and correct social media management as a medium for tourism promotion. In addition, the SI DEWI SINTAL program also assists tourism village managers in compiling tourism concepts and

steps for developing and marketing tourism potential. Changes in interest or increased tourist visits after participating in the SI DEWI SINTAL program remained even though it did not increase significantly. This is because the Beji tourist village was in a vacuum due to the Covid-19 pandemic and also until now the system of limiting the number of tourist visits in the Gunungkidul area is still in effect. So there is no latest data related to the increase in tourist visits, but when viewed from the media activities used as a means of promoting the public response is very enthusiastic and quite high.

It can be concluded that the communication pattern that occurs in this study is the circular communication pattern. This can be seen when the Tourism Office socializes the SI DEWI SINTAL program to gunungkidul tourism village managers to promote tourism potential in tourism villages through their respective social media, as well as communication patterns that occur when tourism village managers create or provide information related to tourism potential in their villages in the form of content through social media to the wider community or *followers*. So that in this communication pattern the communicator with the communicant can always give responses or responses alternately.

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