

TOURISM COMMUNICATION OF TOURISM DESTINATIONS IN THE WETLANDS OF ARANIO DISTRICT BANJAR REGENCY

Lalita Hanief^{1,*}, Achmad Bayu Chandrabuwono², Bambang Dwi Waluyo³

^{1,2,3} Universitas lambung Mangkurat

Email : lalita_hanief@ulm.ac.id¹; bayuchandra569@gmail.com²; bambang.waluyo@ulm.ac.id³

* corresponding author

ABSTRACT

Aranio sub-district has natural tourism potential in the form of mountains, reservoirs, and protected forests. Based on data from preliminary interviews, it is known that one of the natural attractions, namely Pine Island, which is located in Tiwingan Baru, has not been optimally managed because the management has changed. In addition, currently tourist visits to Bukit Batas tours have also dropped dramatically. This research aims to find out the implementation of tourism communication of tourist destinations in the wetlands of Aranio District, Banjar Regency. The method used in this research is descriptive qualitative with data collection techniques in the form of interviews, documentation, and literature studies. The data analysis technique uses Manual Data Analysis Procedure (MDAP), namely daily notes, transcripts, coding, categories, themes, and memos. The results of the study show that tourism communication in Pulau Pinus and Bukit Batu fulfills the components of tourists, marketers, communication, accessibility, human resources and institutions, capital owners and destinations. The media used for promotion through social media instagram, facebook, website and word of mouth marketing. Bukit Batas Tourism is currently unkempt, seen with road access full of weeds. The tourism communication component consist of: tourist, marketers, communications, accessibility, human resources and institutions, capital owners and destinations.

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1. Introduction

Nature tourism has an attraction for tourists to visit it. South Kalimantan with its wetland geography has a variety of natural tourism potential in the form of rivers, lakes, mountains, waterfalls and beaches. However, tourism management in several tourist destinations has not been well managed, such as hygiene problems, public facilities, accessibility that cannot all be reached by public transportation modes, and less vigorous

promotion. According to Kementerian Lingkungan Hidup dan Kehutanan Republik Indonesia, nature tourism parks are natural conservation areas that can be used for tourism and recreation activities.

Several interesting natural tourist destinations that have gone viral on social media instagram are located in Aranio sub-district, Banjar Regency. Pine Island and Bukit Batas in Tiwingan Baru village, and Bukit Batu in Tiwingan lama village. These three tourist destinations have good natural beauty, namely pine islands, hills for camping tours and beautiful lake views.

Local wisdom is a community's cumulative knowledge and experience that has been gathered and passed down through generations (Winarni, 2023). It reflects the people's values, beliefs, traditions, and behaviors in a specific geographical and cultural environment. Local wisdom can be a source of inspiration, innovation, and resilience in addressing today's and tomorrow's challenges and opportunities.

Local wisdom branding is a tourism communication technique that promotes a destination's distinct cultural and natural heritage, values, and identity. It tries to project a distinct and authentic picture of the area to travelers looking for meaningful and unforgettable experiences. By incorporating local communities, maintaining local resources, and respecting local traditions, local wisdom branding can improve the destination's competitiveness, sustainability, and social responsibility.

Based on preliminary studies through interviews with Clara as one of the Social Science and Political Science Faculty Lambung Mangkurat University students who had carried out KKN in Tiwingan Baru village, she said that the management of Pine Island tourism had changed. In addition, based on information from local residents, Bukit Batas tourism is currently not as busy as when it was viral. There are visitors only on weekends.

Apart from Pine Island and Bukit Batas, there is also the Bukit Batu tourist destination which went viral in 2021. This tour offers natural beauty in the form of a stretch of hills and the right riam reservoir. Based on an article published by Habarkalimantan.com, road access to Bukit Batu is still not all that good.

Tourism is an important aspect of supporting the economic life of people in Indonesia. The Ministry of Tourism and Creative Economy has promoted tourism in various media. The Indonesian government set five super priority tourist destinations (DSP) located in 6 provinces namely Lake Toba in North Sumatra, Borobudur in Central Java-DIY, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, Likupang in North Sulawesi. Based on this data, it can be seen that none of the tourist destinations on the island of Kalimantan are included in the DSP category. This shows that tourism on the island of Kalimantan is not as popular as other islands in Indonesia.

There are several previous studies that also discuss Tourism Communication. The first is Desideria (2023) which discusses the instruments used for brand identity development for destination development and MSMEs in tourist villages. Then Harefa (2023) in his writing discusses tourism digital marketing referring to geographic segmentation, the brand image of the Sumatra Hub application is easy to use and reliable due to the characteristics of the application display and appropriate content ranging from photos to captions containing tourism information managed directly by the West Sumatra government. In addition, Ratna Puspita Sari (2022) discusses tourist news information delivered through blogs has developed tourism marketing communication among citizens. Blog promotion media illustrates the ease for ordinary people to participate in promoting regional tourism.

Based on research by Novianti and Wulung (2020), there are three online media in communicating tourism in West Java, namely through websites, social media, and mobile applications. The website managed by the West Java Tourism and Culture Office can be accessed through the page <http://www.disparbud.jabarprov.go.id/>. This web page communicates the institutional profile of West Java tourism, the latest news and events, tourist maps, tourist information and complaint pages. The results of this study indicate that online media can be used for tourism promotion media.

Tourism destinations are built based on six main variables which include 1) attractions or tourist attractions (natural, artificial, and cultural); 2) accessibility (transportation system consisting of routes, terminals and modes of transportation); 3) amenities include accommodation and tourism facilities intended for tourists; 4) availability of tour packages (packages pre-arranged by tourism destination managers) 5) activities are all activities available at the destination and what tourists will do during the visit; and 6) additional services, services used by tourists (such as banks, telecommunications, posts, newsagents, hospitals, etc.) (Buhalis in Novianti and Wulung, 2020).

According to Bungin (2015), there are several fields of tourism communication studies, namely tourism marketing communication, destination brand, tourism communication management, tourism transportation communication, tourism visual communication, tourism group communication, public relations and MICE (*meetings, incentives, conventions and exhibitions*) and tourism communication research.

According to Bungin (2015), modern tourism can be classified into several important components, namely:

1. Destinations
2. Transportation
3. Tourism marketing
4. Resources

The components of tourism communication consist of: tourists, marketers, communication, accessibility, human resources and institutions, capital owners and destinations (Bungin, 2015).

According to Fiske (2016), the channel is the easiest concept to define of the three. A channel is the physical device by which a signal is transmitted. The main channels are light waves, sound waves, radio waves, telephone cables, nervous systems and others. Media is basically a technical or physical device for converting messages into signals that can be transmitted through channels.

Media can be divided into three main categories (Fiske, 2016), namely:

1. Presentational media: voice, face, body. These media use natural language derived from words, expressions, gestures, and so on.
2. Representational media: books, paintings, photographs, writings, architecture, interior decorations, gardens and so on,

Mechanical media: telephone, radio, television, telex. They transmit category 1 and 2 media.

2. Method

The research method uses a Qualitative approach with a descriptive type. The research approach used is descriptive qualitative. Creswell (2014: 32) reveals the definition of qualitative as an approach to exploring and understanding individual or group meanings derived from human and social problems.

Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data.

Data collection techniques through interviews, documentation and literature studies. The informants interviewed in this research were Apri Suharto from the Banjar Regency Disbudparpora, the Partnership and Tourism Business Signs Section, the Destination Division, Pine Forest, Bukit Batu and Bukit Batas tourism managers in Aranio District, Banjar Regency, and tourists. The data analysis technique uses the Manual Data Analysis Procedure (MDAP) according to Bungin (2021). MDAP goes through stages, namely:

1. Daily notes: research data collection was carried out by collecting daily notes every day when the researcher was sensing in the field. This stage is the beginning of the researcher doing theoretical sampling.
2. Transcripts: copies of daily notes obtained from the field, which are made very objectively to resemble the circumstances that occurred during data collection. It consists of the content and course of interview conversations, the content and course of discussions, observation data and events that occurred during the interview.
3. Coding: codes in qualitative research are words or short phrases that symbolically summarize, emphasize the message, capture the essence of a portion of the data. Coding is done by giving codes to segments of data.
4. Categories: categorization can use James P. Spradley's analysis of domain analysis, taxonomy analysis, component analysis and discovery of cultural themes.
5. Themes: analyzing the text is done by finding themes and subthemes, selecting themes into manageable ones, building a hierarchy of themes and codes, connecting themes into theoretical models.

Memos: memos can help clarify thoughts on the research topic, provide a mechanism to articulate the assumptions and subjective perspectives of the research and develop the research design.

3. Results and Discussion

Based on the results of the research, it is known that tourism in Aranio District is managed by the community who form a tourism awareness group (Pokdarwis), managed by the Village and managed by CV. The focus of this research is to examine tourism communication of wetland tourist destinations on Pine Island, Bukit Batas and Bukit Batu.

Aranio sub-district is located in Banjar Regency with an area of 1,166.35 KM. Apri Suharto as Head of the Tourism Business Partnership and Signature Section, Destination Division of the Banjar Regency Culture, Tourism, Youth and Sports Office stated:

"Actually, it can be seen on the web disbudporapar.banjarkab.go.id, if what we know is Matang Kaladan, Sungai Kembang, this is natural tourism. Then enter Pinus Dua, Pinus Dua there is Bukit Batas too, Pinus Dua is included in the tourist village, then for the tomb there is Rama Sinta, the Floating Market, it is utilizing the reservoir. Then there is Gunung Batu again, a little turn to the left there is Borneo Wonderland, there is Belangian Village, Kahung Waterfall there, then there is Paau, Paau is also a lot there are 4 destinations".

In addition to nature tourism, Aranio also has traditional performances such as Aruh Sasarahan Hutan in Paau village. The public can find out information about tourism in Banjar Regency, especially in Aranio District through the website destinationwisata.banjarkab.go.id.

"Then there are also traditional events there such as aruh Sasarahan Hutan then yes, there are many more. Try checking at destinationwisata.banjarkab.go.id. There is per region, so the name of the destination is the same as the regional tourism business including hotels and tourism supporters per region in the sub-district".

The majority of tourism arises from community groups or commonly referred to as Pokdarwis (Tourism Awareness Groups). In addition to the community, management can be from the village or CV. The government has a role in terms of guidance and amenity facilities.

"Actually, tourism mostly arises from the community, arises from community groups which are usually called Pokdarwis, usually arises from there but for management there are 3. First is individual, individual management, there is then managed by the village or by a CV, then there is managed by Pokdarwis or the village, well like that the management. So, which one first because there are three kinds. In Aranio, they are mostly managed by Pokdarwis. Coaching, facilitation of amenity as a form of support from the government".



Figure 1. Pine Island of Tiwingan Baru village
Source: Researcher documentation

According to Apri, the Banjar Regency Disbudparpora has coordinated with the tourism managers in Aranio Sub-district. Disbudparpora as a local government element provides guidance, supervision and assists in completing amenities at tourist sites.

"Definitely coordination. So, we had several times yesterday to Sambung village, we held training in Sambung village, for example. That was for governance training. So, we are the key to guidance, supervision, as well as what is called facilitation for amenity. So, for that form of coordination, we monitor how the visit is, we monitor

how the tourism development is, we monitor how the hotel is. If it has started to weaken, it has started, usually if we have a desire, it usually likes to go up and down, sometimes very enthusiastic sometimes weak, sometimes enthusiastic sometimes weak, up and down. When they need support, confidence to revive their tourism, the agency is usually ready to come there. So as a form of coordination"

The accessibility aspect to tourist destinations in Aranio sub-district is quite limited because the land route only reaches the port of Tiwingan Lama and Bukit Batas. If you want to visit Tiwingan Baru and other islands, tourists must rent a kelotok boat.

"It means that most of the access to Aranio is by kelotok, to Tiwingan Baru, to Belangian, Paau, then to, yes the point is, there is still a lot of access using local transportation such as kelotok, passenger boats. If the port is only in Gunung Batu and Tiwingan Lama, at the moment ... in Tiwingan Lama because there is no parking lot in Bukit Batu for visitors who want to spend the night like that. In Tiwingan Lama, it's an old port from a long time ago. So, the accessibility must pass through the lake. But once you get to the village it's good again, you can take an ojek or walk"

Clara, a tourist who had done a 1-month community service program in Tiwingan Baru, stated that access to Tiwingan Baru can be reached in about 2 hours from Banjarmasin by land to Riam Kanan Harbor and then continued by kelotok until arriving at Tiwingan Baru.

"For example, from Banjarmasin to Riam Kanan Harbor, it takes about 1.5 hours and then from the harbor to Tiwingan Baru Pine Forest it is about 30 minutes using a large boat, a tourist boat. From the port, the round-trip boat rental is Rp.400,000. If you stay overnight, it is Rp.450,000. Then when you arrive at the Pine Forest, you have to pay the entrance fee of Rp.3000, and a friend of mine also paid Rp.10,000 to park the boat at the dock".

Haifa Nur Azza, one of the tourists said that from the stone hill to the pine forest, she took a kelotok. She thinks the pine forest is good enough with photo spots, but Haifa hopes that there are play facilities for children.

Apri said that in addition to the many tourist attractions in Aranio, Banjar Regency also has many events related to tourism. His party utilizes social media as a medium for tourism promotion.

"There are, we have a lot of events, like the event at Lok Baintan, then there is, that's another field actually, tourism promotion, they like to make events. There are various things, usually from marketing, that's the field. For social media is also part of the marketing field, there are social media starting from ig, fb, tiktok, anyway all social media are there and it's all in one link".

Tourism supporting facilities are referred to as amenity, Apri said that in Aranio Sub-district the amenity aspect is still lacking.

"This facility is relative, so if we call it an amenity. So, some have wc's, some don't, some have prayer rooms, some don't, some have, most of them are not complete for amenity, but for other purposes such as gazebos, maybe the more complete one in Aranio is in Tiwingan Baru. Now Tiwingan Baru is Pinus Dua and goes up to the top at Bukit Batas".

Clara stated that Hutan Pinus has good natural beauty but lacks facilities. In addition, the cost of kelotok transportation is quite expensive because you have to rent 1 boat to go to Tiwingan Baru island.

"In my opinion, this Pine Forest is actually very, very good, but the facilities are not provided. For example, our goal to go to Pinus is to camp, of course we want to burn fish like a vacation, but it turns out that the facilities are not provided. In addition, transportation is quite expensive because you have to take a boat".

Apri explained that his party experienced obstacles in tourism management because those authorized to manage tourist destinations were not only Disbudparpora but involved other agencies so that clear coordination was needed. In addition, the key to successful tourism development is a community that better understands the potential of its area.

"The first obstacle is because, basically, tourism does not only have tourism, but everything is related to the environment as well, the forestry department is related to the use of forests for tourism, the tourism office, the city planning office, related to grouping the area, the area becomes an agricultural area, this is a plantation, this is looking for your own term. This is an agro-region, fisheries for example, they have mapping like that so it's not from the tourism office alone. but in terms of tourism development itself, it actually tends to be from the community. There is already potential, there is already attraction, then they exhibit or promote as the initial stage first and they start building spots such as for photos and so on then visitors start coming and it starts from community awareness. Especially people in the countryside, there are usually people who make visitors comfortable, let's say the road will be glared at or what, it's not very pleasant, so there are those who we consider there is no awareness of the potential of tourism that we finally do coaching. Back to the community because it must involve the community, it must, otherwise it usually recedes".

Apri hopes that tourism in Banjar Regency, especially Aranio District, can develop. The community can independently manage the tourism.

"We want it to develop, we are the term spreader of enthusiasm in the sense of a booster to increase tourism to be able to be independent status, so they can already finance themselves, they can already build themselves from their income, they in the destination can already be independent there. We don't ask for support from here and there. Actually, our desire is to be independent so that they can support themselves, although sometimes we still have programs for amenities such as additional money for gazebos, toilets, prayer rooms and amenities that are rather urgent needs there, sometimes we also give labels such as writing Matang Kaladan. That is our form of support so that they are enthusiastic"

Clara states that there are several facilities available in the Pinus Forest, but for fishing and camping activities, tourists must bring their own tools and equipment.

"There is a stage, a bridge for photos. For camping facilities, you have to bring your own, there are no rentals. Besides camping, you can also go fishing, usually grilling. It turns out that the facilities are not provided. Even though it's a shame, the fishing equipment also brings its own. There are toilets, prayer rooms in Tiwingan Baru. There are also photo spots, viewing posts, tree houses, wooden stilts, food stalls and signals for Telkomsel using wifi vouchers".

This is in line with Clara's statement that Tiwingan Baru residents are creative because they are able to process tilapia into crackers.

"A lot of people in Tiwingan Baru village are creative. They make Nila crackers, they are fish producers, there are also key chains made from pine fruit".

Based on the results of research collected through observations and interviews, it is known that Bukit Batas tourism in Tiwingan Baru, which was once viral in 2019, is now abandoned. The access road to Bukit Batas can only be reached on foot. The path is filled with shrubs and there are several cows owned by residents that are left loose to roam.

Another tourist destination in Aranio sub-district is Bukit Batu in the old Tiwingan village. Bukit Batu Tourism has a beautiful natural charm with an expanse of Riam Kanan lake and hilly scenery. According to Adi, one of the tourists said that the road access to Bukit Batu was not entirely smooth. There are several parts of the road that are still not paved. According to an upload from instagram @ banjarinfo account on October 23 2023, the road to Bukit Batu is 100 percent smooth.

The components of tourism communication consist of: tourists, marketers, communication, accessibility, human resources and institutions, capital owners and destinations (Bungin, 2015). The results of the study found that the aspects that were fulfilled were tourists visiting Bukit Batu and Pine Island, but in the last 1 year it was very rare for tourists to visit Bukit Batas. In addition, the parties who act as marketers are the community, tourists and disbudparpora who promote tourism through social media. Communication has not been optimally established between stakeholders to develop tourism potential in Aranio. The accessibility aspect of Pinus Island tourist destinations can be reached 1.5 hours by land from Banjarmasin City, followed by 30 minutes by kelotok boat. Bukit Batas tourist destination can be reached about 1.5 hours by foot from Pine Island, but currently the tour has been abandoned because it is not managed by the local community. Bukit Batu can be reached in about 2 hours from Banjarmasin City, but the road access is not yet fully paved. In terms of human resources and institutional aspects, Bukit Batu and Pinus Forest are managed by local residents with the support of village funds.

The results of research by Marizki et al (2022) state that tourism management in Samosir Regency is related to the concept and communication model being implemented. This tourism management is supported by the promotion process, image, management and comfort for visitors. Tourism communication in Samosir Regency emphasizes local wisdom, especially in tourist destination areas that must have differentiation from other places. In terms of accessibility, there are still inadequate and do not have icons of ecotourism-based tourism destinations. In addition, promotion has not been well designed. Lake Toba as a leading priority destination should make improvements to its tourism sector, especially local branding, which prioritizes local-based tourism that can involve all stakeholders in the Lake Toba area. Digital media can be utilized to increase the tourism potential of Lake Toba.

This research examines the important components carried out and applied in the field of tourism communication. Researchers reviewed how tourism communication components were applied, namely tourism marketing, destinations, accessibility and human resources and tourism institutions (Bungin, 2015). Tourism marketing at the Banjar Regency Disbudparpora uses the website, social media, namely YouTube, Instagram, Facebook, and Twitter. Management of Pine Island and Bukit Batu destinations is carried out by local residents, but for Bukit Batas tourism, the access path is now abandoned and covered with weeds. Human resource management has been carried out with coaching and supervision activities. Tourism institutions are formed through Pokdarwis, but in Pine Island tourism does not yet have Pokdarwis and management is carried out by Karang Taruna.

This is relevant to the results of research by Razzaq, et al, (2019) Tourism communication in the Tourism Awareness Group in Teluk Seribu in the Development of Manggar Baru Maritime Tourism Destination. In the process, the Tourism Awareness Group in Teluk Seribu carries out four important steps starting from marketing, destinations, accessibility, and human resources and institutions. In marketing, the Tourism Awareness Group in Teluk Seribu has understood what the main selling point is to attract tourist visits and the tourism potential possessed by tourist attractions in Teluk Seribu in line with the marketing mix called 4P, namely *product, price, place, promotion* according to Kotler and Armstrong.

4. Conclusion

Bukit Batu and Pulau Pinus tourist destinations have good tourism potential to continue to be developed. Bukit Batu has natural beauty by lake and mountains view. Pulau Pinus has beautiful pine trees and cool air. Tourist can do many activities such as fishing and camping. Disadvantages in terms of incomplete facilities and road accessibility that is not fully paved to Bukit Batu, as well as road access that can only be reached by boat to get to Pine Island and Bukit Batas. Based on data an upload from instagram @ banjarinfo account on October 23 2023, the road to Bukit Batu is 100 percent smooth. Bukit Batas is currently abandoned because the community no longer manages this tour. The promotional media used are social media such as Instagram, Facebook, through the Banjar Regency Disbudparpora website and *word of mouth* promotions spread by tourists. Government and local communities who manage tourism in Aranio sub-district can work together to improve facilities tourism and promotion in many platform.

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