

## **Local People's Communication System in The Development of Black Water Tourism Destination Kereng Bangkirai Palangka Raya City For Internasional World**

**Muhammad Riban Satia<sup>1\*</sup>, M.Nur Tanja Putra<sup>2</sup>, Rahmat Hidayat<sup>3</sup>, Nova Riyanti<sup>2</sup>,  
Desy Selawaty<sup>2</sup>**

*<sup>1</sup>Master's Program in Public Administration, Faculty of Social and Political Sciences,  
Muhammadiyah Palangkaraya University, Central Kalimantan, Indonesia*

*<sup>2</sup>State Administrative Sciences Study Program, Faculty of Social and Political Sciences,  
Muhammadiyah Palangkaraya University, Central Kalimantan, Indonesia*

*<sup>3</sup>Communication Science Study Program, Faculty of Social and Political Sciences,  
Muhammadiyah Palangkaraya University, Central Kalimantan, Indonesia*

*Author's email: dr.ribansatia@gmail.com; novariyanti55@gmail.com;  
desyselawaty2628@gmail.com*

*\*Corresponding author: dr.ribansatia@gmail.com*

**Abstract.** *The purpose of this study was to determine the communication system of local communities in developing bangkirai kereng black water destinations and the obstacles faced by local communities in developing bangkirai kereng black water destinations in Palangka Raya.*

*This research uses a qualitative approach. The research data were obtained from direct observation, interviews, and collecting documents. The informants in this study were the Palangka Raya City Tourism Office, Sebangau National Park Hall staff, local communities in the black water destination of Kereng Bangkirai, Palangka Raya City.*

*The results showed that the most unique black water tourism destinations that have no other region and there are only 2 in the world. However, until now this tourist destination is still less attractive to foreign tourists. Even though local people can communicate with local tourists who come, even local people are open and willing to accept suggestions and opinions from others. However, there are limitations to local communities who are not ready to communicate, especially to foreign tourists in interacting and exploring the tourism potential in the Kereng Bangkirai Black Water Tourism Destination, Palangka Raya City.*

**Keywords:** *Communication Systems, Local Communities, Development, Tourist Destinations, and Black Water Tourism.*

### **1. INTRODUCTION**

Tourism development is very important for any area that has the potential for tourist attractions because tourism can be damaged into the development of the economy of the community around tourist attractions. Law No.10 of 2019 article 3 on tourism is clearly Tourism doing business according to physical, spiritual, and intelektual needs every day with recreation and travel and state income for the welfare of the people.

Palangka Raya city is a city that has natural tourism potential both geographically and socio-culturally for greater regional assets that increase the native income of the region from the tourism sector. The potential of the tourism sector that is the mainstay is the Tourism Object of Kereng Bangkirai Pier. Tourism Kereng Bangkirai Pier Palangka Raya city is located in Kelurahan Kereng Bangkirai, District Sebangau Palangka Raya City, Central Kalimantan. Kereng Bangkirai Pier itself will be the entrance of Sebangau

National Park this becomes more valueable for tourism in Kereng Bangkirai itself. Tourism in this more echo in the lake area with black water, that's the name of Black Water Lake Tourism Kereng Bangkirai.

Kereng Bangkirai Pier Tourism won the ISTA 2019 award in the Tourism Community zone for the local community by winning the Green Silver from the Ministry of Tourism of the Republic of Indonesia. ISTA is the highest event at the national level, especially where the success of tourism is an area that can be done by tourism players. Therefore, which is Kereng Bangkirai Tourism becomes a place for stakeholders and related parties together with the government to increase tourist visits accompanied by innovation programs for sustainable tourism development.

In the story of making kereng bangkirai tourism pier, the communication system of local people in exploring local wisdom that there is a pattern of communication will be a system of certain emblematic messages, white meaning, and excitation for the behavior of other individuals. Communication systems can be done by means of a relationship between two or more people in sending and receiving messages in an appropriate way. (Djamarah, 2004).

According to Yatmaja (2019:28) The community which is one of the stakeholders (other than the government and private) in the world of tourism is domiciled as a host, has resources in the form of customs, traditions, and culture to support the sustainability of tourism. In addition, the community can act as actors in tourism development according to their abilities. This shows that the position of the community has a strategic role in the efforts to develop tourism in the region.

Related to the above, the communication system of local people has a strategic role, because the local community will later interact directly with the tourists who are in tourist locations. Good local communication in the area can attract tourists to feel comfortable, safe, and satisfied so that the tourists will return to visit Kereng Bangkirai Pier.

Emphasis on traditional life patterns is important to consider, preparing spontaneous interactions between people and tourists or visitors to be able to provide understanding and knowledge of visitors about the local environment and culture in addition to giving a sense of pride of local people to their culture.

Tourism based on local wisdom, has now become a tourism promotion commodity sold to the community as a tourist attraction. Local wisdom itself if what if packed in a pattern of tourism communication that can be an element of the formation of local branding somewhere. (Nugraha, 2017).

So in this case we are interested to analyze and examine more in how the communication system of local people in developing black water tourism destinations kereng bangkirai to be an international-standard tourist attraction that is in demand by the people in the country and abroad.

## **2. LITERATURE REVIEW**

### **2.1 Communication Systems**

Anastasia Diana & Lilis Setiawati (2011:3) The system is a series of intertwined sections working together to achieve certain goals. While communication is the process of sending a message by someone to others to inform, or to change attitudes, opinions, or behaviors, either directly or indirectly through the media (Effendy, 2005). So the communication system is also a transition of information from an individual or group to another individual or group. Communication is not only shown through the use of language solely but also using body language that requires achievement about what others say and make. Moreover, the development of information technology media changed the way communication quickly flattened relationships into indirect communication through online media (Liliweri, 2010)

## *2.2 Development of Tourist Destinations*

Tourism comes from the implementation of tourism activities that are a temporary residence change activity of a person, outside the daily residence for any reason other than doing activities that can produce wages or salaries (Kholis, 2017). Tourism is a journey from one place to another that is temporary, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the socio-cultural, natural, and scientific dimensions (Rahadi, D. R., & Muslih, M. (2019).

The fact is that tourism is a process of temporary departure from a person or to another place outside his/her residence. The motivation for his departure is due to various interests, both because of economic, social, cultural, political, religious, health, and other interests such as curiosity, gaining experience or learning (Suwantoro in Zanah, 2019). The development of tourism as an industry should ideally be based on four basic principles, as stated (Sobari in Sundarmi, 2019), namely ecological sustainability, social and cultural life continuity, economic sustainability, and improving and improving the quality of life of the community. The development of potential attractions or tourist attractions includes natural attractions that are inherent to the existence of natural attractions. In addition to natural attractions, a tourist attraction has the attraction of a man-made attraction. On the other hand, Santoso in Jariah (2019:51) elements of tourism development include attractions, transportation, accommodation, service facilities, and infrastructure.

The activities of the tourism system and its components interact with various environments such as economic, social, cultural, physical (natural and physical buildings), technology, politics, and so on. Some research (see Diarta, 2007; George, 2004; McDonald, 2004; WTO, 1980; Lynn, 1994; McKean, 1977; Picard, 1996; Pitana, 2002, Shavit, 2003; Vickers, 1989; and Yamasheta, 2003) shows that the economic impact for tourist destinations can be opinions of foreign currency exchange, income in the form of taxes, livelihoods, labor absorption, multiplier-effect, utilization of tourism facilities together with local communities, and so on. Socio-cultural impacts can be the degradation of the arts, social conflict, social solidarity, consumerism, impersonation, and so on.

An important component in tourism development is that sustainable tourism development has a connection between tourists, local people, and community leaders who want a better life. In this case, it is clear that a tourist attraction must contain such components to become a good tour object (Utama, 2017).

## **3. RESEARCH METHODS/METHODOLOGY**

The type of research that the authors used in this research are a type of qualitative research method. The thinking that led the authors to use this type of method is because qualitative research method as the right method to explain, describe and interpret the results of research with wording and or sentences as the answer to the problem studied is about the Local Community Communication System in Developing Black Water Tourism Destinations in Kereng Bangkirai Palangka Raya City.

This research wants to know the whole about Local Community Communication in Developing Tourism Destinations in Kereng Bangkirai in this research the approach carried out is to start a qualitative approach. The research was conducted in Kereng Bangkirai Pier Area of Palangka Raya City.

In qualitative research, the main instrument for the research is the researcher itself Burhan Bungin (Sugiyono, 2013:173), so in this study, the researchers themselves will be the instrument of this research, where researchers who play a role to conduct research directly into the field to conduct research and data collection more accurately and more accurately. In this case the collection of data using observation, interviews, and documentation.

Observations in this research in the form of direct data collection and online media observation of research objects to obtain valid data by conducting direct observations in the Kereng Bangkirai Pier Area of Palangka Raya City such as observing facilities

and infrastructure, tourist transportation, plans or tourist locations, counters, souvenirs, and activities of local communities around it. Then the interview technique is done question and answers both directly and there is also with the online media to the informant to get information from the questions asked to all elements involved in it. The informants interviewed in this study were The Tourism Office of Palangka Raya City, Employees of Sebangau National Park Hall, Tourism Awareness Group, Travel Agent, and Local Community. In this case, researchers collect data on the number of visitors to kereng bangkirai tourist destinations each year, institutional structures in managing tourist destinations, the number of managers of tourist destinations kereng bangkirai, and other supporting data.

#### **4. RESULTS AND DISCUSSION**

##### **4.1 Local Community Communication System In Developing Black Water Destination Kereng Bangkirai In Palangka Raya City**

Society has different structures and layers from one another, this depends on the complexity of the community itself. The greater the cultural differences they have, the more complicated the social processes can be carried out. Therefore, good communication is very necessary to facilitate the socialization process in the community environment. Therefore, communication that occurs in society can be in the form of direct communication, as occurs in the community or interpersonal and group communication. Besides, people also usually communicate indirectly as happened in mass communication. Hadi, IP, et al. (2020).

So that in this study, the communication system that becomes the analysis is direct communication and indirect communication that occurs in the local community and the management of black water tourism in kereng Bangkirai.

The observations and interviews carried out really illustrate the limitations of communication that the community has with foreign tourists. Direct communication seen from the interaction of the local community is still very minimal in terms of the ability to communicate with foreign tourists. However, this can still be covered by the presence of tour guides from outside the tour manager such as travel agents who provide services to guide tours.

Apart from direct interaction, the communication system also deals with the media or a place to communicate. In terms of developing tourist destinations, we will think about the requirements for a Tourist Destination Area. According to Nuraeni, BS, et al. (2014) Tourist Destination Region. must have three conditions of attraction, namely:

- a. There is something that can be seen (something to see),
- b. There is something that can be done (something to do)
- c. There is something that can be bought (something to buy).

Associated with the terms of tourist attraction, the bangkirai kereng has something that can be seen or enjoyed, namely the uniqueness of black water, which is only 2 in the world, beautiful swamp areas, and the uniqueness of local people who carry out activities around tourist destinations. Nuraeni BS, et al. (2014) fulfills the requirements of something that can be seen in a tourist attraction.

However, if we associate it with the work done by the manager, it is making proper facilities and infrastructure and having safety standards to enjoy these tourist destinations. In this case, kereng Bangkirai already has the concept of river trays with decorative boats, duck boats, *klotok*, and *jukung*. Variations in mobility to enjoy the beautiful atmosphere of this black water lake have been provided. From the explanations of several informants that so far there is still no clarity regarding the plan of tourist locations in the Kereng Bangkirai Black Water Destination, this is what makes many tourist ends feel confused and there is a lack of clarity of information regarding prices in using transportation facilities to enjoy tourist attractions. along the river in the bangkirai kereng.

After the tourists visit Kereng Bangkirai when they return home, there should be souvenirs or something that can be bought to remember or remember these attractions and have the appeal of returning to these attractions. Whereas it was that there found

were no souvenirs related to the black water tourism object, such as kereng Bangkirai, such as key chains, clothes, and other souvenirs. This is very unfortunate even though there are only two in the world regarding black lakes. From this souvenir, it can be a very simple means of communication and promotion but has a strong appeal for tourists visiting black water tourism objects.

On the other hand, the uniqueness of the local people who sell fish caught directly from the black water of the bangkirai kereng is traded around the tourist attraction, but the catch is sold raw, not made or packaged into food that can be used as souvenirs or that can be consumed by tourists. What's more, Central Kalimantan is famous for its thousand rivers that have types of freshwater fish that are not found on other islands.

The communication system of the local community in developing bangkirai kereng black water destinations in Palangka Raya City shows that until now this tourist destination is still less attractive to foreign tourists. Although local people can communicate with local tourists who come, even local people are open and willing to accept suggestions and opinions from others. However, there are limitations to local people who are not ready to communicate, especially to foreign tourists in interacting and exploring tourism potential at the Kereng Bangkirai Black Water Tourism Destination, Palangka Raya City.

#### 4.2 Factors Supporting the Development of Black Water Destinations Kereng Bangkirai Palangka Raya City.

Factors that support the development of Kereng Bangkirai Black Water Destination Object with its original and beautiful nature supported by a rural atmosphere provides cool and clean air makes it comfortable for visitors who are supported by a unique cultural diversity to be able to as a magnet to bring tourists; the opening of domestic flight paths from other provinces provides easy accessibility for tourists to visit an increasingly stable government better able to carry out development, especially tourism infrastructure motivated by tourists who visit increasingly segmented so as to offer a variety of tourism products in Central Kalimantan Province.

The findings of the field research showed also that there are several facilities and infrastructure provided by the Central Kalimantan Provincial Government through the Central Kalimantan Provincial Culture and Tourism Office, namely information rooms, parking lots, titian, viewing towers, pendopo, garbage cans, flowers, signposts/signposts the name of some of the facilities and infrastructure mentioned are in good condition and can be used by tourists and residents around the Area Kereng Bangkirai Black Water Destination. Considering that according to Santoso in Jariah (2019) the elements of tourism development covering attractions, transportation, accommodation, service facilities, and infrastructure become an attraction to support tourist attractions.

Figure 2  
Parking, and Entrance Ticket Payment Counter



Infrastructure facilities are very necessary to support the tourism Of Black Water Destination Kereng Bangkirai because the famous tourist area and in demand by tourists must have a potential that can be used as an attraction to take advantage of the existing potential can be done with further analysis, one of which is the analysis of facilities and infrastructure in tourist areas.

The findings in the field showed that the Tourism Office of Central Kalimantan Province conducted promotions through mass media, social media, pamphlets, and GNP empirical studies showing that the difficulties faced by the Tourism Office of Central Kalimantan Province in promoting and marketing to be better known by the public are actually no difficulty because the Tourism Office of Central Kalimantan Province has been maximally promoting the tourism of Kereng Bangkirai Black Water Destination.

The development of tourist attractions certainly involves all elements of society. By its duties and authorities, the government is a facilitator who has a role and function in making and determining all policies related to the development of tourism objects and attractions. Nur, I., & Mariantha, I. N. (2018). In this case, the Tourism Office of Central Kalimantan Province has a short-term and long-term program that the Central Kalimantan Provincial Tourism Office applies to the tourist area of Kereng Bangkirai Black Water Destination of Central Kalimantan Province namely Tourism Marketing Development Program, Tourism Destination Development Program, Tourism Partnership Development Program.

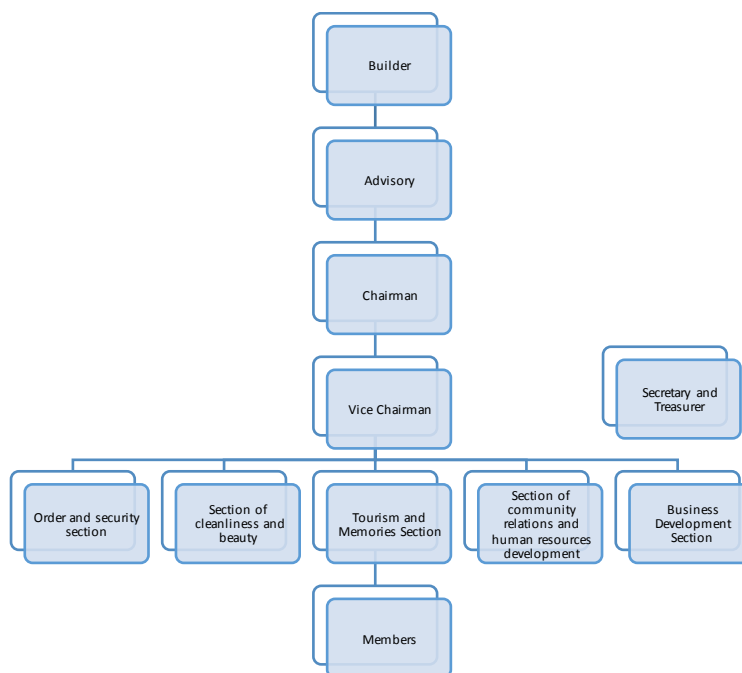
Also, to facilitate the movement of tourists to tourism destinations, accessibility is improved in the form of transportation infrastructure, transportation facilities, and transportation systems. In the development of tourism destination amenities, the focus is on the construction of public infrastructure, the provision of public facilities, and the construction of tourism facilities. Not only facilities and accessibility of community development is also considered important in the development of tourism destinations. Community development includes increasing the capacity of community resources and increasing awareness and the role of the community.

Figure 3  
Transportation In Black Water Kereng Bangkirai



In the process of managing tourist attractions Kereng Bangkirai Pier Tourism Office, Culture, Youth and Sports Palangka Raya City divides its duties by forming a responsibility as the manager of tourist attractions Kereng Bangkirai Pier is by forming a community organization in the form of Pokdarwis (Tourism Awareness Group).

Group conscious tours Kereng Bangkirai is under the Tourism, Culture, Youth and Sports Office of Palangka Raya City because of the decision letter of the management of Pokdarwis Kereng Bangkirai issued by the Tourism, Culture, Youth and Sports Office of Palangka Raya City. The organizational structure of Pokdarwis Kereng Bangkirai based on The Guidelines of Tourism Awareness Group is as follows:



#### 4.3 Factors Inhibiting the Development of Black Water Destinations Kereng Bangkirai Palangka Raya City

As for the factors inhibiting the development of tourist areas Kereng Bangkirai Black Water Destinations can be seen the development carried out in tourist areas Black Water Destinations Kereng Bangkirai, in general, is still very simple because this tourism object is still private ownership.

In terms of promotion, there are several obstacles, namely people living in black water attractions kereng bangkirai still do not do much promotion such as on social media, templates, and there are still many facilities and infrastructure that have not been updated so it still seems long and no publications internationally. that tourism promotion is still relatively less effective as seen from the absence of an increase in the flow of tourist visits.

Also, the tourism marketing of Central Kalimantan has not been optimal, especially for foreign tourists. Besides, there are no centers or zones of activities and facilities (shopping and snacks / special foods); not optimal means of information and interpretation of tourist attractions (natural, heritage, man-made); not optimal management of tourism product potential of Central Kalimantan lack of large-scale MICE facilities and infrastructure has not optimal support sapta tourism charm in Central Kalimantan Province;

not optimal tourism marketing in Central Kalimantan, especially for foreign tourists; not the maximum length of stay for tourists in Central Kalimantan; and not optimal integration and coordination of tourism promotion in Central Kalimantan.



Figure 4  
Restaurants in Kereng Bangkirai Black Water Destination



Seen in the picture above that it is still not like a place for food snacks around the tourist attraction kereng bangkirai. And still, not many who sell food or handicrafts typical of central Kalimantan itself. So this makes the promotion of tourist destinations to local wisdom is still not adequate in kereng bangkirai.

## 5. CONCLUSION

The communication system of local people in developing black water destinations kereng bangkirai in Palangka Raya City shows that until now this tourist destination is still less attractive to foreign tourists. Although the local community can communicate with local tourists who come, even the local community is open and willing to take advice and opinions from others. However, there are limitations of local people who are not ready to communicate directly, especially to foreign tourists in interacting and exploring tourism potential in Kereng Bangkirai Black Water Tourism Destination, Palangka Raya City.

Also, some factors hinder the local community in developing black water destinations kereng bangkirai in the city of Palangka Raya, namely tourist locations that are still private ownership, lack of tourism promotion both locally and internationally, a distinctive eye and not the maximum facilities and infrastructure at the tourist attraction.

So that Sinegritas between private parties and investors are expected to be able to cooperate with the local government and local communities in the development of tourism facilities in the Black Water Tourism Destination Kereng Bangkirai, Palangka Raya City. This in addition to providing economic and social benefits to companies and communities also helps meet the needs of tourists. then, the Government is expected to give more attention to the community in terms of introduction in The Black Water Tourism Destination Kereng Bangkirai, Palangka Raya City intensively. This will encourage people to develop into ethnic tourism people.

Then the last, To realize the diversification strategy that has been produced from this research there needs to be tourism development by providing opportunities or encouragement for tourism actors to improve the quality of water facilities services such as getek, ornamental boats, and duck water as well as food and handicraft products by displaying local potential. Also, water games such as a banana boat, jet ski, and so on. Construction of local traditional Dayak houses and art performances in Kereng Bangkirai Black Water Tourism Destination, Palangka Raya City.



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