

Communication Patterns of Peatland Agro-Tourism “Talaran Setara” Based on Local Wisdom (Qualitative Study in Karya Maju Village, Marabahan District)

Gunawan Wibisono¹, Marhaeni Fajar Kurniawati², Muzahid Akbar Hayat³

^{1,2,3} Universitas Islam Kalimantan Syekh Muhammad Arsyad Al-Banjari, Banjarmasin, Indonesia

gunawanwibisonomrb@gmail.com, marhaeni.akbar@gmail.com, m.akbarhayat@gmail.com

Abstract

This study aims to analyze the Communication Pattern of Talaran Setara Agrotourism Tourism, to analyze in depth what factors are the Supporters and Barriers in carrying out Tourism Communications for Talaran Setara Peatland Agrotourism, to analyze how to create a brand in Talaran Setara Agrotourism, to analyze what creates the emotional connection that causes trust, intimacy, and passion of tourists in Talaran Setara Agrotourism, to analyze what makes tourists visit Talaran Setara Agrotourism. This type of research is field research using a qualitative approach. The research location is Talaran Setara Agrotourism, Karya Maju Village, Marabahan District. The results of this study: The communication pattern of Talaran Setara Agrotourism carried out by Karya Maju Village is by branding on social media, because in the current global era of social media is the most effective medium to quickly introduce something to the wider community, Talaran Setara Agrotourism is a tourist destination in the form of an artificial garden on an area of approximately one hectare which is now being visited by many local people, the existence of Talaran Setara Agrotourism can also grow the economy through traders who sell around tourist, cultural and artistic attractions that display art attractions on a regular basis, and foster a sense of love in culture and the homeland, as well as creating business opportunities such as culinary, opening parking lots, swing rentals, renting children's toys and various types of businesses that can still be developed through the existence of tourist destinations.

Keywords

agrotourism; equivalent reason; social media



I. Introduction

The expanse of rural nature which is still dominated by the color green provides its own comfort for the city community, and people who miss the traditional rural life, so that with a little touch of design it gives birth to a work in the form of a tourist attraction.

One of the new tourist attractions that is currently becoming the prima donna of the Barito Kuala (Batola) community is Talaran Setara Agrotourism, Talaran Agrotourism equivalent having its address at Jalan Anjir Talaran, Karya Maju Village, Marabahan Subdistrict, Barito Kuala Regency. In terms of Agro, Karya Maju Village tries to cultivate date palms and grapes. So far, the grapes have been successful, while the date palms are still in the process. In terms of Tourism, Karya Maju Village, Marabahan sub-district has a flower garden that attracts people to take selfies, and starts to attract many visitors. Karya Maju Village Tour is composed of rabbit gardens, triangular houses, banjar traditional houses, gazebos, pigeon gardens, gift shops, public toilets, flower gardens, animal statues such as cows, bees, rabbits, butterflies, and a vine garden.

Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). The existence of news on social media regarding tourism potential in the Talaran Setara Agrotourism area can be used as the basic capital in developing agro-based tourism activities and local wisdom. News about tourism potential in Barito Kuala can change the concept of tourism as the main driver for economic and social progress in the Talaran Setara Agrotourism area, Karya Majau Village, Marabahan District.

The idea of local wisdom tourism has become popular and is being seriously considered in Indonesia, especially with the stipulation of Wae Rebo tourism as one of the cultural heritage tours with all its uniqueness under the auspices of UNESCO in 2012 and in the following year (2013), this village was also awarded as one of the tourist areas. UNESCO Asia-Pacific cultural heritage conservation.

The success of Wae Rebo's local wisdom tourism shows that the tourism sector in Indonesia has great potential if it is managed carefully and seriously. Reflecting on the site of the Mbaru Niang traditional house in East Nusa Tenggara, various regions in Indonesia were then inspired to do the same thing. Not to forget the Barito Kuala Regency Government which carries agro tourism by highlighting local wisdom.

The development of agro-based tourism by highlighting local wisdom is now starting to be seen by various regions to attract tourist visits, including the Barito Kuala district. Local wisdom itself when packaged in tourism communication can be an element of the formation of local branding of a place. The Talaran Setara Agrotourism Area is part of the values of local wisdom that the Village-Owned Enterprises with the Karya Maju Village unit want to develop both spontaneously and routinely through the display of cultural arts attractions in Marabahan such as Kuda lumping, Campursari, dances, Band and single organ music.

II. Research Method

This research includes field research, and in this study uses a qualitative descriptive approach. What is meant by qualitative descriptive is research that puts forward data collection or the reality of the problem based on the disclosure of what is collected, and the things collected are in the form of written and spoken words from people and observed behavior. In other words, the qualitative descriptive method is a procedure that produces descriptive data in the form of words and speech from people and observed behavior (Moleong, 2002).

III. Results and Discussion

Presenting this data using the *Tourism opportunity spectrum system*, Butler and Waldbrook (2003) in their journal entitled *A New Planning Tool: The Tourism opportunity spectrum* introduces an ecotourism development technique known as the *Tourism opportunity spectrum* (TOS). The appeal of the TOS lies in the fact that the TOS provides a context in which change can be made, and the possible development implications are reviewed. The elements in the concept of the Tourism opportunity spectrum consist of accessibility, compatibility, characteristics, social interaction, level of acceptability, and degree of management.

TOS assumes that the spectrum of measurement and assessment of development indicators used must: (1) be observable and measurable, (2) directly controllable under management control, (3) be directly related to tourist preferences and influence their

decision to travel or not to a place. these, and (4) have certain characteristics and conditions. Based on this explanation, the presentation of the data in this study includes accessibility, compatibility, characteristics, interaction, acceptability, and degree of control management .

Accessibility, Accessibility relates to the ease of services provided by tourist destinations to consumers, such as the ease of obtaining information and the ease of accommodation at tourist sites. In planning a tourist trip, what consumers need the most is information related to all tourist sites. The promotion carried out by the manager to introduce tourism products to potential tourists is through social media interviews with the Head of Karya Maju Village Nurmanto, Luky Muhammad Ariyanto, Sugiaturun, on March 7, 2022 they agreed to say:

"Promotions carried out by the manager through YouTube, Instagram, Facebook and assisted by the sub -district"

After being confirmed to the sub-district during an interview on March 15, 2022, the sub-district head of Marabahan Eko Purnomo Sakti admitted that he helped promote agro-tourism via social media;

"Promotion is also assisted by Dispora, only from a massive or not massive perspective, we lack media space, the sub-district may only have one Instagram, Facebook, so we encourage community members who visit there to take selfies and promote someone, if internally we are a person." the district still lacks media limitations, only the secretary of the local government who is more proactive in this agro-tourism, people build more kesidin, that's because the budget is there, if we hit it with a personal budget, we lose because there are still ecoparks more to the Secretary of State who helps the budget"

To promote tourism products in Barito Kuala Regency, the Youth, Sports, Culture and Tourism Office also has its own strategy, this was conveyed by the Head of Tourism Muhammad Didik Kaharudin, S.IP, MA and Head of Tourism Dewi Kasiah, S.Pd in an interview on Monday, March 21 2022:

"The promotion strategy carried out by the Office is to promote agro-tourism of equal reasoning through Whatsapp, Instagram, and Facebook . Use of websites, social media, implementing and participating in tourism events"

From the results of interviews, tourists also admit that they get information from social media or from people's conversations, and there are also those who know it from government programs that have been socialized through various media.

"I learned about Talaran Setara Agrotourism through word of mouth from residents and from social media reports" (Tabri dated March 28, 2022)

"I found out from a close friend's instagram story" (Mely Agustina March 25, 2022)

"I know from people's talk" Selvia March 20, 2022

"I know Talaran Setara Agrotourism from the WA group" (Muhammad Husaini 11 February 2022)

"I know about it from government programs that have been socialized through various media" (Hery Sasmita March 15, 2022)

In this era of communication technology development, we are facilitated by online social media services. Unfortunately, the incessant reporting on social media is not supported by the information that must be provided at tourist sites, at tourist sites there is no tourist information center that provides various consumer needs, such as brochures, pamphlets, maps, or price lists of products sold at tourist sites, (field observations from 01 February to 22 May 2022).

Another weakness possessed by the Talaran Agrotourism manager in terms of information accessibility is that there is no official website about Talaran Setara Agrotourism, social media accounts have only one Instagram, the number of posts is only 11 in the form of images and 75 followers, meaning that there is very little news from the Talaran Agrotourism manager. Equivalent. The manager only takes advantage of the news by visitors of Talaran Setara Agrotourism through their respective social media, the results of the interview:

"Promotions are also assisted by Dispora, only from a massive or not massive perspective, we lack media space, the sub-district may only have one Instagram, Facebook, so we encourage people who visit there to take selfies and promote someone" (Eko Purnomo Sakti 15 March 2022)

If tourists have received sufficient information regarding their tourist locations, then the next thing in the discussion of accessibility is the availability of transportation and accommodation facilities. In terms of transportation, Talaran Setara Agrotourism Park is easily accessible by tourists from wherever tourists want to come, both using land transportation and water transportation.

"The facilities are generally representative, such as good toilets, good roads, then there is a specialty, namely the vineyard..." (Hery Sasmita March 15, 2022)

"The road conditions to the Talaran Equivalent Agrotourism attraction are comfortable" (Selvia, 20 March 2022)

"The condition of the road to the Talaran Equivalent Agrotourism attraction is comfortable" (Mely Agustina, March 25, 2022)

"Road conditions to the Talaran Agrotourism attraction are Equal. Road conditions are good and very smooth" (Tabri, 28 March 2022)

Compatibility, compatibility emphasizes the interconnectedness between subsystems in a tourism industry system. In essence, a tourism industry cannot deny other activities because the carrying capacity of all components in an area will greatly affect the existence of tourism. The compatibility of Talaran Setara Agrotourism is convincing, it appears that there is a solid connection between residents and management, also once in a while residents do community service to form a comfortable environment for tourists, interview results

"The relationship with the residents is like this, bro, in essence, bro, so we have a plan, we explain it to the community, especially the community leaders. They are very supportive, even those who clean and encourage it, are Mr. RT who voluntarily support our program" (Nurmanto, 7 March). 2022)

"The local community helps and cooperates in managing, in the field of cleanliness and vehicle parking" (Lucky Muhammad Apriyanto, 7 March 2022)

"relationships between local residents and tourism object managers are mutually supportive and quite good in the existence of agro-tourism" (Sugiatun, 7 March 2022)

The cohesiveness of the community around agro-tourism brings fresh air to be able to make tourism designs more attractive, for example the Krida Budaya Desa Karya Maju community of horse lumping arts regularly appears to entertain tourist visitors who come to tourism objects as a result of field observations on 08 May 2022

Talaran Setara Agrotourism is managed by the BUMDESMA of four villages, so the relationship between the four villages occurs in a jointly managed business by BUMDESMA from interviews with managers:

"Agrotourism is managed by four villages, namely Bumdesma, each village nominates to send 2-3 people to be elected to become Bumdesma administrators" (Nurmanto, 7 March 2022)

"Talaran Equivalent Agrotourism is managed by BUMDESMA of equivalent talaran and the community around agro-tourism and assisted by the Village Government" (Lucky Muhammad Apriyanto, 7 March 2022)

"Talaran Setara Agrotourism is managed by Bumdesma" (Sugiatun, 7 March 2022)

"Talaran Setara Agrotourism is managed by Bumdesma (4 villages, Antar Baru village, Sido Makmur village, Karya Maju village and Antar Raya village)" (Muhammad Didik Kaharudin, 21 March 2011)

"Currently the manager of Agrotourism is Bumdesma (Joint Village-Owned Enterprise) Talaran Setara, if in the past it was originally by the local government, from the regional government that built the facilities and infrastructure the assets were handed over to the village from the village the assets were then managed and transferred to Bumdesma Talaran Equivalent, but does not eliminate it as a village asset, if it fits later, after it is handed over to Agrotourism and then sold by the management, it's only asset management. So there are four collaborating agro-tourism villages, the tourist area villages, namely the village of Antar Baru, Antar Raya, Karya Maju and Sidomakmur. In the past, in 2019, the plan was to merge into the PDT ministry, because in the past, with the minister before Mr. Jokowi, the second election was him, the plan was to develop a new village area, in Batola there is only one, namely in Anjir Pasar, now because there is a government program that wants to develop again adding a new village area, all of us build agrotourism at the same time we propose to become a new village area, only over time because after the inauguration of the president, there will be a transfer of ministers, now the new minister no longer continues the program, so the village program what was there before, that's what has been developed again, so the focus is on Anjir Pasar". (Eko Purnomo Sakti, March 15, 2022)

Characteristics of Tourism Facilities , Many facilities need to be prepared so that tourists can enjoy every moment when they are in the tourist area. Facilities must also support each other and be mutually compatible so that tourists feel comfortable when traveling. Imagine, if tourists who come from far away to travel but do not find toilets and clean water to wash their hands or find it difficult to find a proper place of worship, therefore the facilities need to be planned and continuously evaluated in order to maintain the image of the tourist destination itself, the results of the interview:

"Facilities and infrastructure that support the Talaran Setara Agrotourism attraction, the facilities are generally representative, such as good toilets, good roads, then there is a specialty, namely the vineyard..." (Hery Samita, March 15, 2022)

"Facilities and infrastructure that support Talaran Equivalent Agrotourism attractions Public facilities, toilets, vineyards" (Selvia, 20 March 2022)

"Facilities and infrastructure that support tourism objects, scheduled entertainment" (Mely Agustina, March 25, 2022)

"Facilities and infrastructure that support tourist attractions, scheduled entertainment, for example once a week" (Tabri, 28 March 2022)

Tourism managers must be responsive to this condition and make it an opportunity in managing tourist destinations, currently facilities can be one that tourists consider when visiting a tourist attraction. There are several standard facilities that need to be prepared by tourist villages so that they can pamper tourists, such as:

- a. **Cleanliness facilities** , cleanliness is maintained throughout the tourist area, and the availability of places for self-cleaning such as hand washing areas and toilets.
- b. **Worship facilities** , Worship is the right of individual tourists visiting tourist objects, representative places of worship will be an added value for tourism objects.

- c. **Parking facilities** , tourists who come with vehicles need a parking space, parking can be a newly built requirement and provided in tourist areas.
- d. **Game facilities** , Games can be a means of support because people who come to travel, need these facilities, both games for adults and games for children. This game facility if packaged properly can also be an added attraction that will always be remembered by tourists.
- e. **Self-promotion facilities, Self** -promotion is intended for tourists who come to visit. tourist destinations must think that tourists currently use social media on average so they need media for selfies and free wifi, this can be used by tourist destination managers as promotions through tourist visitors and this will be more attractive and interesting which makes people curious to come visit tourist attractions.
- f. **Supporting facilities** **Supporting** facilities for tourist destinations can consist of many things that are outside, for example access roads to tourist attractions, restaurants, lodging places, and so on.

The facilities for Talaran Setara Agrotourism are still incomplete, we can see this from the results of the interview:

"Facilities and infrastructure that must be added, there should be a prayer room that is representative if the toilet and prayer room are there, now that means it's complete, the mosque is there but it's far to cross the road..." (Hery Samita, March 15, 2022)

"Facilities and infrastructure that must be added, Mushola" (Selvia, 20 March 2022)

"The facilities and infrastructure that need to be added according to Ulun's opinion is free Wifi for visitors to tourist attractions" (Mely Agustina, March 25, 2022)

"The facilities and infrastructure that need to be added according to Ulun's opinion is free Wifi for visitors to tourist attractions" (Tabri, 28 March 2022)

"Facilities and infrastructure that need to be added, children's games and shaded places" (Misristi, 20 March 2022)

Social Interaction, tourist destinations will face two things that are closely related to social interaction as a result of going public. that is,

first, human interaction with the environment/ecosystem that affects natural ecosystems.

Second, the interaction between tourists and local communities that can affect the social ecosystem.

two things are interrelated and affect all the joints of tourist destinations visited by tourist visitors, and both have no effect on the destinations of Talaran Setara Agrotourism, because Talaran Setara Agrotourism is located in an ex-transmigration area where the tradition of gotong royong is still strong and the rural natural ecosystem is still beautiful. . The rural atmosphere that is still beautiful with fresh air conditions is the main attraction for people who want to enjoy the village atmosphere.

From the observations that have been made, Talaran Setara Agrotourism is an artificial garden located on a land area of approximately one hectare. "Tourists who come to visit usually do activities such as feeding pigeons, relaxing on garden chairs while enjoying snacks as well as taking selfies" from interviews with several tourists:

"Activities/activities that are carried out during a visit to a tourist attraction, which are carried out just relaxing, seeing the vineyard, then feeding the pigeons, then enjoying the snacks that are available." (Hery Sasmita March 15, 2022)

"Activities/activities carried out during a visit to a tourist attraction, for Photography and Refreshing" (Mely Agustina March 25, 2022)

“Activities/activities carried out while visiting tourist objects, for reporting, taking selfies and recreation” (Tabri dated March 28, 2022)

“Activities/activities carried out during a visit to a tourist attraction, for refreshing” (Selvia 20 March 2022)

The social interaction that is built in the Talaran Setara Agrotourism area can drive the economic growth of the surrounding community, and if it is managed properly all existing resources, both technical and non-technical, to organize good tourism, the results of the interview:

“Citizens can seize business opportunities such as selling souvenirs, selling fruits, selling food for tourists”, (Nurmanto, March 7, 2022)

“Very useful, it opens and absorbs new job opportunities... such as opening hawker shops around agro-tourism” (Lucky Muhammad Apriyanto, 7 March 2022)

“There are several benefits for the community, such as being closer to tourist attractions, so you don't have to go far to travel. for MSME entrepreneurs, especially snack sellers, food gets an increased income by selling it in agro-tourism areas” (Sugiatun, 7 March 2022)

The existence of Talaran Setara Agrotourism can be useful for residents and compete with other tourist destinations outside Barito Kuala Regency, the results of the interview:

"It's a benefit, sir, what is clear is that community members who should have recreation outside our village such as leaving our village such as going to Banjarbaru to Java can be done here" (Nurmanto, 7 March 2022)

To prepare for tourism objects to become competitive tourist destinations , it is necessary to have an agreement with the community as a whole to prepare themselves . It is necessary to know that the Government and the community around Talaran Setara Agrotourism strongly support the existence of tourist destinations, the results of the interview:

"The district supports the regent's decree on rural areas, then the decree on the location determination in 2019 (attached), the basis of the decree and the perbup is the basis we can ask the local government for a budget, if for others such as Antar Raya there is support from Hasnur (BPP) honey kelulut, especially from the farmers of hasnur, they train to pack kelulut honey with fragrant lemongrass then grilled intalo” (Eko Purnomo Sakti, 15 March 2022)

"So we have a plan, we explain it to the community, especially the community leaders who are very supportive, even the one who cleans and gives encouragement is Mr. RT, who voluntarily supports our program" (Nurmanto, 7 March 2022)

“local residents and tourism object managers support each other and are quite good at agrotourism” (Sugiatun, 7 March 2022)

Level of Acceptability , the conditions of social interaction that have been discussed previously will greatly affect the level of acceptability (acceptance) of local communities around tourist destinations to the presence of tourists. To get to a high level of acceptability is not difficult for the residents of Karya Maju Village because Talaran Setara Agrotourism is located in an ex-transmigration area whose residents are used to living with social pluralism, even the community members are very supportive and accept the existence of the Talaran Setara Agrotourism tourist destination.

From the observations that the researchers have done for four months and the interviews conducted, there are no residents who do not like the existence of this tourist destination, in fact the community is grateful that the existence of this tourist destination can grow the economy and create new jobs for the community.

The degree of control management, the degree of control management shows the level of flexibility in the management of tourist destinations (Pitana & Diarta, 2009:148). The management of Talaran Setara Agrotourism cannot be implemented rigidly, let alone dealing with tourists. Management flexibility can be interpreted in the management of tourist art attractions, in the sense that the time and use of all tourism assets are given to tourists, tourists are given sufficient time and games that satisfy them, then tourists will become one of the components of marketing and promotion that is effective for promotion, tourists will share their experiences during their trip through their own social media which will intentionally or unintentionally influence other potential tourists to visit, the results of the interview:

"I share my experiences during my visit to Talaran agro-tourism on social media, on WA and Instagram status" (Ahmad Mubarak, March 14, 2022)

"I share my experiences during my visit to Talaran agro-tourism on social media, Facebook, tik-tok, whatsapp, instagram" (Selvia, 20 March 2022)

"I share my experiences during my visit to Talaran agro-tourism on Social Media, WhatsApp and Instagram" (Mely Agustina, 25 March 2022)

"I share my experiences during my visit to Talaran agro-tourism on social media, on YouTube and WhatsApps" (Tabri, 28 March 2022)

The desire of tourists from year to year is always developing, it must be captured by the manager of Talaran Setara Agrotourism so that it can exist, because tourists today can provide comments on tourist destinations on their social media regarding things that are their likes or dislikes about tourist sites that can be directly read and As known by the wider community, the trend of future tourism is the highlighting of the personal experiences of tourists which require careful management of tourist destinations in order to be able to satisfy tourists.

Massive news coverage by tourists needs to be balanced by promotions by agro-tourism managers, agro-tourism managers also promote tourist destinations through social media, even though the news is not as massive as that shared by tourist visitors, the results of the interview:

"To market Talaran Equivalent Agrotourism Promotion both through the sub-districts as well as through YouTube as well as the Talaran Equivalent song that we created" (Nurmanto, March 7, 2022)

"Promoting to relatives and friends who are outside the area to visit equivalent talar agro-tourism through Instagram, Facebook" (Lucky Muhammad Apriyanto, 7 March 2022)

"Making more interesting innovations, often holding interesting attractions, following current trends. more active in promoting, both directly and through social media" (Sugiatun, 7 March 2022)

"Promotion is also assisted by Dispora, only from a massive or not massive perspective, we lack media space, the sub-district may only have one Instagram, Facebook, so we encourage community members who visit there to take selfies and promote someone, if internally we are a person." from the district there are still limited media limitations, only from the secretary of the local government who is more proactive and active in this agro-tourism" (Eko Purnomo Sakti, 15 March 2022)

"As far as I know agro-tourism of equivalent reasoning already has social media, it's just not very active, promotion is more for visitors' social media posts, secondly, inviting journalists every time there is an event at equivalent-level agro-tourism" (Muhammad Didik Kaharudin, 21 March 2022)

"The promotion strategy carried out by the Office is to promote agro-tourism of equal reasoning through Whatsapp, Instagram, Facebook, use of websites, social media, implementing and participating in tourism events" (Muhammad Didik Kaharudin, 21 March 2022)

In promoting tourism products the manager also experiences various difficulties/constraints as quoted in the following interview:

"The obstacle faced by the Department of Culture, Tourism, Youth and Sports of Barito Kuala Regency in promoting tourism objects is a small budget, the Covid-19 pandemic but the most basic problem is a lack of funds" (Muhammad Didik Kaharudin, 21 March 2022)

Having problems with the Youth, Sports, Culture, and Tourism Office of Barito Kuala Regency overcome them by doing improvised activities and looking for other alternatives, as quoted in the following interview:

"To overcome obstacles to tourism promotion activities at the Department of Youth, Sports, Culture, and Tourism of Barito Kuala Regency, we are holding an event in accordance with the DIPA that has been set by the Regional Government and using free social media" (Muhammad Didik Kaharudin, 21 March 2022)

These obstacles can take various forms, such as budget shortfalls, but the management always has ways to overcome these problems, such as the following interview excerpt:

"The inhibiting factor in promoting Talaran Equivalent Agro-tourism, our limitations are back to the first, we can't pay people to pay for gymnastics instructors, the most hope is that from the local government there is a green light from the Secretary of State to direct from SKPD-SKPD if there are Regency events. held there, such as boy scout competitions, schools, if from a strategic place, from marabahan just 15 minutes until later, if the Dadahup bridge is more advanced than the Jejangkit, it's a long way to get into it, hopefully it will be a supporter That's Mr. Nurmanto Pang who supports Banar, whose soul is a farmer rather than a supplier" (Eko Purnomo Sakti, 15 March 2022)

To attract the attention of visitors and increase the number of tourists, tourism destination managers may decide to create tourist attractions such as displaying the art of Kuda Lumping, or conducting a survey to visitors about what they want in the tourist destination. campursari as in the following interview excerpt:

"The art that has performed in the Talaran Setara agro-tourism area, Kuda lumping in Karya Maju village, could also be Kuda lumping from wanaraya, the plan is for panting music, so tourism is not only about its natural beauty but also its culture" (Nurmanto, 7 March 2022)

"entertainment attractions that have been shown to attract tourists, Kuda Lumping, competitions" (Luky Muhammd Apriyanto, 7 March 2022)

"arts that have performed in the agro-tourism area of Talaran Setara, Kuda lumping, Organ Tunggal, Campur Sari" (Sugiatun, 7 March 2022)

From observations made by researchers from February 01 to May 22, 2022, Talaran Setara Agrotourism has improved a lot from the parking locations for vehicles, both two-wheeled and four-wheeled, which are far from far from tourist sites, now they are closer, traders who originally sold outside the tourist location area then managed and facilitated by managers in the Talaran Setara Agrotourism area so that tourist destinations look neater and more competitive. Although not yet perfect collaboration in various sectors to be able to become a leading Agrotourism has also been carried out by managers such as the procurement of art attractions in tourist destinations, making photo spots, and strengthening other supporting facilities.

"Factors that support Talaran Equivalent Agrotourism, Mutual cooperation of all agro-tourism managers" (Luky Muhammad Apriyanto, March 7, 2022)

"Factors that support Talaran Equivalent Agrotourism, Internet network is quite good and smooth" (Sugiatun, March 7, 2022)

"The factors that support the Talaran Agrotourism Equal Promotion of Tour de Batola, children who are scout camps, then there are UNLAM law faculty students practicing law as well as women who can do gymnastics too" (Eko Purnomo Sakti, 15 March 2022)

"Factors that support Talaran Equivalent Agrotourism, because there are visitors" (Misriati, 20 March)

IV. Conclusion

Based on the analysis that has been done through interviews, field observations and documentation, it can be concluded that:

1. The pattern of communication that is built at the Talaran Setara Agrotourism destination is a multi-way communication pattern. The existence of the Talaran Setara Agrotourism tourist destination is closely related to the development process in Barito Kuala Regency. The Barito Kuala Regency Government pays attention because tourism is considered capable and able to make a potential contribution in making the community around tourism objects more prosperous. The development of tourism in Barito Kuala is because it has more economic value, is profitable and prospective.
2. Agrotourism has full support from the Regional Government and the local community because the existence of Talaran Setara Agrotourism can grow the economy through traders who sell around tourist, cultural and artistic attractions that display art attractions on a regular basis, as well as foster a sense of love for culture and the homeland, as well as the creation of business opportunities such as culinary, opening parking lots, swing rentals, renting children's toys and various types of businesses that can still be developed through the existence of tourist destinations. The factors that hinder Talaran Setara Agrotourism are more due to the Covid-19 pandemic, also managers who are less attentive to tourism objects, tourist destinations also do not meet the Sapta Pesona standard which is the standard of Indonesian tourism, there is still limited ability to increase the added value of potential objects and attractions. tourist attraction so that it has not been able to face stiff competition in the tourism market. The development of tourist objects is still based on the desire of the product not on the orientation of market desires. Weak human resources, apparatus and personnel managing the tourism industry so that the quality of service is still low.
3. Domestic tourism brands in Talaran Setara Agrotourism, to determine the brand, it is necessary to hold a meeting/deliberation with all interested parties, community leaders, culturalists both young and old. The condition when researchers conduct labeling research on tourist destinations is done by branding on social media, because the manager's reason is that at this time social media is the most effective media to introduce something quickly to the wider community.
4. The emotional connection occurs because of conditions or circumstances that make tourists feel comfortable with the application of Sapta Pesona which is owned by equivalent Talar Agrotourism. Sapta charm consists of elements of Cleanliness, Order, Security, Coolness, Friendliness, and Beauty, for Memories as programmed by the Ministry of Tourism, Talaran Setara Agrotourism has not provided memories or

souvenirs that visitors can take home, the memories obtained by visitors are only in the form of photos while at a tourist attraction.

5. In recent years, the development of Agro-tourism, especially Talaran Equivalent Agro-tourism, has increased. Many factors influence this trend. In addition to the incessant reporting carried out by visitors to the Talaran Setara tourist attraction through social media, also because the desire of prospective tourists to seek new experiences also contributes to travel to rural areas in this case Talaran Setara Agrotourism. The desire to visit tourists is also based on various reasons, including; out of curiosity, because they want to know about governance, because of the cool village atmosphere, some because of work and some because of the crowds of tourist objects because on certain days the manager presents regional art attractions at Talaran Setara Agrotourism.

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