

## COMMUNICATION IN THE DEVELOPMENT OF TOURISM ECOLOGY AND PLACEMAKING OF KEMAMBANG VILLAGE, AMBARAWA

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### ABSTRACT

*This study discusses the tourism potential of one of the villages in Semarang Regency, namely Kemambang Village, Banyu Biru District, Ambarawa, Central Java Province. The existence of tourism potential in Kemambang Village requires special attention from the government and local communities on the importance of marketing communication knowledge in the development of tourism ecology, the application of place making as well as an understanding of the assets owned by each region and the application of spatial practices. The aim of the study was to explore the implementation of communication in the planning and development of tourism ecology and place-making in Kemambang village, Ambarawa, Central Java province. This study employed a qualitative research design method to explore how the concept of creative communication in the digital era can be understood and carried out in the creative communication industry from the perspective of the main stakeholders and uses a case study approach. Data analysis was conducted by reducing data, displaying data, and drawing conclusions. The result of the research show that Kemambang Village has a lot of tourism potential that has not been exposed and optimized due to the lack of awareness of the people of Kemambang Village in understanding the importance of communication for tourism ecology development, place-making, asset needs, and the application of spatial practices in Kemambang.*

**Keywords:** Ecological Communication; Place-Making; Tourism Potential

### INTRODUCTION

Kemambang Village is one of the tourist destinations that requires attention to the importance development of tourism ecology and placemaking. Kemambang Village is located in the Banyubiru sub-district, Ambarawa, Semarang Regency, Central Java Province. This village consists of 6 hamlets, namely Krajan Kemambang, Plalar, Bakalan, Sodong, Jeporo and Puwono with an area of 409,907 m<sup>2</sup>. The majority of the village population live as farmers. The awareness of tourism objects in Kemambang needs to be raised to maintain its sustainability. Tourism potential in Kemambang Village includes natural potential (natural scenery, avocado plantations, coffee plantations, and so on); culinary potential (Kumambang

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mas coffee, herbs, palm sugar, and so on); and cultural potential (Rodat dance, Keprajurita dance, Merti Desa, and so on).

Based on the preliminary study through interviews with the village secretary of Kemambang, there are some tourism potential that have has not been optimized due to the level of understanding in Human Resources (HR) and infrastructure. Other factors contributing to the problem are limited access to the information and less than optimal development of tourism ecology in marketing/branding the tourist village. The aim of marketing in tourism industry is to optimize the impact of tourism as well as to achieve the strategic goals of national tourism organizations. Marketing in tourism industry has an important role in ensuring tourism success with various parties using the most updated marketing tools (Paluy & Slavov 2020).

Prior to the Covid-19 pandemic, tourism industry contributed an average of USD 20 billion in foreign exchange per year. The industry contributed to 10.2% of the total workforce in Indonesia (Mangeswuri, 2021). After Corona Virus Disease (Covid-19) vaccination and health protocols have become the main requirements for tourism activities, there was a revival of the industry. Didien Juanedy as General Chairperson of the Indonesian Tourism Industry Association (GIPI) believes that the tourism in Indonesia is driven through the increasing number of domestic tourists (Kompas, April 3, 2021).

Through the development of ecological communication that emphasizes the way people in a community respond to environmental problems (Luhman, 1989), the community will be aware of their environmental conditions to ensure community tourism activities can be successful through community participation (Putri & Andina, 2018) and the use of placemaking theory. Thus, the problem formulation is how ecological communication is implemented in the development of tourism ecology and placemaking in Kemambang village. The aim of the study was to explore the implementation of communication in the development of tourism ecology and placemaking in Kemambang Village, Ambarawa.

## **LITERATURE REVIEW**

### **PLACE-MAKING**

Place-making is an approach derived from planning and designing of public spaces that aim to emphasize the potential of a location to enhance human experience in that place (Habibullah & Ekomadyo, 2021). Place-making is also a process of the involvement of community participation in planning, design, management and programming a common space to consolidate the community and maintain local culture (Stirena and Agus, 2017:1). Place-making is important in the production of social space or interaction space, since, as stated by Lefebvre (1991), a space is a social product where interested parties are always trying to find ways to dominate the use of a space while reproducing knowledge while maintaining the domination.

Place is identified with the existence of cultural, economic, psychological, economic, social, and emotional values. Space can be considered as a "place" when it comes up with a value. Norberg-Schulz (1980) suggests that a place is a space with unique characters (Habibullah & Ekomadyo, 2021). According to Relph (1976), A place has three important components, namely a physical setting, activities, and meanings. The physical setting becomes an aspect that can always be described and the aspect where human experience begins to appear due to an activity. The focus to physical settings, meanings and activities drives community empowerment to public spaces (Kelkar & Spinelli, 2016).

The establishment of a social space is due to social actions that are performed either individually or collectively. Social action gives the "meaning" to a spatial space that is conceptualized from those who bring that space to life. Production in a social space is related to spatial practices that are manifested by perceptions of the environment which are then built through networks by linking various social activities such as private life, leisure, and work. (Tamariska & Ekomadyo, 2017).

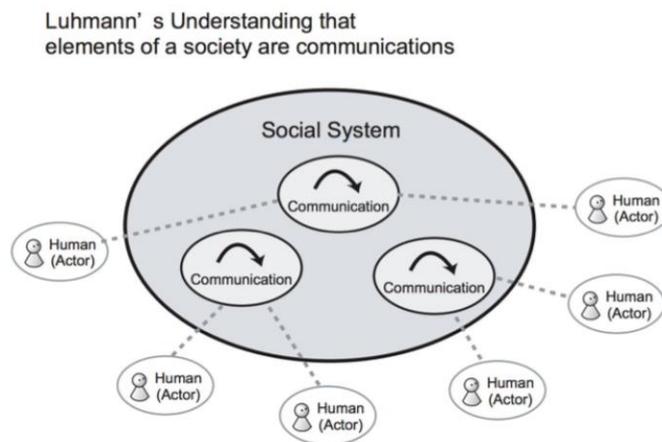
The need for a public space occurs in rural communities because they need entertainment, and they usually spend time in open spaces. The need for public space has become institutional as the result from the sense of solidarity in the community that has already manifested in various forms on the basis of kinship and mutual cooperation. Unfortunately, the existence of public spaces in rural areas has not been utilized optimally by the local community because of the changing mindset of the village community as time progressed. We have many forms of institutionalization in rural areas, for example: 1). The form of public space used for organizational fulfillment. 2). The form of public space used for the organization. 3). Public space used for spirituality (Hilman, 2017).

### **ECOLOGICAL COMMUNICATION**

The social system reacts to the ecological problems that exist in society based on the concept of ecological communication that is autopoiesis, a term used to explain a system that is simultaneously open and closed. This concept was originally introduced by Varela and Maturana (1980) in biology to explain how a system works in living organisms. Luhman adopted the terms and developed it in a social context to explain the way social systems work. Autopoiesis is a term used to describe that a system is simultaneously open and closed. The system creates its structure as a reaction to environmental disturbances to continue the autopoiesis process in its sub-systems, which means the system is open to disturbances from

the environment (other systems), and at the same time is closed, when referring to its interests with their respective codes. (Leydesdorff, 2014).

In an autopoietic social system, communications is the ultimate element. Communication consists of three elements, namely information, utterance, and understanding (Luhmann, 1982). This process will create meaning, where each process takes role as a selection of each stage. Considering the importance of communication, Luhmann (1995 [1983]) believes that society of society is communication.



**Figure 2.1**

Luhmann's Understanding of Communications as the Elements of A Society  
Source: Naruse & Iba (2008)

## **OPPORTUNITY**

Opportunity is a business process in order to accommodate the needs to gain profit. A prospect in a development is the opportunity that can be optimized. The development is an effort that requires high creativity and foresight to consider various aspects such as marketing, human resources (HR), and so on. (Oktaviana, 2017).

## **ASSET MANAGEMENT**

Republic of Indonesia Government Regulation Number 24 of 2005 on Government Accounting Standards defines assets as economic resources controlled and/or owned by the government as a result of past events and from which future economic and/or social benefits are expected to be obtained, either by the government or the public, and can be measured in terms of money, including non-financial resources required for the provision of public services and resources that are maintained for reasons of history and culture.

Asset management is one of the keys to success in managing the economy in each region. Optimum and efficient asset management is needed to underlie the principles of implementing efficient and effective management. The assets are important resource in each region because they are the source of Original Local Government Revenue. Therefore, local governments must be able to always carry out appropriate asset management as the main foundation.

In the implementation of asset management, several considerations must be understood and applied by local governments such as planning and budgeting, procurement, utilizing,

usage, securing and maintaining, assessing, abolishing, transferring, administrating, guidance, as well as conduct monitoring and controlling on asset as well as demands for compensation so that the assets are able to contribute optimally to the local government and the direction of development as published in the Regional Asset Management Sector can be well coordinated. (Aira, 2014).

## **SPATIAL PRACTICE**

Spatial practice consists of three main elements in a process of spatialization. The first element is the individual routines bound by spatial practices to systematically create zones and regions. The practices in the spatial plan are monitored from time to time and then manifested into a designed environment and landscape. The most significant form of spatial practice can be observed in urban areas. The practice established as the development of the property sector and other forms of capital operations. The second element is the representations of space, the forms of knowledge, and the practices that can regulate and represent space, especially by using government-owned planning and participation techniques. The third element is the collective knowledge and experience of space, which relates to public representation of space. This context refers to the market that establish a system for creating and accumulating profits (Aminah, 2015).

## **METHODS**

This study was qualitative research aimed to explore the communication in the development of tourism ecology and place-making in Kemambang Village, Ambarawa. This research used a case study approach because the researcher conducted investigations on programs, events, activities, processes, or groups of individuals. The limitation of the study was the time and activity, as well as the completeness of information gathered from the participants. (Creswell, 2014).

In qualitative analysis, a data can be said to be saturated, if all have indicated the purpose of the study. According to Miles and Hubberman (1984) in Sugiyono, data analysis is used through data reduction, displaying data, verifying / drawing conclusions from research results.

## **RESULT AND DISCUSSION**

Kemambang Village, located in Banyubiru, Semarang Regency, is one of villages with tourism potential in Central Java. The potential initiates the inhabitants of Kemambang Village to start a village development program. The aim of the program is to promote Kemambang Village and its potential, i.e., location and beautiful view by initiating the opening of a circuit in a sloping ground. The head of one of the neighborhoods in Dusun Puwono stated:

*“Prior to the development program, there were no tourist attractions here, so few years ago, we tried to open a circuit. Initially, the opening of sloping land circuit attracted many attentions. The inhabitants and the village government supported it. Unfortunately, further development of the circuit was constrained by costs and management, such as how to develop it. This kind of support from other parties, especially from academics, who understand more about it, is what we need..”*

The inhabitants of Kemambang village want to take advantage of the potential of our village as well as possible, so that it can be known by many people as a village with a good view and a variety of cultures. We want Kemambang Village can be known as a tourist and cultural village. The head of one of the neighborhoods in Dusun Puwono stated:

*“Because we have the culture as well as the view, so we need the combination as a cultural tourist village.”*

Kemambang Village has a plan to develop the potential of the village, considering that Rawa Pening has become a world class tourist destination. The following is the response from the Head of the Hamlet in Kemambang:

*“We already had the plan, from the beginning.”*

*“We include Rawa Pening in our development plan even though the swamp is national property. We will optimize every potential that we have..”*

*“We’re all out for the preparation.”*

Regarding the community plan to develop the tourism potential, the Chair of the Village Youth Organization stated that Kemambang village cannot be fully considered as a tourism village and is not ready yet as a tourist destination, because many of its potential have not been optimized.

*“So far, the most dominant tourism village is Puwono, while other villages have not been exposed, yet. Actually, there is a hut with a fishpond, surrounded by bamboos in the middle of the rice fields. It can be a tourist object, but it is private property, so we need to confirm with the owner.”*

*“Talking about a tourist village, the dominant one is Puwono. In Puwono, it's very easy to work together, supported with high solidarity.”*

*“At this time, the nature has not been exposed much, so it can be developed for anything, for example, a swimming pool, or usually fishing pond in the middle of the rice fields..”*

*“I know that the plan has been prepared, but for the implementation, I don't know yet.”*

*“I think Kemambang Village has not been ready, yet.”*

*“Like stated before, ma'am. We don't really know the potential we have; how can we develop them, how can we promote them.”*

The results of the study indicate that Placemaking in Kemambang village is still not optimal, because there are still pros and cons that occur between the willingness of the inhabitants to participate in developing and promoting the potential of Kemambang village. The reasons are the lack of knowledge to develop and promote the potential and unexposed potential of Kemambang village, such as the natural potential with a good view, which has been exposed only in Puwono. Based on the results, the planning and preparation of the inhabitants of Kemambang village to be able to develop and utilize their potential has not been optimized to promote their village as a tourist destination and maintain its local culture. Similarly, the identification of place making, a process centered on the aspirations, desires, and visions, is highly dependent on community participation (Moreira, 2021).

### **Spatial Practices**

Kemambang Village has received a tourist village decree which highlighting Puwono Hamlet. One of the places that is used as a place to carry out activities/interact with the community is Sitarang. Sitarang is a hill with a view to Rawa Pening. The statement from the head of the Puwono hamlet is as follows:

*“We don't have open space. The interaction activities take place in Sitarang. In 2021, we always had an event attended by the Regent, there was a tree planting event. The event was held there. The camp was in Sitarang, the community was also there, what we serve is telo badeg, we have lodeg, there are potential that we have”.*

In contrast to the statement from the head of the neighborhood in Puwono hamlet that the space for interacting with the community held at the hamlet head's house or in the field. The activities held can be in the form of new year events, village head elections, and activities in the sub-district. The following is a statement from the head of the neighborhood in Puwono hamlet:

*“This field can also be used for activities, such as a New Year's event, during the election, the field is usually used, including to hold an event from a sub-district”.*

Similar statement was also conveyed by the head of the Kemambang hamlet that the space used to interact with the village community was at the village hall and the village field. Its use depends on the needs of the community. According to the head of Village Youth Organization, the library can be a space for interaction with local children and meetings. The following is a statement from the source:

*“We have two places, one is at the village hall, where the community meeting is also held for welcoming the martidusun event, for the sadranan event, all held at the village hall. If the activity is like an event, such as a recitation or entertainment, the event is in the village field” (Head of Kemambang hamlet)*

*“The pavilion above the village hall is the village library which often used for deliberations. Recently, the marketing training was also held at the village library.” (Chairman of Village Youth Organizations).*

The results shows that the residents of Kemambang village to interact with the community could utilize the spatial space such as the village hall, village field, library and Sitarang area. The use of social space depends on activities such as district head/structural meetings, tree planting, deliberation, training, matri dusun, and so on. In this social space, the community can interact directly according to their communication needs. The existence of this space encourages community and stakeholder involvement in establishing deeper interactions. In research regarding "Placemaking of Kampung Kota Social Interaction, Tamariska & Ekomadyo (2017) stated that the urban village community takes an important role to have a special concept in determining a social space, in order to improve the quality of the interaction of its citizens.

### **Space Representation in Kemambang Village**

According to the village head of Kemambang, the space representing the activities of the residents was in Sitarang (Slope Ground Circuit/Sirkuit Tanah Miring) which was previously used as a place for a 1-hectare track trail. Unfortunately, the use of this land is not optimal as a tourist destination. The village government plans to build a camping ground and a coffee shop. The following is a statement from the village head regarding the representation of space in Puwono village:

*“Sitarang, was actually Sirkuit Tanah Miring, or circuit on a sloping ground. Now the circuit is gone, the initial concept is for the trail track in a hectare area. Due to the extreme slope, only trail can pass through. We held events with Yamaha, Honda and Suzuki, but they were only annual events. Just exhausted. We have the concept of a camping ground and a coffee shop. We cultivate the land, but it is not productive. There are coffee shops and gazebos, that's just our plan... Later there will be gazebos, and spacious camping ground”.*

Similar with what was conveyed by the head of the Puwono hamlet that the representation space for the community is in Sitarang. Sitarang has an amazing view to Rawa Pening.

*“Sitarang is a village-owned land with a natural view of Rawa Pening from the top of the hill”.*

Sitarang is one of the representation spaces that has great potential and still needs to be explored. So far, the site has not yet been developed and need adequate infrastructure and human resources. The statement made by the village head is as follows:

*“There is tremendous potential that must be developed. I observe Bumdes (Village Owned Enterprises) when I went to Boyolali. It has a rest area on the route. That's a potential yet to be explored more, ma'am. Related to that potential, if we don't use marketing through social media, it will be difficult, so we need to prepare the infrastructure, as well as the human resources”.*

In addition, a guesthouse can also be used as a creative space, where visitors can enjoy the scenery and have more experiences in the village. The opinion regarding creative space according to the head of the neighborhood is as follows:

*“Recently, in the homestay, I had a Sekaron in Mr. Sulyan's house, but it didn't work and then moved to the house of the village head as a homestay.”*

On the contrary, the Chairman of Youth Village Organization who often holds activities with children in the village such as watching movies, reading, dancing, and so on, stated that the representation of space as a place of interaction is in the library in the village hall. This statement is also in line with the opinion of the head of the hamlet that the children use it to increase their knowledge.

*“There is a library called Gemar Membaca, sometimes it is used for meetings too”.*

There is also a creative space that can be used by visitors who come to residents' homes. One of the residents recycles used plastic into bags/other items so that the used goods can be reprocessed.

*“Actually, it's at a resident's house. She likes to use used goods, such as plastic to make bags, to make dresses, but it's difficult to market it, ma'am, so it's mostly used by herself. The problem is only one, marketing”.*

The availability of a space for interaction is very useful, yet there are obstacles when using it. If it held in the residents' houses because they do not belong to the village government, there are limitations in using them. Likewise, the activity in the library with a circular sitting position is not comfortable to interact with children.

*“The views are very useful but limited because it's a resident's house. We can't always be free to do that. If it is held in a library with a circular table, it is not comfortable, finally we get a mat because there are too many children”.*

The results show that the representation of space in Kemambang village is very diverse. It comes from the government, village potential, and property of villagers. Representation of space can be a unique place that has been agreed by the community to carry out interactions and activities from children to parents. According to Huang & Wang (2018), Hong Kong near Victoria Harbor during the day and at night shows a unique reflection of a place. Place as a product of human experience to which physical sights can contribute to a place. Perception of natural conditions is determined by the real experience of a place such as the environment and its scenery.

The representation of space appears in the form of natural scenery in Sitarang located in Puwono hamlet, “Gemar Reading” library in the village hall, homestay/guest house in the house of the head of Puwono hamlet, and residents' houses which are used for processing used goods. Sitarang can be used as a camping ground by the wider community. Usually, visitors know the camping ground through word of mouth. In the future, Sitarang will be developed as “Coffee Shop” as a natural tourist destination.

The activity in the library has been running every Sunday. During that time, children are accompanied by members of the Village Youth Organization to do some activities such as watching movies, reading books, studying to learning to dance. The library is important to improve children's literacy from an early age.

Used goods can also be processed and collected at one of the residents' house. The goods are plastics that are no longer used which can be used for shopping bags, dresses, and so on. The processing of used goods is still managed in the residents' home, so it is less flexible to use creative space when bringing in the wider community.

## **Needs, Opportunities, and Owned Assets in Kemambang Village**

### **Needs**

Currently, the government and the community of Kemambang village still need assistance from various parties. The purpose of this assistance is to meet the needs of the village for its potential. As stated by the head of Kemambang hamlet as follows:

*"What we need is governance assistance for the site management "*

*"We have many plans for the natural potential, SMEs, culture. For gamelan, how we can we get more equipment, or the assistance for SMEs."*

The head of the neighborhood in Puwono hamlet also conveyed the similar thing about the importance of funding and guidance in assisting the village community. The guidance is about organizational management in managing tourist attractions. The following is a statement from the source:

*"Especially when it comes to funding. It really needs continuous guidance or assistance for its management. It requires good management that is neat and really well controlled, so if we do it carelessly, do this and that but management doesn't work, it collapses. What we mean, at least we get training and assistance from other parties because the people don't know anything about what is required from a good organization, how to develop it, especially the management of tourist attractions."*

The village head had another opinion regarding the needs of the community. According to him, what the community needs is insight in the development of tourist villages to be clear. If the community already know how to develop the potential of the village, the aim to build a tourist destination will be achieved.

*"In my opinion, the most important thing is a clear idea of the development of a tourist village, what role would I play, what would I need to prepare for. We need to convey such insights to the public. Based on the potential of Kemambang village. In general, the agricultural products are the potential in Kemambang Village, while in Puwono, the local wisdom and view are highlighted. In Kembang, the potential for plantations is coffee, avocado, and sugar"*

## **Opportunities**

The challenges in the village need to be solved. One of the most important things so that the village can optimize its potential as a tourist destination is through increasing public awareness. If the community has a high awareness of the management of village potential, the results will be more optimal, such as coffee plantations that can increase income. So far, coffee plantations have been the main source of income for the inhabitants as stated by a source:

*"We must be ready with to go for a tourist village. We have it in our mind, all of us must be ready with the potential we have" (The Head of Kemambang hamlet)*

*"The challenge is human resources, because the strategies for promotion have not been set, yet, and we don't have the modeling for the development of tourist villages". (Chairman of Youth Organization)*

*"The challenge, especially the lack of funds and the management system, we have art and a good view, if you can't manage it, you can't be successful." (Head of Puwono hamlet)*

*"The challenge, one is related to human resources, the second is related to infrastructure. Yes, because we don't really know what a tourist village is like, the people also don't know what to do, that's what we need to prepare. Both infrastructures." (The head of the village)*

*"Awareness of the people, son, (if) we can, ma'am, we can become aware of the potential that we have and be able to develop it, like earlier, it turns out that coffee can be used as more income. well, the results are good" (Village Secretary)*

The results of the study show that Kemambang village still has challenges in developing village potential. The existing challenges are funding, human resources, mentoring, and infrastructure. The placemaking can promote local empowerment by encouraging youth participation, increasing organizational capacity and mobilization in local communities, supporting knowledge change, and developing perspectives on places and communities. (Akbar & Edlenbos, 2019).

### **Owned Assets**

Assets based on Placemaking Theory

The assets in Kemambang village are coffee, durian, palm sugar, brown sugar, avocado, and chips managed by MSMEs. The marketing of Mas Kumambang coffee can be initiated by Village Youth Organization, so that residents also get a fee in marketing village products. Coffee and avocado are the main potential utilized by Kemambang village because they require shorter period of planting to harvesting and the results can be immediately utilized by village wardens. As stated by the source as follows:

*"The utilization, for example coffee. The Youth Organization can promote it and they will get promotion fee. For the residents involved, the manufacturing process as a learning process has be considered, so the residents also get the benefits" (Chairman of the Youth Organization)*

*"Our agricultural land is divided into 50 hectares of rice fields, 250 hectares of yards, approximately 260 hectares of plantations. In the past, the average was palm farming community, almost all of them produce brown sugar, but now shifted to coffee, because of the tremendous potential. If we utilize sugar palm, we will harvest it in for 20-30 years, that's why it's gradually shifting. The utilization of the potential of sugar palm shifts into coffee plantations and avocado. It's only July, it's only been 3 years and 4 years, so it's really optimal". (The Head of the Village)*

*"Coffee, avocado here, but not so much. There aren't that many durians yet. Quite a lot of palm sugar". (Head of Puwono hamlet)*

*"Yes, coffee from MSME activities, then chips and brown sugar. Coffee, chips, palm sugar, brown sugar, tempeh chips, rending chips, King's salad chips" (Head of Kemambang hamlet)*

The funds received by the village government have not been sufficient to develop the potential of the village. The community thinks about capital in managing the existing village potential so that the products can be promoted to the wider community. The head of Puwono hamlet also conveyed the same thing as follows:

*“We get funds from the village government and village funds but cannot cover all of them, because we need a huge amount of money” (Chairman of Youth Organization)*  
*“Not yet maximized due to limited funds” (Head of Dusun Puwono)*

The village government can apply for village development funding, after a tourist village decree is issued for Puwono hamlet. During this research, there has been no proposals for funding. The village head is of the opinion that funds for community empowerment can be well received because citizen participation in development is needed to optimize the village potential. The statement of the head of the village regarding grants that are empowering the community is conveyed as follows:

*“Not yet, there's just a decree issued by the Regent.”*  
*“We don't accept grants for profit, but we welcome grants for community empowerment. We don't need investors since individual investor will expect profit. If from a personal point of view, he expects profit, what will my people get?”*  
*“There are plans, but not individuals. We welcome CSR from companies, universities”*

Likewise, assets in the form of land have not yet profitable for the village. The land has been managed with many limitations but due to the sloping soil conditions. A properly optimized land can be used for income for the village government and its community. It's in line with the statement from the village secretary:

*“It has been managed optimally but the results are small because the land is limited. Planting in the sloping area is less than optimal. It has been managed by the residents, so the results are shared with the village government. It's like harvesting rice fields as the village treasury lands after one season, most villages get one sack of shared harvest”*

From interviews with source persons, in developing the potential of tourist villages, villages need funding so that village potential can be utilized optimally. After the Decree of the Tourism Village of Kemambang Village can apply for funding to the government to carry out branding and infrastructure development. The funds expected by the village government are not from individuals/individuals, so that the community in the village can participate directly. Based on the research by Kristanto & Putri (2021), community empowerment is an important role in developing fitness tourism in Indonesia. The process is carried out through local communities and communities. Society is not only the object of development, but also the subject of development. Communities need to be involved in decision making.

### **Ecological Communication**

The community in a society is the communication framework in the tourism ecosystem. The community in this study consisted of the village government, village communities, and tourists visiting the tourist destinations of Kemambang village. The potential of Kemambang village is coffee, warrior dance (Tari Keprajuritan) that need to be preserved, gamelan traditions, as well as one of the hamlets that has a very interesting natural view, namely Sitaring, Puwono hamlet. The following is a statement from the village head:

*“Kemambang is a village with a lot of potential resources. Especially the natural resource, coffee, which is amazing. We specialize in managing coffee in 2015. Previously, the cultivation of coffee was still traditional. We cut a lot of unproductive coffee plants, then we graft with another variant of coffee, resulting in Robusta. The harvest of the variant increased almost 100% compared to from the previous farmer”.  
“What used to be 2 million is now at least 20-30 million per farmer. Now, we have wishful thinking about another resource, an extraordinary view, in Puwono hamlet. We also have land potential which belongs to the village. The land is strategically located next to the hamlet and facing the view around Ambarawa-Rawa Pening, but the development is not as easy as we imagine. Once we tried to build a circuit, yet the development was stuck.”.*

Community support is needed so that the potential of the village can be recognized by many people. The weakness of this village is the lack of marketing so that the products are known by the public. Training in the village is important to empower the community to promote their products. The following is the response delivered by the head of the Village Youth Organization of Kemambang:

*“In 2021, we, from the youth organization, had marketing training (online marketing) for approximately 6 months. Every 2 months, Undip provides training for Youth Organizations, first we identify what potential exists in Kemambang village, then we design the products until we market them through Shopee. We're already on our way, the admin is in charge. Some take care of the social media, some hold Shopee. Mas Kumambang coffee, palm sugar, ginger sugar, together we create the design and market the product online”.*

This is in line with the opinion of the head of the Kemambang Hamlet who stated that the community supports it well. The potential of tourism village can be expected to have a role in the community. The support from the village government is very important in advancing the village.

*“Yes, it is very supportive, right, with the potential as a tourist village, it is possible that the economy as well as public knowledge will increase in line with the development of the potential”*

*“The government also bridges and supports the existence of this tourist village and the possibility of participations in the village because with the (support from the) government everything is possible “*

The inhabitants of the community need cooperation to be optimal in marketing their products. In addition to cooperation with village parties, cooperation with other parties outside the village is also needed. The following is the view of the head of Village Youth Organization:

*“As a society, we must be able to develop. We also need cooperation with external parties, it is undeniable that the human resources from Kemambang itself is insufficient. We need training as well as an online shop at Shopee, also how can we promote our cultures”.*

According to the head of the neighborhood, the inhabitants are not aware of the available resources. So, they are unable to optimize the potential of the village. The following is the view of the head of neighborhood in Puwono Hamlet:

*“The average response is good, but for its sustainability, sometimes we don't realize we have potential, so maybe for outsiders, who thinks that the views are good here, it's a nice place, actually we have it, but we don't realize it as the potential.”*

The Village Head stated that the Human Resources (HR) of the village were still not ready to support the development of this tourist village. After the decree as a tourist village, Preparations are required in order to optimally explore the potential of tourist villages.

*“They are very respectful and responsive. It's just that the human resources in the village are not adequate, so the potential have not been fully explored. From the coffee and agriculture, the tourism potential, although as of February 22, 2022, we have received a Village Tourism Decree from the Regent. One of our support to move forward. With this decree, we can also access Regional Budgets and National Budgets”.*

Although there are pros and cons in developing a village, the community still provides positive support for the development of the village. For example, the process of making palm sugar as a tourist destination from the beginning of processing to becoming ready-to-eat palm sugar. The community offers visitors who want to know the process. The following is a statement made by the head of the neighborhood:

*“So far, it's positive, ma'am. So, the inhabitants are thankful that if we want to develop the village although there are pros and cons, there are some people who support it. If there is a visit, for example, observing the process of making palm sugar, the community supports it. Starting from harvesting sap water from tree to the palm sugar, the community supports it. For situations like that, teenagers don't do the process. So we go to the community and they support it too, here, come to my place, to my place”.*

In addition to the role of the inhabitants of the village, the village government always supports the existing programs. As with the art festival plan submitted by the head of Village Youth Organization, the village government gave a positive response by providing funding. The following is a statement made by the head of the Youth Organization:

*“For Kemambang village itself, the Village Government always supports our plans for the development. For example, if we want to organize an art festival like this... the funds often supported by the village government. So far, we have never once held an event without their support. Never before... making uniforms, promotions, must be supported by the village government. There has never been cash, fees but there is a coaching fund every year”.*

Kemambang Village makes efforts in brand development so that it can be known as a tourist village. The branding includes promoting the potential of local wisdom in the form of the warrior dance (Tari Keprajuritan). The following is a statement submitted by the village head:

*“We do not shut down the potential of local culture. We have the potential for local wisdom to this day. The warrior dance (Tari Keprajuritan) welcomes the ancient wars... We also have a dance to welcome the guests. And one of the potential from elementary school students is that they can play traditional music instruments”*

*“One of us is getting a decree (Surat Keputusan), the second is branding related to social media. If you are looking for Sitarung, everyone knows. It's just because it's stuck in human resource, and we can't do anything. We have processed coffee from MSMEs, if anyone asks, we have it. When there are tourists who want to stay at the homestay, we already provided it. We provide homestay. Only because of the limited human resources, we are already at a dead end. We try to revive it with this decree because we cannot move as far as possible if there is no decree”.*

Likewise, the Head of Kemambang Hamlet believes that the support between two parties, namely the village government and the community, can preserve and develop the existing potential of the village, like the branding on coffee and palm sugar that have developed and are marketed outside Kemambang Village. The following is the statement from the Head of Kemambang Hamlet.

*“Very supportive, yes, by supporting the community, everything can be fulfilled, both can preserve the potential and can develop everything in Kemambang Village, for example coffee. In the past, we sold coffee beans, now we have packaged ground coffee. It's like that, with the existing branding, what we have, such as coffee, sugar, we can also make palm sugar, branding it ourselves, right? And we need the support of the community with the existing potential. If the community doesn't support it, it's difficult to develop the potential.”.*

According to Luhman (1982), communication on tourism ecology consists of information, disclosure and understanding. First, both the village government as well as the inhabitants support the activities held in to promote the potential of the village. Information obtained from each other needs to be communicated to achieve the goal creating a tourist destination.

Second, the disclosure. Tourism ecology needs to be built between the community and the village government, which can be implemented in the branding of village potential such as

Mas Kumambang coffee, palm sugar, and so on. The disclosure of the importance of branding needs to be known by both parties so that potential village products can be known more widely.

Third, understanding. The community and the village government understand that the needs of human resources should be known by the inhabitants so that they can be provided with adequate training. This statement is in line with Yudhoyono's research (2020) which stated that well-targeted resources can be allocated to the tourism business ecosystem. A tourist destination can be optimal if there is a participatory effort between local resources, activities, products, product and service industries, as well as participatory local communities. So, a collaboration between related parties is needed so that tourism can boost the community's economy.

### **Communication on Tourism Ecology Development and Place-making of Kemambang Village**

Communication of tourism ecology in Kemambang village consists of (1) information; (2) disclosure; (3) understanding. First, information shows that the community and the village government are open to each other in providing and receiving information, so that all parties achieve successful tourism development. Both disclosures, the community and the village government can agree on branding that will be conveyed to tourists. Like the tour of making palm sugar, branding kopi mas Kumambang to be widely known. Communities and village governments can provide positive support, although misunderstandings in interpreting messages can occur. Third, understanding the village community as a potential Human Resource in preserving and developing their village as a tourist destination. Village governments/outsideers can provide the support their villages need.

The community and village government are a social system whose existence supports each other. A social system in Kemambang village shows the openness of the communication system. The existence of open communication can make it easier for parties to achieve common meanings as

The villagers still have not agreed on place-making in Kemambang Village to be used as public space. In reality, the village has diverse potential as a tourist destination. The village already has several places that have not been optimized and are known to the village community such as cottages in rice fields, bamboo buildings, views of fish ponds. There are still many other natural potentials that have not been built, such as vacant land that has not been agreed upon.

Communities can use spatial spaces that can be utilized to establish interactions. The spaces include the village hall, village field, library, and Sitarang area. The uniqueness of the space owned by Kemambang village can be a characteristic in establishing activities and interactions between residents.

Needs, opportunities, and assets are still needed by Kemambang village. Villages still need infrastructure development and village funds in order to develop their village pontesi. Kemambang village also found various opportunities as tourist destinations. The existing village assets are in the form of coffee, durian, palm sugar, ant sugar art (dance), avocado fruit, and chips managed by MSMEs. Village assets still need marketing and branding in order to be known by a wide audience.

## CONCLUSION

Kemambang Village, located in Banyubiru sub-district, Ambarawa, Semarang Regency, is one of the villages in Central Java with tourism potential and local cultures. Tourism potential in Kemambang Village includes natural potential (natural scenery, avocado plantations, coffee plantations, etc.); culinary potential (Kumambang Mas coffee, herbs, palm sugar, etc.); and cultural potential (Rodat dance, Keprajurita dance, Merti Desa, etc.). To take advantage of existing opportunities by developing and introducing their potential as tourist destination, the people of Kemambang village need assistance and funding from various parties. Due to their lack of knowledge, community participation in Kemambang village to apply marketing communications in the development of tourism ecology, place-making, asset needs, as well as to implement existing spatial practices in their village is still less than optimal.

Therefore, Kemambang Village is in dire need of assistance or attention from the government and local communities on the importance of marketing communication in the development of tourism ecology, the application of place making as well as the understanding of the assets owned by each region and the implementation of spatial practices.

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