



THE STRATEGY OF THE HEAD OF SUKAJADI TOURISM VILLAGE TO EMPOWER YOUTH ORGANIZATIONS TO INCREASE TOURIST VISITS THROUGH DIGITAL COMMUNICATION

Atika Suri, Herik Kurniawan, Guritno Himantoro
Universitas Pamulang
(Naskah diterima: 1 Juni 2026, disetujui 31 Juni 2026)

Abstract

*The high number of Tourism Villages in Indonesia represents a potential opportunity to attract tourists, which is expected to boost the local economy. Digital communication skills are needed as part of promotional efforts because today almost all prospective tourists obtain information about tourism villages online. This means that tourism villages without an online presence risk losing opportunities from the tourism sector. Digital communication tools are mostly mastered by younger people. The youth organization at the village level is known as *Karang Taruna*. Through the members of *Karang Taruna*, digital communication is expected to be carried out to promote their village. This study examines the strategy of the Head of Sukajadi Tourism Village, Pandeglang, Banten, in empowering *Karang Taruna* to increase tourist visits through digital communication, using the perspectives of Communication Strategy and Digital Communication. The research employs a descriptive qualitative method, with data collected through observation, in-depth interviews, and documentation. The Head of Sukajadi Village has implemented persuasive, participatory, and horizontal communication styles. Unfortunately, this strategy has not been entirely successful in changing the collective behavior of residents because it has not matched of the aspect of tangible economic incentives for the community. The *Karang Taruna* organization, from which much was expected, has been abandoned by many members due to economic pressures. Young people prefer to work in the city, while those who remain face the phenomenon of sectoral ego and become trapped in individual interests, prioritizing the promotion of their own business units rather than building the village's collective brand. As a result, the identity of Sukajadi Tourism Village in the digital space has become weak and fragmented.*

Keywords: *Communication Strategy, Digital Communication.*

Abstrak

Tingginya keberadaan Desa Wisata di Indonesia menjadi potensi untuk mendatangkan wisatawan yang pada akhirnya diharapkan mendorong perekonomian warga. Dibutuhkan kemampuan untuk melakukan komunikasi digital sebagai bagian promosi, karena saat ini hampir semua calon wisatawan mendapatkan referensi keberadaan desa wisata secara online. Ini artinya desa-desa wisata yang tidak hadir secara online berpotensi kehilangan peluang dari sektor pariwisata. Perangkat komunikasi digital kebanyakan dikuasai oleh mereka yang berusia muda. Wadah pemuda di desa adalah Karang taruna. Melalui anggota Karang taruna diharapkan terjadi komunikasi digital untuk mempromosikan desa mereka. Penelitian ini mempelajari Strategi Kepala Desa Wisata Sukajadi Pandeglang Banten memberdayakan karang Taruna untuk meningkatkan kunjungan wisata melalui komunikasi digital, dengan pendekatan Strategi



Komunikasi dan Komunikasi Digital. Penelitian ini menggunakan metode kualitatif deskriptif, proses pengumpulan datanya berupa observasi, wawancara mendalam, serta dokumentasi. Kepala Desa Sukajadi telah menerapkan gaya komunikasi persuasif, partisipatif, dan horizontal. Sayangnya strategi ini belum berhasil sepenuhnya dalam mengubah perilaku kolektif warga karena belum menyentuh aspek insentif ekonomi yang nyata bagi masyarakat. Organisasi Karang taruna yang diharapkan banyak ditinggalkan anggota karena desakan ekonomi. Pemuda lebih memilih bekerja di kota, sementara pemuda yang tinggal menghadapi fenomena ego sektoral dan terjebak dalam kepentingan individu dengan memprioritaskan promosi unit usaha pribadi dibanding membangun *branding* kolektif desa. Akibatnya identitas Desa Wisata Sukajadi di ruang digital menjadi lemah dan tidak terintegrasi.

Kata kunci: Strategi Komunikasi, Komunikasi Digital

I. INTRODUCTION

On the website of the Ministry of Tourism, it is explained that the Tourism Village is designed as a tourism destination, which combines tourist attractions, public facilities, tourism facilities, accessibility, which is presented in a community life structure that is integrated with applicable ordinances and traditions. The Tourism Village offers an overall atmosphere that reflects the authenticity of the village, both in terms of socio-economic life, socio-culture, daily customs, as well as the architecture of buildings and the typical spatial structure of the village. Tourism Village is a form of implementation of community-based and sustainable tourism development. The main goal of the development of the Tourism Village is to develop the local and regional economy through the tourism sector, increase the value of local resources for the welfare of the community through tourism development, increase the productivity and competitiveness of MSME-scale tourism businesses and encourage tourism principles in the development of Tourism Villages. This can be realized if the village community wants to increase environmental knowledge and wisdom, increase community participation in development (principles of community-based tourism development), improve the economic and socio-cultural welfare of the community through the utilization of local resources, preserve and promote cultural heritage for the welfare of the community and encourage awareness of environmental preservation for the long term (principles of tourism development Sustainable).

Currently, the Tourism Village consists of 3 classifications, the first is the embryo/growing village. This village is still in the form of potential that can be developed to become a tourist destination, the development of tourist infrastructure facilities is still limited, there are no tourists who visit and public awareness of tourism potential has not grown / is still low. Next is the Developing Tourism Village. This village is already known and visited by



tourists, there is the development of infrastructure and tourism facilities, jobs and economic activities for the local community have begun to be created, public awareness of tourism potential has begun to grow but still needs assistance from the government and the private sector. The last is the Mandiri tourism village or the Advanced Tourism village. In this village, the community is fully aware of the tourism potential including its development, it has become a tourist destination that has been introduced and visited by many tourists, infrastructure and tourism facilities are adequate, the community is independent and able to manage tourism businesses independently. This includes being able to promote and market independently and develop cooperation networks with external parties as well as becoming a pilot model for the development of other tourist villages. This kind of village usually has been formed a Tourism Village Manager (Forum Omunitas/Pokdarwis) which plays a role in compiling field guidelines including ethics regarding what is allowed and prohibited (code of conduct) which is a reference for residents and tourists.

Data from the Ministry of Tourism states that until October 2024, around 6,000 tourist villages are recorded spread across various regions of Indonesia. Consisting of 4,687 pioneer tourism villages that have potential but have not been developed, 992 developing tourism villages, namely villages whose tourism potential has been developed and economic activities have begun to be created, 314 advanced tourism villages that already have adequate infrastructure facilities and their existence has an impact on improving the community's economy. Finally, there are only 33 independent tourism villages that have been able to innovate to develop their tourism and are able to market digitally. This data shows the high need for promotion to advance tourism in Indonesia, especially tourist village destinations. One of the important parties to introduce a tourist village is the village community itself.

Digital technology that is developing today is one of the effective channels to introduce tourist villages. Data from the tourism ministry shows that more than 70% of prospective tourists search for destination information through the internet and social media before deciding to visit. This makes tourist destinations that are not digitally present have great potential to lose economic opportunities because they are not found as one of the potential tourist destinations in cyberspace. In fact, through social media and other digital platforms, anyone who uses it is possible not only as a consumer but at the same time as a producer who can create and disseminate content, including content about tourist villages.

According to data from the Ministry of Communication and Digital, the number of internet users in Indonesia reached 221 million people or 79.5 percent of the total population.

Based on BPS data in 2023, as many as 58.63% of the age group of 25 years and older access the internet. The second position is Indonesian people aged 19-24 at 14.69 percent accessing the internet. Followed by the age group of 13-15 years old, 6.77 percent access the internet. Finally, the age group of 5-12 years, 12.43 percent of them also access the internet. It can be concluded that more than 90 percent of young people aged 12 to 25 years and above are internet users in Indonesia. If it is associated with digital communication for tourist villages, it is necessary to approach residents aged 12-25 years to actively introduce their tourism villages through digital platforms. In the village structure, the group consisting of young residents is the Youth Organization. Karang Taruna is a youth organization at the village or sub-district level. This organization aims to develop the potential of the young generation in order to improve social welfare in its region. Regulation of the Minister of Social Affairs no. 25 of 2019 Article 18 paragraph 1 states that the membership of Karang Taruna adheres to the passive stelsel system, namely every young generation aged 13 (thirteen) to 45 (forty-five) years automatically becomes a member of Karang Taruna in their village area.

Quoted from the book Karang Taruna, Shiane (2019), the organizational structure of Karang Taruna generally consists of several important positions. Each has specific duties and responsibilities starting from the Chairman of the Youth Organization as the highest leader of the organizational structure. The Chairman will coordinate all activities, lead meetings and make strategic decisions. The Chairman of the Youth Organization must also have a good relationship with the village apparatus. The chairman is assisted by the vice chairman of the Youth Organization, secretary, treasurer, head of field and members. There are also coaches who will provide input to this organization. By understanding the clear organizational structure of the Youth Organization and the proper division of tasks, the Youth Organization can carry out its function as a forum for the development of the potential of the young generation that is productive and beneficial to the community, including in the tourist village of Sukajadi Pandeglang, Banten. The village head as a Youth Organization Coach should take advantage of the existing potential to further introduce the potential of tourism villages in the digital realm. Through Karang Taruna, the promotion of village programs through digital communication applications in the long term is expected to be able to encourage the growth of the digital ecosystem in tourist villages, through the collaboration of the young generation of villages, tourism awareness groups and MSME actors to improve the economy of local residents.

Based on the background that has been described above, the formulation of the problem that will be researched in this study is how the Strategy of the Head of Sukajadi Pandeglang Banten Tourism Village empowers Youth Organizations to increase tourist visits through Digital Communication. Based on the formulation of the problem that has been described above, the purpose of the research that will be researched in this study is to see how the Strategy of the Head of Sukajadi Pandeglang Banten Tourism Village empowers Youth Organizations to increase tourist visits through Digital Communication.

II. THEORETICAL STUDIES

That a tourism village is a community-based tourism development concept that integrates tourist attractions, supporting facilities, accessibility, and socio-cultural life of the community in one authentic unit. The development of tourist villages is not only oriented towards increasing the number of tourist visits, but also aims to improve the welfare of the community through the empowerment of local potential, cultural preservation, and sustainable development. Tourism villages are classified into pioneering, developing, advanced, and independent tourism villages based on the level of management, community participation, availability of facilities, and the ability to promote independently. Village heads have a role as local leaders who are responsible for formulating policies, driving community participation, building collaboration between stakeholders, and optimizing the resources owned by the village. In the context of tourism village development, the village head's strategy is not only realized through the provision of facilities and infrastructure, but also through the empowerment of the community, especially the younger generation, to be able to contribute to the development and promotion of tourist destinations. Thus, the success of tourism village development is greatly influenced by the ability of village heads to manage human resources and build synergy with various community groups.

That a tourism village is a community-based tourism development concept that integrates tourist attractions, supporting facilities, accessibility, and socio-cultural life of the community in one authentic unit. The development of tourist villages is not only oriented towards increasing the number of tourist visits, but also aims to improve the welfare of the community through the empowerment of local potential, cultural preservation, and sustainable development. Tourism villages are classified into pioneering, developing, advanced, and independent tourism villages based on the level of management, community participation, availability of facilities, and the ability to promote independently. Village heads have a role as local leaders who are responsible for formulating policies, driving community participation,

building collaboration between stakeholders, and optimizing the resources owned by the village. In the context of tourism village development, the village head's strategy is not only realized through the provision of facilities and infrastructure, but also through the empowerment of the community, especially the younger generation, to be able to contribute to the development and promotion of tourist destinations. Thus, the success of tourism village development is greatly influenced by the ability of village heads to manage human resources and build synergy with various community groups.

Digital communication is the process of conveying information through internet-based media, such as social media, websites, instant messaging applications, and various other digital platforms. The development of information technology has changed the communication pattern of the community so that the promotion of tourist destinations is now more carried out through digital media. Digital communication allows the dissemination of information quickly, widely, interactively, and efficiently so that it becomes an effective strategy in building the image of tourist destinations, increasing public awareness of tourism potential, and attracting potential tourists to visit. Marketing of tourist destinations through digital media is one of the main strategies in increasing tourism competitiveness. The use of social media, creative content, video, digital photography, and internet-based platforms is able to expand the reach of promotion at a relatively low cost compared to conventional media. This theory also explains that the success of digital promotion is influenced by the quality of content, consistency of information delivery, community participation as content creators (user generated content), and the ability to build interaction with potential tourists. That the community is the main actor in the development of tourist destinations. The success of tourism villages is not only determined by natural and cultural potential, but also by the level of community involvement in management, tourism services, promotion, and decision-making. Community participation will create a sense of responsibility for the sustainability of the destination while increasing the economic benefits received by the local community.

The relationship between digital communication and the increase in tourist visits explains that tourists' decisions in choosing destinations are greatly influenced by information obtained through the internet and social media. The presence of tourist villages in the digital space will increase the visibility of destinations, strengthen a positive image, and make it easier for tourists to obtain information about available attractions, accessibility, facilities, and tourist activities. Therefore, the strategy of empowering Karang Taruna as a digital communication

actor is one of the relevant approaches to increase tourist visits while building a sustainable digital promotion ecosystem in Sukajadi Tourism Village.

III. RESEARCH METHODS

This study uses a qualitative approach with a descriptive method to identify and analyze the Strategy of the Head of Sukajadi Carita Pandeglang Banten Tourism Village to Empower Youth Organizations and its impact on increasing tourist visits in this area. This approach allows researchers to capture the subjective meaning of the actions and communication that take place between leaders and citizens (Moleong, 2017). The data was obtained through in-depth interviews with village heads and other village officials, leaders and members of the youth organization as well as several residents of productive age. In addition, direct observation of the activities of Sukajadi villagers and strategy documentation carried out by the village head also enriched the data. The triangulation technique is used to ensure the validity of information (Sugiyono, 2019). Organizing research data is also an important part of qualitative data analysis. In organized data, a grouping of data obtained and grouped on certain data will be made. The data analysis process begins after all data is collected, both from primary and secondary data from various sources related to research, both from observations, interviews, to documentation. According to Rijali (2019), the steps that must be taken in data analysis are data reduction, data display, and conclusion drawing or verification. Miles and Huberman in Rijali (2019), emphasized that activities in qualitative data analysis are carried out inactively and take place continuously until complete, so that the data is full. Activities during data analysis, namely data reduction, data display, and conclusion drawing or verification.

IV. RESEARCH RESULTS

The results of the study concluded that the Sukajadi Village Youth Organization has made socialization and communication efforts to the community related to the development of tourist villages. The socialization is carried out through informal meetings, involvement in environmental activities, and the use of social media as a means of disseminating information. However, the implementation of the socialization has not been running optimally. The limited effectiveness of this socialization is influenced by the socio-economic conditions of Karang Taruna members and village communities, most of whom have their own work and business activities to meet their daily needs. As a result, the level of participation and involvement of members in Karang Taruna activities is relatively low and unsustainable. This situation causes communication messages related to the development of tourism villages to be conveyed evenly and have not been able to build strong collective awareness among the community.

Although Karang Taruna has tried to carry out its communicative and social functions, a more structured, flexible, and adaptive socialization strategy is needed to meet the conditions of time and economic needs of the community so that Karang Taruna's role in the development of tourism villages can run more optimally. The development of Sukajadi Tourism Village has stagnated in the mangrove and riverside education sectors since 2023. Although the support of facilities has been there, the security factor (predator) and the weak commitment of human resources due to economic demands have made this program stop. Digital promotion is still running but individualistic, not yet integrated under the auspices of the village collectively.

The communication strategy of the Head of Sukajadi Village in empowering the Youth Organization has been running persuasively, but has not yet reached maximum effectiveness. The mangrove education tourism vacuum since 2023 is proof that communication alone is not enough without guarantees of security and economic benefits for its managers. Karang Taruna needs to reactivate their role not only as a youth organization, but as a Digital Agent that is able to unite the potential of beaches, rivers, and hills in one solid digital communication narrative.

The following communication strategy recommendations were incorporated into the implications of the study:

- S-O Strategy (Using Power to Seize Opportunities): Reactivate collaborations with academics or the creative community to produce digital content that highlights "Integrated Marine Tourism" to attract the Jakarta market looking for a weekend destination close to and complete.
- W-O Strategy (Fixing Weaknesses by Taking Advantage of Opportunities): Conducting Digital Marketing training for 30 members of Karang Taruna by inviting practitioners, so that they are aware that if the village branding is strong, then their private villas and cafes will be more crowded.
- S-T Strategy (Using Force to Overcome Threats): Revitalize river tourism by improving security systems (e.g., replacing manual canoes with motorized boats that are safer from predators) and making it a promotional material on "Challenging but Safe River Tourism".
- 1. W-T Strategy (Minimizing Weaknesses and Avoiding Threats): Create a profit-sharing system or incentives for youth who actively manage village social media, so that they do not have to leave the village (merantau) and have economic motivation to advance the tourism village.

V.CONCLUSION

Village Head Communication Strategy: The Sukajadi Village Head has implemented a persuasive, participatory, and horizontal communication style. The face-to-face (informal) approach and the use of digital media (WhatsApp) have proven to be effective in maintaining social harmony. However, this strategy has not been fully successful in changing the collective behavior of citizens because it has not touched on the real economic incentive aspect for the community. Response and Participation of Youth Organizations is There is a wide gap between the number of administrative members (30 people) and active members (4 people). This decline in participation is triggered by the Rational Choice Theory, in which youth prefer to work in cities or manage personal businesses for instant income, rather than managing village potentials (such as mangrove tourism) that are considered risky and do not provide quick financial results. Active citizen groups already have digital literacy, but are trapped in individual interests. They prioritize the promotion of private business units (villas/cafes) rather than building a collective branding of the village. This causes the identity of Sukajadi Tourism Village in the digital space to be weak and not integrated. The next factor is that the development of tourism potential is hampered by two main factors, Technical/Natural Factors (the presence of crocodile predators in the river that creates fear) and Sociological Factors (stigma that the village program is complicated and unprofitable). The communication carried out has not been able to mitigate these security risks with adequate technical solutions. Based on the above conclusions, the researcher proposed several strategic suggestions, the village government needs to provide special training and "performance-based incentives" for members of the Youth Organization who actively manage village social media, so that collective promotional activities are seen as professional work, not just volunteers. The Village Head can make a policy on using one official hashtag (e.g. #DesaWisataSukajadi) which must be included by all café and villa owners in each of their uploads. It aims to break down the "Digital Sectoral Ego" into a joint promotional force, then mitigate the risk of river tourism, managers are obliged to provide safety standards (such as motorized canoes and buoys), as well as conduct data-based security socialization to eliminate the trauma of citizens against predators.

REFERENCE

- Riko et al, 2021. Punai Beach Tourist Attraction Development Strategy In An Effort To Increase Regional Original Revenue (PAD) East Belitung Regency. Aquatic Science – Journal of Aquatic Science vol 3 no 2
- Roache, 2025. High Performance Leadership for Organizational Excellence: Innovation, Technology, and Resilience. IGI

- Scott, 2019. Handbook of Karang Taruna: Organizational Management to Productive Economic Management. Hikam Media Utama
- Susilo et al, (2025). The Involvement of the Youth Organization in Community Empowerment Through Gresik Regency Tourism Villages. *Socio-Conception - Journal of Social Welfare Research & Development*. Vol. 14 No. 3.
- Trisnawati, 2021. Communication of Village Community Empowerment Case Study on the Development and Management of Dewi Kemang Agro Educational Tourism Village in Kedung Malang Village, Papar District, Kediri Regency. *Commercium*. Volume 04 Number 01 of 2024.
- Creswell, John W.. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
- Miles, Matthew B., Huberman, A. Michael., & Saldaña, Johnny. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). SAGE Publications.
- Kotler, Philip., Kartajaya, Hermawan., & Setiawan, Iwan. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
- Kriyantono, Rachmat. (2020). *Teknik Praktis Riset Komunikasi*. Kencana.
- Sugiyono. (2022). *Metode Penelitian Kualitatif*. Alfabeta.
- Moleong, Lexy J.. (2021). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2021). *Pedoman Desa Wisata*.
- Prayudi. (2022). *Sustainable tourism in Sleman, Indonesia: Government communication strategy in empowering community through the development of tourism village. The Indonesian Journal of Communication Studies*, 15(2).
- Soeswoyo, D. M., Jeneetika, M., Dewi, L., Dewantara, M. H., & Asparini, P. S. (2021). *Tourism Potential and Strategy to Develop Competitive Rural Tourism in Indonesia. International Journal of Applied Sciences in Tourism and Events*, 5(2), 131–141.
- Kusumawardhani, Y., Anita, T. L., & Simaniburuk, M. (2021). *A Conceptual Human Resource Strategy Framework for Rural Tourism After Covid-19 Pandemic: Case Study in Sukajadi Village, Bogor District, Province of West Java. E-Journal of Tourism*, 8(2), 250–264.
- Setyawan, I., Fatoni, A., Angellia, F., Purwandari, N., & Yulianto, K. I. (2022). *Village Websites as Promotional Media for Tourist Destinations in Sukajadi Village, Tamansari, Bogor. Community Empowerment*, 7(3), 523–530.
- Sarwoprasodjo, S., Muljono, P., Purnamadewi, Y. L., Hidayati, R. K., Mardiansyah, I., Putri, A. R., & Cinara, L. A. (2023). *Peningkatan Kapasitas Pokdarwis Desa Sukajadi melalui Lokakarya dan Pelatihan Community Based Tourism. Agrokreatif: Jurnal Ilmiah Pengabdian kepada Masyarakat*, 9(3), 343–354.
- Mardiansyah, I., Pujiyanti, I., & Kusumajati, H. (2025). *Pelatihan Media Sosial Sebagai Media Promosi Desa Wisata di Desa Sukajadi Kabupaten Bogor. Jurnal Pengabdian Kepada Masyarakat Ilmu Komunikasi*.
- Irwandy, D., Hidayati, R. K., Khadijah, S. A., Enjelita, I., & Sruy, R. (2024). *Penggunaan Media Digital sebagai Promosi dan Pemberdayaan Pokdarwis Menuju Desa Wisata Sukajadi Kabupaten Bogor Jawa Barat. PARAHITA: Jurnal Pengabdian kepada Masyarakat*, 5(2).
- Kementerian Dalam Negeri Republik Indonesia. (2018). *Peraturan Menteri Dalam Negeri Nomor 18 Tahun 2018 tentang Lembaga Kemasyarakatan Desa dan Lembaga Adat Desa*