

Leaders' Political Communications and Gestures Highlighted by International Media

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Abstract

The development of rural tourism at the national level has been initiated by the Ministry of Tourism and Creative Economy, which supports the empowerment of rural communities. This provides new motivation for tourist villages to continuously strive to develop their villages, including Kassi Tourist Village in Jeneponto Regency, South Sulawesi Province. One of the challenges faced by this village is the difficulty in marketing it due to the lack of tourism package planning, even though it has substantial potential, especially in the field of agro-tourism development. This study aims to identify the tourism components present in Kassi Tourist Village, Jeneponto Regency, in order to identify the potential of agro-tourism as a main attraction in Kassi Tourist Village. Through an analysis of raw materials such as palm wine (tuak) and coffee, which are the primary products of agro-tourism, they can become unique attractions for visitors to the village. Furthermore, this study also involves traditional beverage management activities. The research methodology used to achieve these objectives is a qualitative descriptive method. The results of this study suggest that introducing traditional beverages such as tuak and coffee sarru as the main attraction for visitors in Kassi Tourist Village during their activities in the village, from harvesting to final product production ready for sale, can complement each other in the development of agro-tourism. These findings can serve as a reference for travel agencies, especially in the development of tourism packages, which have not yet been created by existing travel operators in Jeneponto Regency and Makassar.

Keywords: Political Communication, Gestures, International Media

Introduction

The existence of a tourist village is likened to the growth of mushrooms in the rainy season, this is proven by how easily people recognize the name of the tourist village even though this is still very far from the criteria required by the government, so that all parties can see that the tourist village can be dimmed due to the low number of visits. tourists who come as a determining factor in the success of a tourist village. This weakness is caused by the absence of a mature and sustainable planning strategy in the form of action that is conceptualized in the governance of the tourist village.

Success in creating tourism packages is planned optimally so that it determines sales success which ultimately determines the success of the tourist village itself, especially in increasing the number of tourist visits. This amount can ultimately have an impact on improving the economy of local village communities.

The Kassi tourist village in Rumbia District, Jeneponto Regency, apart from having potential with its attractive natural panorama, is also famous for producing the best Sarru coffee. Apart from that, the Kassi tourist village also has a quite famous traditional drink, namely a drink produced from sugar palm trees which is very sweet when freshly taken from the fruit. the tree

and when visitors want to taste the bitterness, visitors will see the processing process until it contains alcohol. People in the Kassi Tourism Village usually call it Ballo (Tuak).

The raw materials for this traditional drink, apart from being made into a drink, can also be developed into handicraft materials which it is hoped that visitors can interact directly by seeing the process of making traditional drinks and craft materials from the local community, then other activities tourists can make various types of handicrafts and processes. The processing is made from palm tree raw materials, visitors can see directly and be involved in the process of making palm sugar and sarru coffee itself.

However, it is very unfortunate that visitors who come to the Kassi tourist village have not shown any activities carried out by tourists, in terms of the existing agro-tourism potential which really supports the management of traditional drinks as favorite drinks of the Jeneponto community in general and the Kassi village community in particular and has become a culture in the past, the existence of this drink no longer receives special attention, for other tourist villages in South Sulawesi as traditional drink producing areas such as Tana Toraja Regency, Jeneponto Regency, Sinjai Regency and also Makassar City from these four traditional drink producers, the researcher chose one of the regional products to be developed in the Kassi Tourism Village area in Jeneponto Regency as planning material for making tour packages.

The aim of this author is to find out the components found in the Kassi Tourism Village, making it easier to identify the agro-tourism potential found in the Kassi tourism village, which will then be analyzed, especially the raw materials used in the process of making traditional drinks in the Kassi tourism village, Jeneponto Regency.

Concept/Theory

Tourism Concept

The definition of tourism put forward by Noval in Mulyadi and Nurhayati (2013) explains that the meaning of tourism is the presence of a number of tourists who enter, stay and move both from within and outside the country or related to the city or outside the region. A broader definition was put forward by Kodhyat in Primadany et al. (2013) who stated that tourism is a person or group who goes on an outing as an effort to seek pleasure in life and happiness with the environment in social, cultural, natural and scientific dimensions.

Tourism Village Concept

The existence of a tourist village basically always offers the authenticity and uniqueness of a village both in terms of its culture and customs which are routinely carried out in daily life by the village community as a necessity and condition of the village community's houses which have unique and very traditional architectural nuances and which visitors can see. The spatial structure presented in the form of integration of existing tourism components such as attractions, accommodation as one of the supporting facilities and other additional facilities from one village to another is very different (Zakaria & Dewi, Suprihardjo, 2014).

Agro Tourism

According to Sumantra et al. (2015) stated that Agro tourism is closely related to agricultural issues, and plantations which can be indirectly defined as a series of tourist travel activities can utilize places or locations found in agriculture and plantations starting from the beginning, production to produce an agricultural or plantation product so that it can provide education for every visitor who comes to the village.

Raw Material Processing

According to Moehady, (2015), who stated that related to the raw material for ginger which can be used as a spice, processed into products in the form of traditional medicine or processed into food and drink ingredients, this ginger ingredient also has enormous potential in providing benefits after being treated with it. good, then the quality can produce superiority that is equivalent to ginseng in Korea.

Definition of Traditional Drinks

The existence of traditional drinks in Indonesia which are widely used in rural areas is a legacy of the past to make people healthy. This is done because past conditions are not the same as current conditions which rely on modern medicine. When you are sick, it is supported by increasingly sophisticated equipment and technology, whereas people in the past Nathalia & Julia (2018)

Definition of Craftsmen

Craftsmen are people who work in the field of changing basic goods into services/semi-goods and/or from goods of lower value to goods of higher value with the aim of selling them to cover living costs and be able to run a business (Fanany, 2022). Craftsmen or craftsmen are people whose job is to make handicraft items or people who have skills related to certain crafts. These items are not made by machine, but by hand so they are called handicraft items (Syahrul, 2011).

Collaboration

The word collaboration is often used to describe the process of completing work that is cross-border, cross-sector, cross-relationship or cross-organization, even cross-country (O'Leary, 2010).

Community Empowerment

The synergy between natural beauty, community culture and agricultural life, if developed, becomes a regional tourist attraction. Thus, the area can become a new tourist destination that offers natural beauty and education. Apart from that, the development of rural tourism in the regions will provide benefits to improve community welfare and government income, according to Aprilia (in Saepudin, 2022).

Understanding Collaboration

According to Emily R Lai, collaboration is the mutual engagement of participants in a coordinated effort to solve a problem together. Collaborative interactions are characterized by shared goals, symmetry of structure, and a high degree of negotiation, interaction, and interdependence. In this case, it is emphasized that joint involvement can be coordinated to solve a problem together. So in Anderson-Butcher & Ashton (2004) Collaboration requires more focus at the organizational level in the public and government sectors.

Edward M Marshal (1995) further said that collaboration is a fundamental process of a form of cooperation that creates trust, integrity and breakthroughs through achieving consensus, ownership and integration in all aspects of the organization.

Planning

According to Ridwan & Aini (2019) Planning is a process of attempting to change current conditions that are no longer in accordance with the expected goals and objectives towards better conditions or in accordance with the expected goals and targets. Planning is an effort to solve or solve an existing problem, both physical and non-physical. For this reason, planning must be able to identify the root or core of the problem completely and accurately, which will

later become the most important reference material in formulating what and how should be done for the best solution to a problem.

Tour Packages

A package tour is defined as a tourist trip with one or several visiting destinations which is composed of several, at least two, specific travel facilities in a fixed travel program, and is sold as a single price covering all components of the tourist trip (Nuriata, 2014).

Methods

The qualitative descriptive approach is a research approach where the data collected is in the form of words, pictures and not numbers. This data can be obtained from interviews, field notes, photos, video tapes, personal documentation, notes, or memos and other documentation.

Results and Discussion

Jeneponto Regency Tourism

Regional Potential

Jeneponto Regency has the potential to produce traditional coffee drinks which local people call Kopi Sarru (coffee with a very sharp aroma. Not only that, this area is also famous for the traditional drink of palm wine or (Ballo) the largest salt producing area in South Sulawesi and the typical food of this area. is a horse coto.

Kassi Tourism Village Component

Kassi Tourism Village is a promising area, especially in developing tourist villages in Jeneponto Regency, because it is supported by various types of tourism potential so that this village received an award and was named the best village, because it was included in the assessment of the 75 best villages in Indonesia due to the trust given to it. state to the Kassi Tourism Village, of course there is a need for further improvement through the development of new tourism products that are relevant to the existing potential. Then it is also necessary to explore relevant tourism products from the existing product components.

One of the plants in agro tourism that thrives is the existence of coffee plantations and sugar palm trees, which of course, if developed in a tourist village, can be seen by the activities of visitors who come to this village, because apart from visitors going directly to the coffee plants, they can also see what it looks like. The palm tree is intended for visitors to receive education regarding the color and type of fruit and to see directly the process of picking it, whether using tools or not. Coffee and Ballo in Makassar language which in Indonesian is called tuak.

Raw Material Processing

Coffee Raw Materials

Visitors who come to the Kassi Tourism Village can be taken directly by a local guide to see the coffee plantations and how to pick them so that visitors receive direct education in the field through information provided by the guides and the farming community themselves. Next, visitors gain knowledge regarding when the coffee should be ready to be harvested, then using traditional equipment, how to pick it until it reaches the right color so that it can be processed and produce quality sarru coffee and so on. The next process, visitors can also be directly involved in the drying process, especially first to ensure the water content in the coffee fruit is reduced and visitors can also see how the processing is done traditionally or modernly, which is fried using sand and done traditionally. The raw materials for Sarru Coffee are not only made as a traditional drink but can also be processed and used as additional food ingredients such as Bolu Kopi, Soft Cookies Kopi

Raw Materials for Tuak (Ballo)

The raw material for making palm wine, which Kassi villagers usually call in Makassarese, calls it ballo, is made from various methods, including some made from palm trees, which in Makassarese is called ballo tala, some made from palm tree raw materials or commonly called inruk. in the Makassar language, there is also something made from nipa trees which in Makassar language calls it ballo nipa and finally there is also this palm wine drink which is made from rice raw materials which in Makassar language calls it ballo ase.

Of these four processing sources, other regions in Indonesia certainly have their own methods with different basic ingredients to make traditional drinks, but drinkers or lovers of this palm wine drink also vary from one to another depending on their habits in consuming the drink. What's more, there is a type of palm wine drink which, when you want to enjoy it, has a sweet taste and can be used as medicine, namely the raw material for palm trees or palm trees.

Yoyo revealed that the existence of people as immigrants who consume bitter palm wine, this habit is not good without stating a clear enough reason, but he also said that consuming palm wine has become a habit or culture that is inherent in the people of Jeneponto or the people of South Sulawesi, so that with This habit is something that is difficult to break. "I don't think it's very good, but drinking palm wine has become a habit for people here, we also can't forbid him to stop, because that's his right." (Yoyo, 65 years old, private, July 5 2003)

More details can be seen in Figure 5 below which shows the process of taking palm wine or ballo using simple equipment:

Community Empowerment

People in the Kassi tourist village can use the raw material of palm trees which are often processed into traditional drinks for the people of Jeneponto Regency as a source of income for the people who tap their sap for traditional drink needs. Apart from that, this drink can also be processed into palm sugar which has been done for generations. Craftsmen in the Kassi tourist village can sell their products in the form of lumps of sugar which are sold and consumed on a limited basis by the local community and if the results are excessive in making it, they can be sold outside the Kassi tourist village area.

Collaboration

In developing and selling the Kassi tourist village which is full of potential and tourist attractions and is supported by a very supportive climate, especially in the development of agro-tourism which allows it to be offered through local community activities, this readiness is aimed at visitors who come to the village, in planning the creation For this tour package, maximum firmness is required by the regional government, especially the Kassi village head, to coordinate together with the Jeneponto Regency Tourism Service in terms of forming collaboration as an effort to make a new breakthrough in solving problems carried out jointly with related parties starting from government, private sector, universities and the wider community.

Tour Packages

With cooperation from various parties in developing the Kassi tourist village, especially in terms of increasing visitor activities while in the village through the use of agro tourism such as the existence of saru coffee plantations and sugar palm trees to be processed into palm wine (Ballo) as a traditional drink that can be enjoyed by visitors. who have arrived so that with this readiness, it is hoped that the travel agency will be able to take new steps by utilizing research results in planning the creation of tourist packages in the Kassi tourist village as a first step in developing other tourist villages in Jeneponto Regency.

Conclusion

(1) Kassi Tourism Village has a component that has the potential to be used as planning material for making tour packages by the Travel Bureau, because this village has various types of plants that can be processed directly by the farming community in the Kassi tourist village. One of the main mainstays of the Kassi tourist village is agro tourism which produces various types of vegetables, fruit and raw materials for making traditional drinks such as coffee plantations and sugar palm trees. (2) Managers need to identify the agro tourism in the Kassi tourist village first so that they can determine the right components to be developed in a focused manner so that when visitors come to the Kassi tourist village, it is hoped that they can carry out activities, especially in increasing education for visitors. And one thing that can provide opportunities in agro tourism is to focus on coffee plants and sugar palm trees which can be processed apart from being traditional drinks and can also be used as ingredients for making cakes or crafts. (3) The raw materials used in the traditional drink process should only be used using a traditional system because besides being able to show uniqueness in the manufacturing process, it will certainly change the taste of the traditional drink produced.

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