



Proceeding International Conference on Tourism and Communication, Vol 1 No 1  
(June, 2025)

E-ISSN xxxx-xxxx, Page 193-206

<https://journal.poltekparmakassar.ac.id/index.php/iconc>

DOI: <https://doi.org/10.33649/iconc.v1i1>

## COMMUNICATION STRATEGY FOR TOUR GUIDE IN SERVING TOURISTS IN JATI VILLAGE

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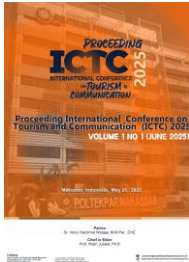
### Abstract

This study aims to describe and analyze the communication strategies used by tour guides in serving tourists in Jati Village, Bener District, Purworejo Regency. As a developing tourist village, interaction between guides and tourists is an important aspect in providing a pleasant experience and building a positive image of the tourist village. The research method used is descriptive qualitative with data collection techniques through interviews, observations, and documentation. The results of the study indicate that tour guides in Jati Village apply interpersonal communication strategies that are persuasive, informative, and educative. These strategies include the use of polite and easy-to-understand language, the use of visual media such as brochures and local maps, and a personal approach to create comfort for tourists. In addition, guides also adjust their communication style based on the characteristics of tourists such as age, region of origin, and special interests. Communication barriers that are often faced include language differences and lack of formal training. This study suggests the importance of increasing the communication capacity of tour guides through ongoing training to support the development of sustainable tourist villages.

Keywords: Communication Strategy, Tour Guide, Tourist Village, Interaction, Tourist Services

### 1. INTRODUCTION

The tourism sector is a creative-based service sector. Indonesia is rich in this sector and should be able to maximize all existing potentials as much as possible for the welfare of the people. Tourism is an environmentally friendly industry and requires creativity to be able to maximize existing potentials. In the Tourism Law No. 10 of 2009 Chapter I Paragraph 3, tourism is defined as various tourism activities supported by various facilities and services provided by the community, entrepreneurs, government and local government. In this case, it can be seen that facilities and services at tourist attractions are important to support tourist visits. One of the facilities needed at a tourist destination is a tour guide. According to Yoeti (2013), a guide is the first person met by tourists when starting a tourist activity and becomes a companion for tourists in the tourist activity. To support the increase in tourist visits, it is necessary to pay attention, understand or master certain things in improving the quality of service to tourists. In improving services to tourists. The role of local guides is very important to note. According to Warokka (2018), there are several types of guides, including: special and general guides, inbound and outbound guides, domestic guides, payroll guides, freelance guides, group guides, individual tour guides, and escort tours, city guides



and local guides. According to Warokka, a local guide (on-site guide) is someone who leads a tour for one hour or more at a tourist attraction, or in a special place, such as a historic building, scientific research center, amusement park, factory, and museum. The guide must be able to answer questions and know the history of the place where the guide works, such as museums, monuments, recreation. Guides must have a license where they work and be able to understand the characteristics of tourists.

According to Hansen & Mossberg, the guide focuses on each individual and his/her individual. High-performance tour guides will create positive word of mouth, also influencing tourists' desire to revisit a destination. Weiler and Yu emphasize three main roles of tour guides, namely: mediation of access, understanding, and encounter, with mediation of understanding being the most important for the tourist experience. The important role of tour guide performance for quality service and tourist satisfaction, special intentions must be given to improve tour guide performance through education and training. Guides must have a communication strategy to ensure that the explanatory material delivered to tourists can be delivered appropriately and is useful for tourists. According to Effendy (2011) Communication Strategy is an effective plan to convey messages in such a way that they can be easily understood and accepted what has been conveyed, allowing them to change a person's attitude or behavior. While the communication strategy according to Hafied Cangara (2013), is the selection of communicators (delivering messages), determining target targets, compiling messages, and selecting media

A tourist village is a tourist attraction located in a rural area that utilizes elements that have integrated tourism product attributes. The village offers a whole atmosphere themed on rural authenticity, both in terms of socio-cultural and economic life and daily customs that have distinctive characteristics of village architecture and spatial planning into a series of tourism activities. Wikipedia (2017) states that a tourist village is a form of integration between attractions and accommodation. Supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions. While Ditjenpar (1999) defines a tourist village as a rural area that offers a whole atmosphere that reflects the authenticity of the village, building architecture and village spatial planning, Tourism Village according to Pariwisata Inti Rakyat (PIR) in Hadiwijoyo (2012) is a rural area that offers a whole atmosphere that reflects the authenticity of the village both from socio-economic life, socio-culture, customs, daily life, has a distinctive village building architecture and spatial structure, or unique and interesting economic activities and has the potential to develop various tourism components, for example: attractions, accommodation, food and drinks, and other tourism needs. According to Hadiwijoyo (2012) the purpose of a tourist village is: 1.

Supporting government programs in tourism development by providing alternative tourist attractions. 2. Exploring the potential of the village for the development of the community around the tourist village. 3. Expanding employment and business opportunities for villagers, so that they can improve the welfare and quality of life of the village community so that they can improve the welfare and quality of life of the village community. There will be an even distribution of economic development in the village. 4. Encourage city people who are relatively better off economically, to enjoy going to the village for recreation. 5. Create a sense of pride for villagers to stay in their village, thereby reducing urbanization. 6. Accelerate the integration between non-indigenous people and indigenous people. 7. Strengthen national unity, so that disintegration can be overcome. Community Welfare. Jati Village is one of the villages located



in Bener District, Purworejo Regency, Central Java. Jati Village is divided into 7 sub villages, including Jangkang

Sawangan, Kembangan Lor, Kembangan Kidul, Kliwonan, Winong, and Siringin. Although there is no standard reference regarding the beginning of Jati Village, the local community believes in the hereditary story told by their parents. The Tinular story tells of a powerful traveler who came from an area on foot and carried a stick made of Dutch teak wood. Until at a certain place, he stopped and stuck his stick. It is said that the stick was stuck in a place that is currently Dusun Kembangan Kidul. After continuing his journey for some time, the traveler remembered his stick that he left behind and ended up walking back to that place. However, when he arrived there, his stick had blossomed, growing into a teak tree. Some places that are often visited by this village include Sigarbawang which comes from the words Garba and Awang which means a womb that is in the clouds, or a very high place. The peak of Jati Village is known as a refreshing religious tourist spot with natural scenery ranging from Mount Sumbing to the expanse of the countryside. Petilasan Kalapa is the second destination of the village, is a historical place in Jati Village, Sigarbawang is believed to be the hermitage of an ascetic as evidenced by the existence of a place resembling a tomb with a roof made of palm fiber as a protective roof. Another historical place that is used as a tourist attraction in Jati Village is Sikepel Hill. As the main tourist destination of the village, it is known that the hilly land has existed since the Dutch colonial era. The name Sikepel was inspired by the tall Kepel tree that bears abundant fruit on the top of the hill. In the past, the Purworejo regional government often held important events in that place and planted several types of plants. Currently, Sikepel has developed into a family tourist spot that is shady with pine trees and is known as the Sikepel Hill Nature Tourism.

**Tabel 1. Tourist Visits To Jati Purworejo Tourist Village Year 2022 - 2023**

| 2022     |                    | 2023     |                    |
|----------|--------------------|----------|--------------------|
| MONTH    | NUMBER OF VISITORS | MONTH    | NUMBER OF VISITORS |
| January  | 1256               | January  | 2.984              |
| February | 1436               | February | 1.610              |
| March    | 3.338              | March    | 2.747              |
| April    | 2.875              | April    | 650                |
| May      | 2.880              | May      | 2.583              |
| June     | 2.932              | June     | 4.955              |
| July     | 38                 | July     | 7.161              |



| 2022      |                    | 2023      |                    |
|-----------|--------------------|-----------|--------------------|
| MONTH     | NUMBER OF VISITORS | MONTH     | NUMBER OF VISITORS |
| August    | 80                 | August    | 9.560              |
| September | 75                 | September | 12.725             |
| October   | 266                | October   | 10.492             |
| November  | 2.486              | November  | 5.788              |
| December  | 448                | December  | 5.753              |
| Amount    | 15.418             | Amount    | 67.008             |

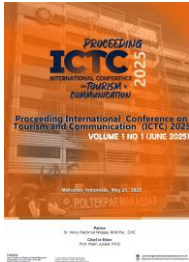
Sources: Pengurus Pokdarwis Desa Jati, 2024

Based on data obtained from Jati Village, the highest number of tourist visits to Jati Village in 2021 was 3,338 people in March, during the COVID-19 pandemic in 2021, it was recorded that in July, August, September, and October the number of tourist visits to Jati Village decreased due to the PPKM. Meanwhile, the highest number of tourist visits to Jati Village was in 2022, as many as 12,725 people in September, and it was recorded that in April few tourists visited Jati Village due to the month of Ramadan. Based on the results of the author's initial observations and surveys when visiting Jati Village, the appearance of Jati Village in general has many of its own attractions to be known by the public or visitors. Most visitors or tourists who visit Jati Village come from the surrounding area. Therefore, it is inseparable from the communication strategy used by the guide to tourists visiting Jati Village so that it can be ensured that the interpretation or guidance material delivered to visiting tourists can be channeled appropriately and usefully. In guiding the tourist village, the guide also realizes the importance of using a communication strategy that is considered suitable for tourists who visit, namely for tourists. Based on the results of observations and short interviews with tourists who visit Jati Tourism Village, tourists who visit say that guides need to pay attention to the communication used both for tourists so that the guidance delivered to visiting tourists can be channeled appropriately and understood.

## 2. REVIEW OF LITERATURE

### 2.1 Communication

Communication can be defined as a relationship or activities that refer to the issue of relationships, or it can also be defined as the process of exchanging opinions. Communication is a relationship that intersects between individuals and groups (Widjaja, 2000:13). According to Berelson and Steiner in



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Mulyana (2015), communication is the transmission of information, thoughts, feelings, skills, and others, through symbols, words, images, patterns, graphs, and others. According to Miller in Mulyana (2015), communication occurs when someone gives a message to the recipient to provide a tendency to the behavior of the recipient of the message. Conveyed by DeVito (2015) communication leads to an action, by one or more people, who give and receive messages that deviate due to interference or (noise) that occurs in a certain situation, has a certain effect, and has the opportunity to provide input.

## 2.2 Basic Functions of Communication

Communication plays an important role in many aspects of human life, communication can make life enjoyable when all physical needs, self-identity, social and practical needs can be met (Alder & Rodman, 2003), there are several basic functions of communication, namely:

- a. Teaching and Education
- b. Information
- c. Entertainment

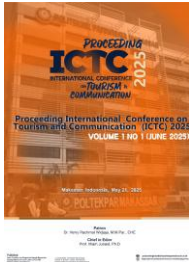
The purpose of communication is to send messages, receive messages, interpret messages, respond to messages and exchange messages/information.

Someone stated that someone does all types of communication for the purpose of communication, namely:

- a. Sending messages.
- b. Receiving messages.
- c. Interpreting messages.
- d. Responding to messages correctly and clearly
- e. Exchanging messages/information.

## 2.3 Communication Strategy

Strategy is a way, method, and technique of communication that can run so that we can achieve the planned goals, to speed up or slow down, make effective or ineffective, encourage or inhibit the achievement of a planned goal, a communicator must carry out certain tasks, therefore a communicator determines a communication strategy. Certain tasks or roles of the communicator consist of sending information, giving instructions, connecting, educating, explaining, and entertaining. Sending educational and entertaining information aims for the listener or communicant to understand, comprehend, be entertained, and have fun. By developing a communication strategy, communication messages can be sent and received well. Consisting of many definitions of communication strategy according to experts, one of which is According to Effendy (2011) is an effective plan to convey a message in such a way that it can be easily understood and accepted what has been conveyed, allowing them to change a person's attitude or behavior. Strategy is a way, method, and technique of communication that can run so that we can achieve the planned goals, to speed up or slow down, make effective or ineffective, encourage or inhibit the achievement of a planned goal, a communicator must carry out certain tasks, therefore a communicator determines a communication strategy. Certain tasks or roles of the communicator consist of sending information, giving instructions, connecting, educating, explain, and entertain. Sending educational and entertaining information aims for the listener or communicant to understand, comprehend, be entertained,



and have fun. By developing a communication strategy, the communication message can be sent and received well.

The functions and roles of communication consist of :

- a. Information.
- b. Introduction.
- c. Self-identity.
- d. Expressing emotions.
- e. Socialization.
- f. Entertaining.
- g. Educating.
- h. Motivation.
- i. Supporting.
- j. Influencing.

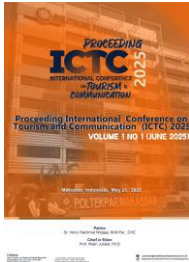
Communication strategies consist of :

- a. The quality of a communicator.
- b. Message accuracy.
- c. Media accuracy.
- d. Audience or target.
- e. Effect design.
- f. Reducing interference.
- g. Context accuracy.

Consisting of many definitions of communication strategy according to experts, one of which is According to Effendy (2011) is an effective plan to convey a message in such a way that it can be easily understood and accepted what has been conveyed, allowing them to change a person's attitude or behavior. While the communication strategy according to Hafied Cangara (2013), is the selection of communicators (delivering messages), determining target targets, composing messages, and selecting media. a. Communicator (delivering messages)

A communicator according to Hariyansyah (2015) is someone who is tasked with being the sender or recipient of messages in the communication process, or it can be said that a communicator is a person or many people who take the initiative to become a source of messages in the communication process. Communicators not only play a role in conveying messages to recipients, but also providing answers and responses to questions and input submitted by recipients who are directly or indirectly influenced by the communication process (Wiryanto, 2000). According to Ratna (2019) Villagers guides always have a certain theme which is the spread of messages or as a communicator. With the presence of a guide, the delivery of tourism messages that will be conveyed to tourists can be directed or controlled clearly. So that the delivery of messages does not float without direction, the meaning of the role of the guide here is the active involvement of a guide with his duties, in carrying out his duties he appears as something that is played

- b. Target (communicant)



Communicant or also called recipient is the target of communication (Sastropetro S. R., 1991). Determine the target and analyze the needs of the communicant. It is very important to understand tourists or visitors who come, especially those who will be the target of communication, because all communication activities are aimed at them, the requirements for message recipients that can be a factor of success in communication that must be considered are the factors of understanding and scope of expertise. According to Suryanto, (2015) communicants are divided into two types, namely personal, group or mass. This is necessary if the recipient of the message does not have sufficient ability and experience, then the communicator must be better at conveying the message so that it can be understood by the recipient.

#### c. Composing Messages

Messages are everything that is conveyed by other people in the form of symbols that are received and felt by the communicant in a series of meanings. Basically, the message is intangible, and can be realized by humans by creating several symbols such as writing, behavior, facial expressions, speech, and words (Cangara, 2006).

#### d. Media Selection

When choosing media or communication tools, it is necessary to consider the characteristics of the message content and the purpose of the message content to be conveyed. In general, for the public, messages must be channeled through mass media such as television or newspapers, and for a group it is necessary to present a group communication channel.

After that, this is further supported by the objectives of the communication strategy according to (Liliweri (2011) which states that to provide information, provide motivation, educate, disseminate information, and support in making a decision.

**Table 2: Recent Journals**

|    |                        |                                                                                                                         |             |                  |                                                                                                         |
|----|------------------------|-------------------------------------------------------------------------------------------------------------------------|-------------|------------------|---------------------------------------------------------------------------------------------------------|
| 1. | Luh Mega Safitri       | Analisis Strategi Komunikasi Pemandu Wisata (Studi Kasus: Interaksi Bahasa Inggris Di Objek Wisata Alas Kedaton Tabanan | Qualitative | Foreign Tourists | Further research is needed to analyze efforts to improve English communication in the tourism industry. |
| 2. | Amrina Fitri Rahmawati | Pola Komunikasi                                                                                                         | Qualitative | Tourists         | In Kauman Batik Village, there must                                                                     |



|    |                          |                                                                                                                                              |                            |          |                                                                                                                                                                                                                                                                                                                                        |
|----|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                          | Pemandu<br>Wisata (Guide)<br>Kampung<br>Wisata Batik<br>Kauman<br>Surakarta                                                                  |                            |          | be regular and<br>even knowledge<br>and training in<br>guiding skills for<br>all guides to<br>develop their<br>guiding potential.                                                                                                                                                                                                      |
| 3. | Yogi Rapael<br>p Nababan | Strategi<br>Komunikasi<br>Pemasaran<br>Tour Guide<br>desa Tomok<br>Kecamatan<br>Simanindo<br>dalam<br>Meningkatkan<br>Kunjungan<br>Wisatawan | Descriptive<br>Qualitative | Tourists | This study is a tour<br>guide prioritizing<br>the comfort of<br>tourists<br>which is expected<br>to provide an effect<br>to carry out word<br>of mouth<br>promotion which is<br>supported by the<br>marketing mix<br>point 7P. Existing<br>obstacles<br>competition<br>between other tour<br>guides in the same<br>tourist attraction. |

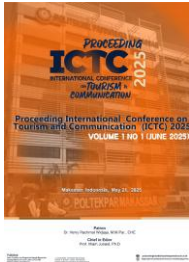
### 3. RESEARCH METHODOLOGY

This research is a descriptive- research related to the study and describes certain characteristics of individuals or certain groups. According to Sugiyono (2022), the quantitative method is a scientific method used to prove something concretely, objectively, measurably, rationally, systematically and can be repeated in the form of numbers and statistical analysis

#### 3.1 Population and Research Sample

The population in this study were the managers of the Jati village tourism village, Pokdarwis managers, tour guides and visitors who had visited Jati village. The sample is part of the number and characteristics possessed by the population. In determining the research sample, the Slovin Method was used.

#### 3.2 Data Collection Techniques



The primary data collection technique in this study uses a questionnaire. In this study, the questionnaire was used to obtain quantitative data to support the data obtained qualitatively related to the research problem. The author made observations when the guide was guiding tourists, starting from the greeting to the farewell. Then the author also conducted unstructured interviews. The next tool is distributing questionnaires. The type of questionnaire used is a closed questionnaire consisting of a number of questions or statements to explore information on the services of Jati village tour guides in guiding tourists. This questionnaire was given to a number of visitors to Jati village who had been selected as samples in the study. The researcher also conducted a literature study to obtain the necessary data.

### 3.3 Data Analysis Techniques

Data analysis functions to organize, sort, and group data so as to obtain data findings in accordance with the focus of the research according to Mudjiahardji in Sujarweni (2014), Miles and Huberman in Sugiyono (2018), said that data analysis in qualitative research is carried out interactively and continues continuously until it produces saturated data by carrying out 3 stages, namely data reduction, data presentation, and drawing conclusions.

### 3.4 Data Collection Method

#### a. Data Collection Technique:

Methodology is a method that researchers use to collect research data to make it easier and easier for researchers and the results are better, in a short the data is more accurate, complete and systematic so that it is easier to analyze (Arikunto, 2002). The data collection tools for this study are:

- Observation

In relation to the observation activities carried out in this study, attention was paid to the class of visitors who visited the Tourism Village Jati, when pre where the guide greeted or introduced himself at the beginning of the meeting with tourists, in where the guide carried out interpretation or guiding activities delivered in the place from beginning to end, and post when the farewell was made and the final impression after touring the tourism objects.

- Interview

An interview is an activity or action of question and answer in order to obtain data or information (Widodo, 2017), while Esterberg in Sugiyono (2015) added that an interview is a meeting between two people where information and ideas are exchanged through a question - answer system to the guides and visitors, so that in the end they can get or draw a meaning and a conclusion on a particular topic. Interviews can be carried out with or without interview guidelines. The interviews in this study were carried out unstructured or without interview guidelines.

- Distribution of Questionnaires

The questionnaires distributed to tourists reached 100 respondents and were filled out online with Google forms for respondents who visited Jati Tourism Village

- Literature Study



Literature study is an activity of researching, reviewing, and citing theories and literature in the form of books, journals, magazines, newspapers, and other written works related to a topic, focus, or research variable. (Widodo, 2017). In this case, the author uses literature and references to collect and research theoretical information that is in accordance with the interests of the integration of this Data Analysis Tools are Data Collection Methods are Validity Test and Reliability Test.

## 4. FINDINGS AND DISCUSSION

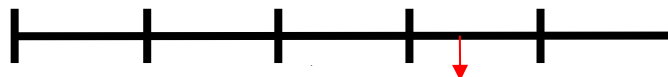
### 4.1 Communicator

The results of the assessment data from 100 respondents regarding the communicator dimension (delivering messages) in the communication strategy of guides for tourists visiting Jati Tourism Village, it is known that the lowest average score is 3.69 which is found in the traits indicator and is found in the fourth aspect, namely having an open personality. The highest average score is 4.15 which is found in the trait indicator in the ninth aspect, namely showing a disciplined and punctual attitude

The results of the assessment data from 100 respondents regarding the communicator dimension (delivering messages) in the communication strategy of guides for tourists visiting Jati Village, it is known that the lowest average score is 3.85 which is found in the cognition and information processing indicator and is found in the fifth aspect, namely having an intonation of voice that is easily conveyed to tourists. The highest average score is 4.1 which is found in the cognition and information processing indicator in the first aspect, namely having good knowledge about tourist attractions in Jati Village. The results of the assessment data from 100 respondents regarding the communicator dimension (delivering messages) on the communication strategy of guides for tourists Jati Village, it is known that the lowest average score is 3.51 which is found in

the self- indicator and is found in the first aspect, namely having knowledge about the character of tourists. The highest average score is 3.97 which is found in the self- indicator in the second aspect, namely having a good leadership spirit towards tourists.

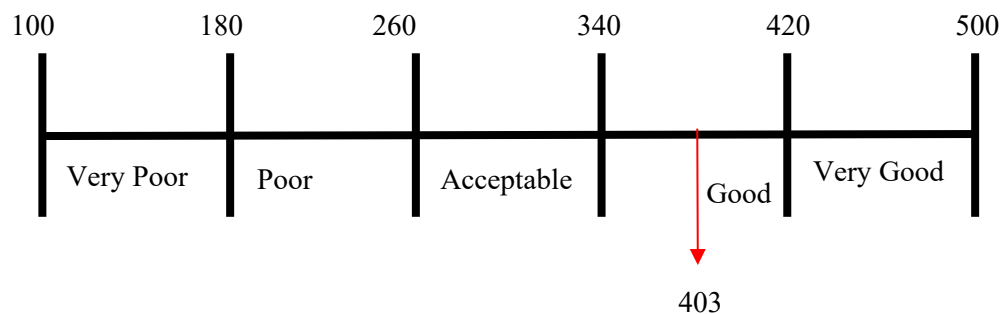
**Picture 1 Tourist Assessment Range On Communicator Dimensions (Delivering Messages)  
On Self Indicators In Guide Communication Strategies**



### 4.2 Target Audience (Communicant)

The results of the assessment data from 100 respondents regarding the dimensions of the target audience (communicants) in the communication strategy of guides for tourists visiting Jati Village, it is known that the lowest average score is 3.74 which is found in the personal indicator and is found in the first aspect, namely consciously actively communicating with tourists. The highest average score is 4.03 which is found in the personal indicator in the second aspect, namely the guide is also active in providing answers to tourist questions. The results of the assessment data from 100 respondents regarding the dimensions of the target audience (communicants) in the communication strategy of guides for tourists visiting Jati Village it is known that the lowest average score is 3.98 which is found in the group or mass indicator and is found in the second aspect, namely being informative. The highest average score is 4.06 which is found in the group or mass indicator in the first aspect, namely being able to guide well in groups of tourists.

**Picture 2. Tourist Assessment Range Regarding Target Dimensions (Communicants) On Group/Mass Indicators In Guide Communication Strategies**

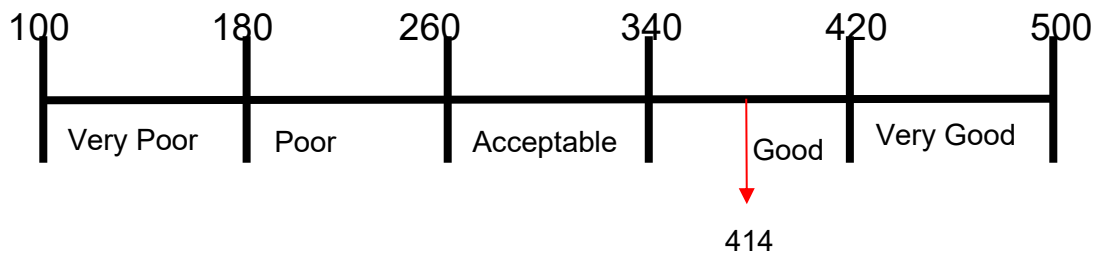


#### 4.3 Composing Messages

The results of the assessment data from 100 respondents regarding the dimensions of composing messages in the communication strategy of guides for tourists Jati Village, show that the highest average score is 4.14 which is found in the message code element indicator of a series of symbols in the first aspect, namely using gestures/hand movements to explain something/show something. The results of the assessment data from 100 respondents regarding the dimensions of composing messages in the communication strategy of guides for tourists visiting Jati Village show that the lowest average score is 3.8 which is found in the message content element indicator and is found in the fourth aspect, namely having the ability to communicate effectively. It is also known that the highest average score is 4.01 which is found in the message content element indicator in the third aspect, namely making eye contact when talking to tourists. The results of the assessment data from 100 respondents regarding the dimensions of composing messages in the communication strategy of guides for tourists visiting Jati Village, show that the lowest average score is 4.04 which is found in the message form indicator and is found in the third aspect, namely being a good listener.

The highest average score is 4.11 which is found in the message form indicator in the first aspect, namely avoiding vocabulary that is difficult to understand.

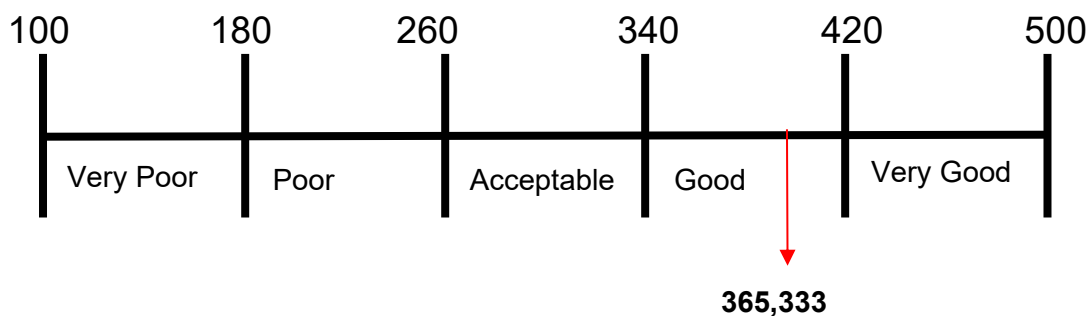
**Picture 3. Range Of Tourist Assessments Regarding The Dimensions Of Composing Messages On The Indicators Of Message Code Elements Of A Series Of Symbols In The Guide Communication Strategy**



#### 4.4 Media Selection

The results of the assessment data from 100 respondents regarding the dimensions of media selection in the communication strategy of guides for tourists visiting Jati Village, show that the lowest average score is 3.54 which is found in the internet media type indicator and is found in the second aspect, namely using promotion via social media. The highest average score is 3.87 which is found in the media type indicator in the third aspect, namely routinely sharing tourist visit activities via social media.

**Picture 4. Range Of Tourist Assessments On Media Selection Dimensions On Internet Media Type Indicators In Guide Communication Strategies**





#### 4. CONCLUSION

Based on the results of the discussion that has been written in the previous chapter, here are the conclusions of the results of this study.

##### 1. Communicator (Delivering Messages)

Based on the results of the analysis of the communicator dimension (delivering messages) it can be concluded that overall in this dimension it is considered good, but there are still some tourists who consider it very bad and not good in several aspects, one of which is in the aspect of showing an initiative attitude in welcoming tourists, the lack of initiative of the guide to approach tourists who come and ask whether they want to be guided or not. This will have an effect where tourists will feel that their presence is not felt and feel confused.

##### 2. Target Targets (Communicant)

Based on the results of the analysis of the target targets dimension (communicant) it can be concluded that overall in this dimension it is considered good, but there are still some tourists who consider it very bad and not good in several aspects, one of which is informative, the guide in the village is quite informative where the guide in the village also helps tourists in getting information about the history of the village and the collections in the village. However, the guides still do not know the character of tourists who come to the village, especially group or mass tourists where the effects that will arise cause the guides at the village to be unable to adjust the guide material for the tourists who come.

##### 3. Composing Messages

Based on the results of the analysis of the dimensions of composing messages, it can be concluded that overall in this dimension that the whole is considered good, but there are still some tourists who consider it very bad and not good in several aspects, one of which is in the aspect of having the ability to communicate effectively, this will have an effect where tourists will feel unable to receive appropriate information from the guide at the village or there will be misinformation from what is conveyed.

##### 4. Media Selection

Based on the results of the analysis of the dimensions of media selection, it can be concluded that overall in this dimension that the whole is considered good, but there are still some tourists who consider it very bad and not good in several aspects, one of which is in the aspect of using promotions via social media, where the village is still less active in carrying out promotional activities, especially in creating promotional content, this will have an effect on the village which is less well-known by surrounding tourists.

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Proceeding International Conference on Tourism and Communication, Vol 1 No 1  
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DOI: <https://doi.org/10.33649/icontc.v1i1>

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