

# Strengthening the capacity of tourism aware groups through citizens journalism assistance as a promotion effort for village tourism labuhan burung village towards tourism 4.0

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## ABSTRACT

The purpose of this service is to facilitate the availability of trained resources in promoting the tourist village of Labuhan Burung Village. In addition, it can help reduce unemployment through productive activities that can generate a source of income for residents, become a source of Village PAD so that the formation of an independent and independent Labuhan Burung Village prosperous. However, due to the lack of understanding and competence of POKDARAWIS in Labuhan Burung Village in promoting and introducing tourism potential in Labuhan Burung Village, this has become a significant problem and obstacle. The implementation methods in this service are preparation and team consolidation, providing training/assistance in managing citizen journalism, distributing and establishing work divisions, evaluation and monitoring. The results of the implementation of this activity, namely, the implementation of tourism promotion training activities, training on the management of citizen journalism, the dissemination of activities to all target areas. From the implementation of this activity, we can conclude that, there has been a tourism priority program in Labuhan Burung Village, the formation of ready and professional tourism activists. In addition, the promotion of tourism in Labuhan Burung Village is maximized, such as the Village Tourism Facebook, the Labuhan Burung Village Tourism Website, and the establishment of sustainable collaboration between the IISBUD SAREA PHP2D Team and Pokdarwis, the Labuhan Burung Village government, and several related institutions.

## KEYWORDS

Capacity Building;  
Citizen Journalism;  
Tourism;  
Labuhan Burung



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## 1. Introduction

Labuhan Burung village has a large tourism potential. These include marine tourism, cultural tourism, and agro tourism. Marine tourism that is the mainstay of Labuhan Burung Village is Takat Holland. Takat Holland is a small landmass located in the middle of the sea with a width of approximately 30 m and a length of approximately 10 meters. This land will appear when the sea water recedes. Around the Dutch landmass there is a very beautiful stretch of white sand. In the marine sector, there is also Saring Island. In the cultural sector, Lauhan Burung Village is quite well known for its horse racing events. Furthermore, in the agro sector, Labuhan Burung Village has a very large tobacco yield, with high taste. The entire tourism potential of Labuhan Burung Village should be able to make Labuhan Bird Village a better known tourist village so as to be able to bring benefits to the villagers as well as a source of income for Labuhan Burung Village. A tourist village is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that blends with the procedures and traditions of the local community and of course has a selling value as a source of income for the village. Tourism Village is a research reference that has been studied by previous researchers to carry out community service. The eco-legal and economic aspects of the development of the Malomorsky fishing

area on Lake Baikal were investigated by Sukhodolov [1]. Language risk and language risk: Mismatches in risk responses in Cuban coastal villages were studied by Aragón-Duran [2]. Rural revitalization and scientific management in the Pearl River Delta—scientific decisions based on scientific rationality and public understanding are researched by Tang [3]. An assessment of the impact of the lockdown amid the COVID-19 pandemic on the tourism industry of Kashmir Valley, India was researched by Lakshmi Singh [4]. Visitor flows, trails and corridors: Planning and designing places from a traveler's point of view was researched by Beritelli [5]. Theory of Extension on Reconstruction of Traditional Villages: Case Examples in Dawa Village studied by Tao [6]. Uncertainty and hope in Portugal's tourism activities. The impact of COVID-19 was investigated by Santos [7]. Cross-border public transport as a tourism driver in the Alps was investigated by Cavallaro [8]. Understanding how the tourism marketing of the City of Amsterdam addresses the motivation of cruise tourists regarding culture is researched by Dai [9]. Selling captive nature: Vibrant commodification, elephant encounters, and value production in Sumatran ecotourism, Indonesia researched by Ni'am [10]. Wildlife tourism in a reintroduction project: Exploring the social and economic benefits of beavers in the local environment was researched by Auster [11]. Analyzing the Impact of Forest Ecosystem Services on Livelihood Security and Sustainability: A Case Study of Jim Corbett National Park in Uttarakhand researched by Kumar [12]. The microbial ecology of Paleolithic cave tours was investigated by Bontemps [13]. Resistant to winter vulnerability: The way of life in northern seaside communities was studied by Heimtun [14]. The risk perception of mountainous indigenous peoples towards environmental hazards in border conflict areas was investigated by Ahmed [15].

Showing genealogy through travel narratives researched by Prince [16]. The perception of the importance of ecosystem services in the Białowieża Forest for local communities was investigated by Mikusiński [17]. Use of Blogs as Examples of Internet Entrepreneurship: Turkey Travel Blog researched by Karabacak [18]. Creating a land market for rural revitalization: Land transfer, property rights and gentrification in China is researched by Kan [19]. Associations between local land use/land cover and place-based landscape service patterns in rural Tanzania were investigated by Arki [20]. The Geotourism Potential of Thethi National Park (Albania) was investigated by Dollma [21]. Lock-in and community resilience: Two contrasting development paths in the Austrian Alps were investigated by Stotten [22]. Functional changes in the peripheral mountainous regions of eastern central Europe between 2004 and 2016 as an aspect of rural revival? The case study of Kłodzko District was investigated by Sikorski [23]. Change from agricultural use to tourism: The effect on the aesthetic value of landscapes over the last 150 years was investigated by Schirpke [24]. The flow of tourism in a large-scale destination system was investigated by Kádár [25]. The role of culture for coastal disaster risk reduction measures: Empirical evidence from northern and southern Europe was investigated by Martinez [26]. Change from agricultural use to tourism: The effect on the aesthetic value of landscapes over the last 150 years was investigated by Schirpke [24]. Rural electronic marketing in Iran; Modeling the intentions of villagers and grouping rural areas was investigated by Alavion [27]. Development through vocational education with young people's life experiences in a vocational education restaurant, training in Siem Reap, Cambodia was researched by Miller [28]. Hotspot crowding and over-tourism: Antecedents of destination attractiveness were investigated by Jacobsen [29]. Changes and dynamics of land use over the last century around churches in Moldavia, Bukovina, Northern Romania – Challenges and future perspectives researched by Nicu [30].

Meanwhile, tourism is an activity carried out by a person or group of people by visiting certain places for the purpose of recreation, self-development, or learning the uniqueness of tourism visited in a temporary period. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen or the government. Meanwhile, tourist attraction is everything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made wealth that is the target and purpose of tourist visits. Tourism is one sector that makes an important contribution to regional economic growth. This is supported by the availability of natural resources and socio-cultural communities that have unique local characteristics so that they become tourist destinations

for domestic and foreign tourists. In line with the rapidly growing dynamics of the tourism sector, one of the developments of tourism is village tourism, which is aimed at sustainable rural development. The concept of a tourist village reflects the unique characteristics of the village with the potential of natural resources and the socio-economic and cultural conditions of the community. With the existence of tourism sectors owned by Labuhan Burung Village, many people should benefit from what is available. However, in reality, so far it has not been evenly distributed and the benefits have never been felt at all. We can provide concrete examples, for example our sailors, of course, no longer only depend on the fate of the fish caught, but can also become tour guides or tour guides, and sea travel providers. Likewise, tobacco farmers no longer have to peddle their tobacco door to door from village to village with large costs and small profits. But with this the author hopes that the Village will become the official provider and distributor for all enthusiasts in Sumbawa or other regions through the application or official website of the Tourism Village that will be provided, as well as other benefits that will be felt by the community directly or indirectly.

The tourism sector must be advertised with Journalism so that its visitors increase. Journalism has been studied by previous researchers. An argument for the naturalistic study of collective intelligence was investigated by Nattel [31]. The analysis of the interactive meaning of journalistic images of human papillomavirus vaccines and the perceptions of female students was studied by Chen [32]. Optimization and improvement of fake news detection using a deep learning approach for social benefits was investigated by Chauhan [33]. Data to understand trust in various sources of information, use of news media, and perceptions of misinformation related to COVID-19 in Pakistan were investigated by Ejaz [34]. Virtual reality adoption during the COVID-19 pandemic: Usability and satisfaction perspectives researched by Ball [35]. Evaluating the actual and perceived effectiveness of e-cigarette prevention advertising among adolescents was studied by Noar [36]. Climate change in news media around the world: An automated analysis of concerns and themes in climate change coverage in 10 countries (2006–2018) researched by Hase [37]. Medicine alongside the humanities and media: An MHM model for advancing in the study of health communication was researched by Li [38]. The characteristics of investigative news organizations in Indonesia between 2010-2012 were investigated by Kurnia [39]. Authentication of tampered with news and images: evaluating the impact of correctness of photos through an image verification algorithm studied by Katsaounidou [40].

Conceptualizing the dialogical structure of mass communication: A comparison of dialogic networks and mediated social communication approaches was investigated by Baumgartner [41]. Tell health stories comprehensively and accurately: A case study of the Health issue of People's Daily was researched by Liu [42]. How to use new media technology to avoid media ethics anomie was investigated by [43]. The value of health communication scholarship: A new direction for the investigation of health communication was researched by Kreps [44]. The identification of suicide risk on social media was investigated by J, Trueman [45]. Virtual reality and embodied experience induce similar levels of change in empathy: Experimental evidence researched by Hargrove [46]. The role of social bots in climate change discussions on Twitter: Measuring viewpoints, topics, and interaction strategies researched by Chen [47]. Voices and points of view in journalistic narratives are investigated by Głaz [48]. The analysis of Chinese Teenagers' Online Impression Management was investigated by Fang [49]. Identification of Propaganda Using Topic Modeling was investigated by Kirill [50].

From the observations that have been made, the authors find that all the potential that exists is still not maximized. Thus, as a concrete step, in this case the author tries to provide a solution to the promotion strategy of the Labuhan Burung Village Wisata Village. The contribution we are trying to make is by promoting tourism with a citizen journalism approach. Citizen Journalism is a journalist activity that involves residents in their role as promoters of the tourism potentials of Labuhan Burung Village. Based on its understanding, journalism is an activity to find accurate information about an event, where the

information obtained is packaged and then disseminated to the public. Journalism has a broad meaning that includes efforts to find, collect and disseminate information that contains important value and has a significant impact on the public. As a village that has beautiful beaches and islands, its rich cultural and natural resources should be an adequate source of income.

## 2. Method

The method of empowering and assisting citizen journalism that will be implemented in this program is fully carried out offline while still complying with the covid 19 protocol. This is done because of the consideration that this activity really requires direct meetings and the intensity of mentoring that is more focused and systematic. In addition, from the data we obtained, that in Labuhan Burung Village there were no cases of covid 19. The implementation methods in this service include,

### 2.1. Team Preparation and Consolidation

### 2.2. Training/Assistance in the Management of Citizen Journalism

### 2.3. Distribution and Formation of Work Sections

### 2.4. Evaluation and Monitoring

## 3. Results and Discussion

Labuhan Burung village is one of the villages that has extraordinary tourism potential. Starting from the island and its beautiful beaches, cultural diversity, to the potential of abundant natural resources. Its existence as a tourist village has also been inaugurated by the Sumbawa Regency government. The appointment of Labuhan Burung Village as one of the Tourism Villages in NTB is certainly very reasonable. This can be proven by the beauty and uniqueness of Labuhan Burung Village. One of the leading tourism sectors in Labuhan Burung Village, including marine tourism, is shown in Fig. 1. The Fig. 1 shows that in the marine sector, for example, there is a beautiful island with white sand and snorkeling spots. In addition, Saringi Island, Labuhan Burung Village also has a very beautiful underwater view.



Fig. 1. Saringi island

As a village characterized by culture, horse racing events are often held in this village which involve various regions in NTB as shown in Fig. 2. The Fig. 2 shows that the factors that support Labuhan Burung Village as a place for horse racing shows are due to the availability of an adequate arena. and a representative, named Kerato Ano Rawi, or in its Indonesian language, the horse arena located in the

western part of Sumbawa. Horse racing events are usually held three times a year. However, routine training is carried out almost every week.



**Fig. 2.** When the horse racing event takes place in labuhan burung village

Another advantage that this village has is that it has abundant agricultural resources, which is shown in Fig. 3. The Fig. 3 shows that with these agricultural products, Labuhan Burung Village is indirectly known by almost all villages in Sumbawa Regency. When people talk about tobacco, what comes to mind is Labuhan Burung Village. This condition is also a magnet for connoisseurs of mako pilit (hand-rolled cigarettes made from cigarette paper) coming to just buy or directly witness the process starting from merut, (separating the midrib from the stalk) bebecok (finely cutting the tobacco leaf) to the process drying and packaging.



**Fig. 3.** Tobacco harvesting process

### 3.1. Providing Training on Tourism Village Promotion

At this stage, together with the community service team, Samawa Rea Institute of Social and Cultural Sciences, we provide direct training to tourism awareness groups. Also present in this activity were the youth committee of Labuhan Burung Village, Labuhan Burung Village apparatus, Tourism Awareness Community (MASATA) Sumbawa Regency, Village Representative Body (BPD). In the implementation of this activity, three materials were provided, namely, Citizen Journalism Management Strategy, Tourism Village Branding Strategy, and training on the management of the Labuhan Burung Village Tourism website. At this stage, the author provides material about citizen journalism to the tourism-aware group according to the steps and work patterns of citizen journalism shown in Fig. 4. The Fig. 4 shows that the tourism-aware group is also guided on how to write news, create promotional video content and tourism branding. In addition, it will also be accompanied by how to write news that is actual, magnitude, and exclusive. Furthermore, to make the promotion more widespread, the author will also provide training on

how to manage content on the Tourism Village website that is reliable and on target. The implementation of this training is an effort to provide briefing and understanding of the strategies, techniques, and workings of the Labuhan Burung Village tourism awareness group in promoting tourism villages.



Fig. 4. Submission of tourism promotion strategy materials

### 3.2. Socialization and Assistance to Labuhan Burung Village Tourism Actors

In addition to providing indoor training, this service also provides assistance to the target community which consists of ordinary people, youth, and other tourism actors involved. After training and coaching on how to understand and write news, create promotional content, understand vital issues in the tourism sector, and manage tourism village website media, the next step the writer will take is to form and divide work assignments based on the interests and abilities of members who have trained in managing tourism village website media, the next step the writer will take is to form and divide work assignments based on the interests and abilities of trained members shown in Fig. 5. At this stage, we as writers form a work unit which includes News and content planning (news and content planning), News and content hunting (covering/ interviewing/ gathering news materials), News and content producing/ writing/ editing (writers, creators, and editing news or promotional content) and News and content publishing (publishing / spreading news and promotional content). At this stage, the group that has been trained and has been assigned tasks based on fields, interests, and expertise will continue to be evaluated and monitored until it is truly deemed capable of promoting and branding tourism potential in Labuhan Burung Village. Especially in this case with the systems and work methods contained in citizen journalism.



Fig. 5. Submission of materials how to manage a village tourism web

#### 4. Conclusion

The mentoring activity carried out by a team of students from the Samawa Rea Institute of Social and Cultural Sciences to the tourism awareness group in Labuhan Burung Village had a significant impact on the promotion and attraction of tourists coming to tourist destinations in Labuhan Burung Village. Social media, website, and youtube which are managed by a team of IISBUD SAREA students in collaboration with the Labuhan Burung Village pokdarwis are always updated and present interesting things about tourism and the potential that exists in Labuhan Burung Village. In addition, from this activity, a tourism working group was initiated, named Labuhan Burung Village Tourism Volunteers or abbreviated as REWIS Labuhan Burung Village. This group will be tasked with assisting POKDARWIS in managing tourism in Labuhan Burung Village. The tourism assistance activity with the theme of Strengthening the Capacity of Tourism Awareness Groups in Labuhna Burung Village Through Assisting Citizen Journalism Towards Tourism 4.0 was carried out for six months. In the next activity, together with POKDARWIS and the Labuhan Burung Village Government, we plan to continue monitoring and strengthening as well as evaluating the work and performance of tourism management institutions in Labuhan Burung Village. In addition, according to the program and planning, we will follow up on this program on a larger scale, then will hold the Saringgi and Bakalili Rame festivals at the tourist destination of Labuhan Burung Village.

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#### Author Contribution

The method of empowering and assisting citizen journalism that will be implemented in this program is fully carried out offline while still complying with the covid 19 protocol.

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#### Conflict of Interest

The authors declare no conflict of interest.

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