

ABSTRAK

STRATEGI KOMUNIKASI WARGA SADAR WISATA (WASATA) DALAM PENGEMBANGAN DESA WISATA HARAPAN JAYA KECAMATAN WAY RATAI KABUPATEN PESAWARAN

Desa Wisata Harapan Jaya merupakan salah satu tujuan wisata yang mempunyai potensi sangat strategis yang berada di Kabupaten Pesawaran, antara lain bukit yang sangat strategis yaitu bukit cendana, bumi perkemahan, desa seribu bunga, serta air terjun yang memukau juga keindahan alam lainnya yang belum dimaksimalkan potensinya. Kondisi tersebut memperoleh perhatian dari kelompok Warga Sadar Wisata (Wasata) untuk mengembangkan strategi komunikasi yang tepat dalam memperkenalkan Desa Wisata Harapan Jaya kepada wisatawan. Berdasarkan hal tersebut, maka rumusan masalah dalam penelitian ini yaitu bagaimana strategi komunikasi Warga Sadar Wisata (Wasata) dalam pengembangan Desa Wisata Harapan Jaya Kecamatan Way Ratai Kabupaten Pesawaran. Selanjutnya, tujuan penelitian ini yaitu untuk menjelaskan dan menganalisis strategi komunikasi Warga Sadar Wisata (Wasata) dalam pengembangan Desa Wisata Harapan Jaya Kecamatan Way Ratai Kabupaten Pesawaran. Jenis penelitian yang digunakan adalah jenis penelitian kualitatif dengan metode deskriptif. Teknik pengumpulan data diperoleh melalui observasi, wawancara, dokumentasi, kepustakaan. Berdasarkan hasil penelitian dan hasil menunjukkan bahwa strategi implementasi dalam pengembangan Desa Wisata Harapan Jaya dilaksanakan melalui kegiatan, tujuan, sasaran dan peran yang diemban oleh Warga Sadar Wisata (Wasata). Strategi dukungan dalam pengembangan Desa Wisata Harapan Jaya maka pihak yang terlibat antara lain Warga Desa, Kepala Desa, Kelompok Sadar Wisata (Pokdarwis), Karang Taruna Desa Harapan Jaya, Perangkat Desa, Agen Travel, serta seluruh Warga Sadar Wisata (Wasata). Strategi integrasi yang dilaksanakan dalam pengembangan Desa Wisata Harapan Jaya secara umum yaitu dilihat dari kegiatan pengkomunikasian antara Wasata dan masyarakat sekitar dalam pengembangan Desa Wisata Harapan Jaya

Kata Kunci: Desa Wisata Harapan Jaya, Ekowisata, Warga Sadar Wisata (Wasata), Strategi Komunikasi.

ABSTRACT

COMMUNICATION STRATEGY OF TOURISM AWARE CITIZENS (WASATA) IN THE DEVELOPMENT OF HARAPAN JAYA TOURIST VILLAGE, WAY RATAI DISTRICT, PESAWARAN REGENCY

Harapan Jaya Tourism Village is a tourist destination that has a very strategic potential in Pesawaran Regency, including a very strategic hill, namely sandalwood hill, camping ground, village of a thousand flowers, as well as stunning waterfalls as well as other natural beauty whose potential has not been maximized. This condition has received the attention of the Tourism Awareness Citizens (Wasata) group to develop an appropriate communication strategy in introducing Harapan Jaya Tourism Village to tourists. Based on this, the formulation of the problem in this research is how the communication strategy of Tourism Aware Citizens (Wasata) in the development of Harapan Jaya Tourism Village, Way Ratai District, Pesawaran Regency. Furthermore, the purpose of this research is to explain and analyze the communication strategy of Tourism Aware Citizens (Wasata) in the development of Harapan Jaya Tourism Village, Way Ratai District, Pesawaran Regency. The type of research used is a type of qualitative research with descriptive methods. Data collection techniques obtained through observation, interviews, documentation, literature. Based on the research results and the results show that the implementation strategy in the development of Harapan Jaya Tourism Village is carried out through the activities, goals, objectives, and roles carried out by Tourism Aware Citizens (Wasata). The support strategy in the development of Harapan Jaya Tourism Village, the parties involved include Villagers, Village Heads, Tourism Awareness Groups (Pokdarwis), Harapan Jaya Village Youth Organizations, Village Officials, Travel Agents, and all Tourism Awareness Residents (Wasata). The integration strategy implemented in the development of Harapan Jaya Tourism Village in general is seen from the communication activities between Wasata and the surrounding community in the development of Harapan Jaya Tourism Village.

Keywords: Harapan Jaya Tourism Village, Ecotourism, Tourism Aware Citizens (Wasata), Communication Strategy.