

TOURISM COMMUNICATION MODEL BASED ON LOCAL WISDOM ON LOMBOK ISLAND, WEST NUSA TENGGARA

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ABSTRACT

Local wisdom currently has an attractiveness and selling value which is used as a tourism object that tourists want to enjoy. Existing cultural values can bring benefits both socially and economically. Local wisdom that is well packaged through tourism communication can form a Local Branding. The research aims to find out tourism communication on local wisdom in several tourist destinations on Lombok Island, West Nusa Tenggara. The method used in this research is descriptive qualitative with direct observation data collection techniques and literature study. The results of this study indicate that an effective tourism communication model used to increase local wisdom is a multi-step communication model, by combining several communication models such as interpersonal, persuasive and mass communication. In order to continue to run effectively, there is a need for sustainable (sustainable) commitment and cooperation between related parties in the tourism sector.

KEYWORDS communication model; tourism; local wisdom; local branding



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INTRODUCTION

Developments in the tourism sector are currently progressing and making it a very promising industry because it can help with the economic aspects and sources of local revenue (PAD) for regions that have these tourist destinations. The current tourism sector actually relies on the authenticity of nature, culture and characteristics of the community (Ismandianto et al., 2020). West Nusa Tenggara Province (NTB) is one of the provinces located in the eastern part of the Indonesian Archipelago, its territory itself is divided into two large islands namely Lombok Island and Sumbawa Island, and there are hundreds of other small islands. The development of tourism in Indonesia is in line with tourism in the province of NTB,

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especially on the island of Lombok, which can be seen from its natural authenticity, cultural uniqueness and local wisdom of the local community (Faza, 2019).

Every region in Indonesia has natural beauty and unique customs, these are the main attractions for both local and foreign tourists to come and visit. According to the Ministry of Tourism and Creative Economy (Ministry of Tourism and Creative Economy) said that there are 10 priority tourism destinations in Indonesia at the moment, one of which is the Mandalika SEZ which is in West Nusa Tenggara to be precise on Lombok Island, Central Lombok Regency. KEK Mandalika has an incomparable natural charm, beautiful beaches and hills will complement its charm. Coupled with the international class circuit that is used for the prestigious MotoGP 2021 event. The area that was asked to become a priority destination will become "New Bali" which has a unique and unforgettable tourist experience (Yunarni & Haris, 2020).

Lombok Island is one of the major islands in the Archipelago. The name Lombok is often interpreted as chili according to the rules in the Javanese language. However, the true meaning of Lombok is "Straight" which the word itself comes from in the local language, namely the Sasak language which is called "Lomboq". On this island there are 5 administrative areas namely Mataram City, West Lombok Regency, East Lombok Regency, North Lombok Regency and Central Lombok Regency (Firmansyah & Astuti, 2021). Each administrative area on this island has various types of tourism which are very impressive both in terms of the beautiful landscape and underwater tourism. Not only beautiful, but also every area on the island of Lombok has its own uniqueness in terms of culture and local wisdom.

Lombok, which is known as the island of a thousand mosques, has natural charm which is its advantage, starting from nature tourism, marine tourism, cultural tourism, religious tourism, sports tourism and many others (Nabila, 2021). Tourism on the island of Lombok has won many awards both nationally and internationally. The latest award received is Two tourist villages on Lombok Island, won awards in the 2022 Indonesian Tourism Village Award (ADWI) (Abidin, 2022). With the tourism potential that exists on the island of Lombok, it makes it the largest contributor to local revenue (PAD), one of which is in North Lombok district (KLU) of 60 percent which comes from the tourism sector, from this sector the largest contributor is obtained from tourist destinations on Gili, namely Trawangan, Air and Meno (Muhass, 2018).

The exposure of tourism on the island of Lombok is inseparable from the news in the mass media, both in the form of special tourism coverage and incidental in nature. With the dissemination of information about tourism, it can become the basic capital in developing tourism potential based on culinary wealth, natural beauty, cultural uniqueness, and local wisdom. Tourism that is based on local wisdom now has a selling point and is a tourist attraction for visitors. The development of tourism on Lombok Island occurred because of good communication that occurred between the government, the community, Pokdarwis, and visitors. Tourism communication is a new discipline that is widely discussed among communication and tourism scientists, as well as the integration of several disciplines (Ismandianto et al., 2020).

Local wisdom that is packaged with the tourism communication model can be an element of forming local branding of a tourist spot (Nugraha et al., 2017). This research focuses on local wisdom that exists in each place on the island of Lombok. For example, West Lombok district has several well-known tourist areas, namely Senggigi beach, Narmada Park (a replica of Mount Rinjani), Lingsar Temple, Sesaot Protection Forest, and others. Shifting to the east, there are extreme tours, namely Mount Rinjani, Segara Anak, Sembalun, Pink Beach, Tete Batu Village, and others. In North Lombok Regency the most famous are the 3 Gili tours (Terawangan, Air, Meno), historical tours of the Bayan Ancient Mosque, and other tours. Central Lombok has the Mandalika KEK, Kuta beach, Merese Hill, Sade Village, and others. Meanwhile, in the city of Mataram there is an Islamic Center Mosque, Ampenan Old Town, Loang Balok beach, and others.

In addition, in tourism communication, it is very necessary for local communities as human resources to become the main driver for tourism activities based on local wisdom. This community must be directed and empowered in several ways so that better tourism can be realized in the future. Given that Indonesia is a plural country that has various cultural backgrounds, religions, tribes, languages and so on, the use of social media in tourism communication is very this (Kusumawardani et al., 2023). Coupled with the development of digital communication technology, it presents challenges as well as opportunities for the development of local wisdom and becomes a new medium of news delivery (Yanis & Albab, 2022).

Each tourist spot above has special characteristics. For example, the Sembalun nature tourism in East Lombok is famous for its geoculture track, a winding road to get to the foot of Mount Rinjani. Lots of extreme tourism has become local wisdom and can be enjoyed by tourists in this region, such as climbing Mount Rinjadi (the second highest mountain in Indonesia), enjoying the Rinjani crater, Segara Anak, or just climbing the hills in Sembalun (Virgilenna & Anom, 2018). The development of Sembalun as a tourist destination is inseparable from the intervention of the government and also the stalkholders, one of which is the Rinjani Nature School (SAR) community. The geoculture track, the natural beauty of Sembalun and community involvement as tour guides, porters and entrepreneurs here have become tourism based on local wisdom in this region.

Tourism based on local wisdom is said to be a top priority to attract tourists to visit. Like one of the cultural areas of Sade Village which is in Rambitan, Central Lombok Regency. Sade Village is one of the traditional villages that is still inhabited by native Sasak people and still preserves and obeys the traditions and rules of their ancestors which are still being maintained (Susilo et al., 2019). In this village we can see typical buildings of the Sasak tribe/Bale traditional house. In this village there are often performances of the Baleq and Peresean Gendang dances, as well as typical Sasak woven products. Visitors will be taken around to see and explain the traditions of the Sasak tribe, including wedding processions, Sasak women's weaving activities, and the tradition of cleaning the bale (house) using buffalo dung.



Figure 1. Sade Traditional Village (Source: Lombok Post)

In accordance with the background of the research above, to be able to understand more deeply about the content of the value of local socio-cultural wisdom in the tourist area on the island of Lombok, West Nusa Tenggara, it is necessary to have a research study from the perspective of a tourism communication model. This study is needed to be able to develop tourism potentials in 5 administrative areas on Lombok Island, and will further be able to attract investors to form a tourism local branding based on local wisdom. So that way it can increase the source of local original income (PAD) and also the welfare of the people in the region. This research will use observational and literature studies, with qualitative data results through descriptions of tourism communication and local wisdom in several existing tourist areas.

There are several things that will strengthen the results of this study regarding the tourism communication model based on local wisdom. Rohimah (2018) discusses how to increase local wisdom in Carangwulung Village by involving the community. The methodology used is descriptive qualitative with the researcher acting as an observer and recording the results of the observations. The result of the research is the formation of Pokdarwis which will run a bottom up system as a way to increase local wisdom-based tourism in Carangwulung.

Further research by Bakti (2018) discusses symptoms related to the implementation of the local wisdom of the Pengandar geopark and patterns of interaction between stakeholders, using exploratory research methods. The conclusion obtained is that there are various tourism potentials in Pangandaran starting from beaches, lakes, historical relics and heritage rituals. However, the pattern of interaction at the bureaucrat level is still unclear, while cultural and tourism activists have formed in the community. The communication channel used in the development of geopark tourist destinations in this study is interpersonal (person to person).

By looking at similar previous studies that have been carried out by several researchers, it can be concluded that humans and the nature around them cannot be separated. Judging from the research that has been done, it has provided some analysis results from various fields of science, especially communication and tourism. The large number of tourism potentials that exist on the island of Lombok which are based on local wisdom can be further increased by the involvement of the existing local community, together with the government in its development. Researchers can analyze more deeply about what communication models are used

by the community, government, and stalkers in introducing several tourist attractions on the island of Lombok which have a variety of natural beauty, cultural uniqueness, and local wisdom. Apart from that according to Fauziah (2019) social media can also be used as an effective tool to increase local wisdom, messages conveyed can reach many people and tend to be faster than other media. Therefore, The research aims to find out tourism communication on local wisdom in several tourist destinations on Lombok Island, West Nusa Tenggara.

RESEARCH METHOD

The research method used in this research is descriptive qualitative. This method aims to find out about a clear and complete picture of social phenomena which in this research is a communication model based on local wisdom. The approach taken is observational and literature study through searching the literature related to communication models based on local wisdom, which will then be described clearly in the discussion. Through this research, the researcher tries to be able to develop concepts more clearly and explain the situation or event theoretically. This research is not based on a hypothesis or a sample.

RESULT AND DISCUSSION

Based on the results of observations at the research sites and literature studies that have been carried out by researchers regarding tourism on the island of Lombok, it is known that every district/city on this island has its own selling value of local wisdom which the researchers will then describe in this discussion. . Lombok Tourism itself has the tagline "Lombok Sumbawa Infinite Experiences". According to data from the West Nusa Tenggara Provincial Tourism Office, it states that there are 11 Provincial Strategic Areas (KSP) in the tourism sector for the sake of economic growth, 4 of which are on Lombok Island. These places include: 1) Mataram Metro Area in Mataram City. 2) Senggigi Area in Part of Kab. West Lombok – Three Gilis in several districts, North Lombok. 3) Rasimas Agropolitan Area in Kab. East Lombok. 4) Kuta area in some districts. Central, West and East Lombok.

Besides the 4 KSP (tourism strategic areas) as existing priority destinations, the island of Lombok also has various kinds of tourism potential that can be developed and preserved as a form of local wisdom values. Increasing local wisdom as a tourism potential is in line with the government's goal of increasing the welfare of the people in the region. Community welfare can increase with the role of all levels of society, starting from the local community, tourism awareness groups (Pokdarwis), stake holders, the government, and potential visitors who will tour the area. With good cooperation, cultural activities and tourism potential can continue to be well maintained and increase tourism potential.

Based on local wisdom, researchers will discuss and describe the advantages of local wisdom in accordance with the results of direct observations and literature studies that have been conducted in several districts/cities on Lombok Island, West

Nusa Tenggara. Mataram as the provincial capital of NTB has a local branding known as halal tourism. One of the well-known local wisdom is the Islamic Center Mosque which is used as a religious tour with the advantage of the mosque's minaret which has a height of 99 meters, and the value of local wisdom is also shown in the dome of the mosque which carries the Sasambo Batik motif, this motif represents representatives of the 3 largest tribes in existence. in the province of NTB, namely the Sasak, Samawa, and Bojo tribes. The interpersonal tourism communication model is used in enhancing existing local wisdom.



Figures 2. NTB Islamic Center Mosque (Source: Personal Documentation)

Lingsar Temple which is located in the West Lombok area is very famous for its local wisdom. Inside this temple area, there is the Gaduh Temple, a place of worship for Hindus, which is adjacent to the Kemaliq Lingsar, the holy place for Muslims, Wetu Telu. In this temple complex there is one traditional tradition that is routinely carried out every year, namely the Topat War and Pujawali. Uniquely the peak of this tradition is carried out by throwing ketupat at each other involving two ethnicities, namely Hindu-Balinese and Muslim-Sasak. While in this temple area we can be accompanied by a guide who will explain the history in an informative and direct manner. Mass and persuasive communication models are considered effective in increasing the existence of Lingsar Temple. Besides that,



Figures 3. Lingsar Temple Area (Source: Personal Documentation)

There is one traditional village that still upholds local wisdom passed down from generation to generation by its ancestors, namely Sade Traditional Village. Visitors who come will be presented with Baleq and Peresean drum dances typical of the Sasak tribe. The villagers are indigenous Sasak tribe who inhabit the Bale traditional house. The hereditary culture that is still carried out by the community is to mop their homes with buffalo or cow dung. In addition, women who want to get married must be able to weave first and there is a tradition of Merariq (kidnapped marriage) where women will be kidnapped first by the man's family before getting married. The communication model in this village is direct interpersonal as well as nonverbal through regulations, dances, traditional buildings, weaving activities carried out, as well as villagers who play a direct role as guides for the community.

The Bayan Ancient Mosque located in East Lombok is famous for its Islamic historical tours and is the oldest mosque on Lombok Island. This mosque, which has existed for more than 500 years, is one of the cultural heritages within the National Heritage, and is only used when celebrating Islamic holidays. The mosque, which is located on a hill, is surrounded by the Beleq (Great Grave) of the spreader of Islam, namely Gaus Abdul Rozak and other religious leaders. To enter the mosque area, visitors are given special regulations, namely for men they must use a long Dodot (typical sasak) cloth and a Sapuq (headband) and for women they must use a long Dodot cloth. This communication model in the form of special clothing is not only a condition for entering the mosque area, but also a reflection of visitors' appreciation of local culture.



Figure 4. Clothing Entering the Bayan Ancient Mosque Area (Source: Personal Documentation)

Local Branding that exist in every tourist destination on the island of Lombok has been well developed as a tourist area based on local wisdom and cultural wealth and beautiful nature. The realization of Lombok Island as a tourist area is inseparable from the good cooperation between stakeholders in the tourism sector (Hambali, 2022). As well as the attitude and commitment of the community, community, government and stalkholders to jointly preserve and develop the tourist area. Based on the results of research at several tourist attractions on Lombok Island, it can be seen that the most efficient and effective communication model that can be implemented is the multistep communication model.

The multi-step communication model is carried out by combining several communication models as an acceleration in introducing and enhancing existing

local wisdom in tourist areas (Wahyuni et al., 2023). In this communication model there is reciprocity from the media to visitors (audience) and back to the media. And also visitors can receive messages to be conveyed directly/indirectly and verbally/ nonverbally. This communication model also involves other parties who have an interest in conveying a message related to tourism, whether in the form of counseling, outreach, or forming a tourism-aware community in areas that have tourism potential. The parties who play a role here have the same goal, namely to increase the charm of tourism and local wisdom in the area so that it is more widely exposed.

CONCLUSION

The multi-step communication model formed in tourist areas on Lombok Island is a manifestation of the involvement of many parties who have an interest in developing the existing tourism sector. With the natural and cultural wealth on the island of Lombok is the biggest support for the community to continue to be able to preserve and introduce local wisdom. In order to continue to run effectively, there is a need for commitment and sustainability cooperation (sustainable) between related parties, namely the community, community leaders, and stakeholders who can act as filters and gatekeepers in a tourist destination area. In addition, it is necessary to maintain socio-cultural values as an implementation of local wisdom so that it does not fade over time. In the world of tourism, tourism managers, tourism awareness groups (Pokdarwis) and local residents can act as facilitators, while the government can act as supervisors and protectors of tourist areas.

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