A Design Model for Information Dissemination on the Pulo Traditional Village Tourism Area in the Booklets and Leaflets

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Abstract:

This study aims to design and construct information dissemination of the Pulo Indigenous village tourism area in Garut Regency, West Java Province. The communication media used in information dissemination activities are in the form of booklets and leaflets. The method used in this study uses the action research method. The primary data sources in this study were the traditional head of Kampung Pulo and tourists who came to Kampung Pulo. The secondary data was obtained from literature studies and the tourism office of Garut Regency. The data collection technique is done through observation, interviews, and literature study. Based on the results of the study, it is known that from the identification stage it is known that one of the factors is the lack of recognition of the Pulo Traditional Village tourist area because tourism promotion has not been optimally carried out so far, therefore it is necessary to create a promotional media in the form of disseminating information on the Pulo traditional village tourism area. The communication media used are booklets and leaflets. From the design results, the information dissemination consists of a cover, a preface, a table of contents, and the content or contents of the promotion. From the results of trials and improvements to the design of information dissemination. After disseminating information, it shows that the existence of promotional media for the Kampung Pulo tourist area in the form of booklets and leaflets is beneficial in promoting the Kampung Pulo tourist area, especially for people living outside Garut Regency.

Keywords: local government; media promotion; local tourism; literary study; West Java

INTRODUCTION

In almost every country, the tourism sector has become a leading sector to increase the country's foreign exchange, job creation, and in the context of poverty alleviation (Birendra et al., 2021; Manzoor et al., 2019; Rahman & Anwar, 2022). This is understandable because the tourism sector is a sector that directly touches,

involves, and mobilizes all levels of society to significantly improve the surrounding community's welfare (Anwar et al., 2019; Nugraha et al., 2022; Zuriah, 2003). Therefore, the local government of West Java Province began to explore various potential areas in several districts/cities in West Java to be developed. One of the developed tourist areas is the traditional village tourism area. One of the traditional villages in the West Java region is located in Leles District, Garut Regency, namely Pulo Traditional Village.

The Pulo traditional village is administratively included in the Cangkuang Village area, Leles District, Garut Regency, West Java Province. The Pulo village is located on a small island in the form of a lake, or Sundanese people call it "situ" Cangkuang situ. In the Pulo village area there is also a cultural heritage in the form of the Cangkuang temple. The word Cangkuang itself is said to have come from one of the names of a pandan plant found around Cangkuang Temple. To get to the traditional tourist area of Kampung Pulo can be reached by using two or four wheels or conventional wagon vehicles (Basuki, 2004).

Then, geographically, the Pulo traditional village tourist area is surrounded by several mountains, such as Mount Papandayan, Mount Talaga Bodas, Mount Guntur, and Mount Cikuray. The traditional village community is a community that still maintains its ancestors' traditions amid modern society's life. Concerning the definition of traditional village, it is defined as a traditional group based on traditional ties. This is in line with Surpha's statement in Pitana (Pitana P. G, 2005), which states that the traditional village is a traditional community with a focus on functions in the field of customs and traditions and is a unified area where the members jointly carry out social and traditional activities that are organized. by a cultural system.

It is still about the Pulo traditional village when viewed from its history according to the narrative of the Pulo village *kuncen* (caretaker) Mr. Zaki Munawar (source: interview results, October 2019). Kampung Pulo was founded around the 17th century, namely during the occupation of the Dutch VOC state in Batavia. At that time, Arif Muhammad and his troops were ordered by Sultan Agung to attack the VOC army headquarters, but in the war, Arif Muhammad's troops suffered defeat. As a result of this defeat, his troops did not return to Mataram for fear of punishment from Sultan Agung, but the remnants of these troops then preferred to live in a place called Pulo village. The location of Kampung Pulo is in the middle of an archipelago surrounded by a 25-hectare lake. One uniqueness of this village is that it can only be filled by 7 main buildings, no less and no more. This prominent building is a symbol of the descendants of Arif Muhammad who has 7 children, 1 son is represented by 1 mosque and 6 daughters are symbolized by 6 houses. This relic has not changed since Arif Muhammad first made or illustrated his 7 children and started building houses to this day is a form of cultural heritage that continues to be preserved. In addition, every home in Kampung Pulo must be inhabited by only one family head, no more and no less. If someone is married in the place, then a maximum of 2 weeks from the wedding must leave Kampung Pulo.

As one of the potential tourist areas in Garut district, the Pulo traditional village area has not been developed optimally as a tourist destination. When viewed from its location, Kampung Pulo is in the national road area leading to several other tourist areas in Garut such as the Cipanas hot spring tourist area, Drajat tourist crater and several other tourist areas. Therefore, departing from this, researchers are interested in researching by designing a model for information dissemination on the Pulo traditional village tourism area. There are several objectives of this study, namely to develop an information dissemination model, and to create a media promotion of the Pulo traditional village tourism area by disseminating information.

This study uses an action research approach by designing an information dissemination model using print media in the form of booklets and leaflets. sources through the media, namely booklets and leaflets to the communicant, the community or visitors to tourist areas in Garut Regency. In this research, several previous studies serve as the basis for examining this problem. The prior research are as follows:

The first research was conducted by Umy Fathah et al. in (2020), from Padjadjaran University with the title of disseminating zero waste information by the Biosciences and Biotechnology Development Foundation (YPBB). This research aims to find out information dissemination activities, including determining communicators, message processing, determining media, and determining communicants. The method used is qualitative with a case study approach. Data collection techniques were carried out through observation, interviews, and document analysis. The data analysis technique was carried out by data reduction, data presentation, and conclusion. The results of this study indicate that zero waste is carried out through two programs, Zero waste Lifestyle (ZWL) and Zero Waste Cities (ZWC). For the communication component, the communicators are volunteers, the messages in this dissemination activity are about waste management, the media used are slides, examples or practices and the target audience or communicants are community members. The dissemination activities generally went according to what had been previously planned.

The second research was conducted by Windi Arestya Rahayu, in 2020 from Padjadjaran University, entitled "Cultural Documentation in Kampung Pulo Garut, West Java as a Knowledge Management effort (Rahayu, 2020). The purpose of this research is to document the cultural activities of the Pulo traditional village. The method used in conducting this research is an action research study using a qualitative approach. The results of this study are that many cultures exist in Kampung Pulo, which contain a lot of information and knowledge that have not been documented, so it needs to be made in the form of cultural documentation in printed and recorded form.

The third study was conducted by Arif Nurdiyansah (2013) from the State Islamic University of Sunan Kalijaga Yogyakarta 2013. This study aims to measure the effectiveness of information dissemination. The method used is a descriptive survey method. From the results of the study, it is known that. Based on the results, it is known that the information dissemination efforts that the Partnership library has carried out have been practical.

This research examines information dissemination. In the study of communication, information dissemination is a communication activity. As for the understanding of communication itself, in general it can be interpreted as conveying messages from a person or group of people to another person or group of people to inform, and change attitudes, opinions or changing behavior.

Then regarding dissemination is an activity aimed at target groups or individuals so that they obtain information, raise awareness, receive, and ultimately utilize information based on a careful planning with foresight either through discussion or other forums deliberately programmed so that there is an agreement to innovate. Andries (2015) said that information dissemination is an activity aimed at target groups or individuals so that they obtain information so that awareness arises, receives, and ultimately utilizes the information (Downes, 2022; Stein & Levine, 2021).

Dissemination of information is a planned communication activity to change a target, both knowledge, attitude, and behavior. Therefore, information dissemination activities related to strategies in preparing information sources, communicators, message preparation, and media selection to determine targets or communicants. Through information dissemination activities, it will be easier for government and non-government institutions to disseminate information on a topic to influence the community regarding thought and behavior (Afroz et al., 2019; Rao et al., 2020).

Still on information dissemination, Muriel Ordonez and Olivier Serrat (2017) state that dissemination is an interactive process in communicating knowledge to the target audience so that it can be used to lead to change. In dissemination, there are five interrelated things or components, namely source (communicator), content (message), context, medium, and user (receiver), such as in Figure 1.

Figure 1: Information Dissemination
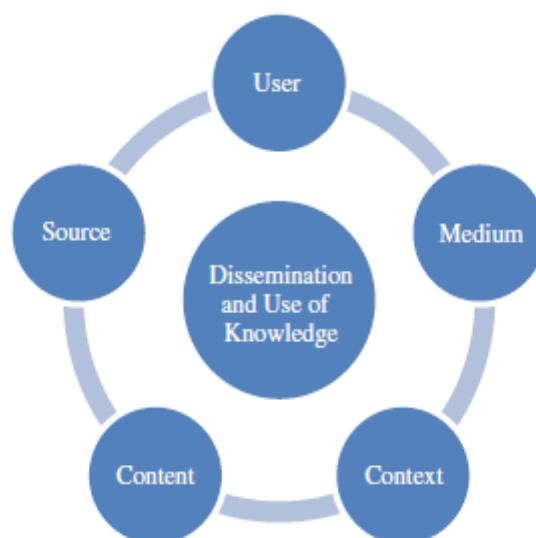
Source: Muriel Ordonez and Olivier Serrat (2017)

The first element in the dissemination activity is the source or communicator. The reference is the person, group, or organization that provides information. Regarding the origin or communicator aspect, in designing an information dissemination program or activity, an information dissemination process, we must be sure that the source of information used is credible and trustworthy. This is because the information that will be conveyed to the public, especially regarding Traditional Pulo Village tourism, is information that has been validated, accurate, and up-to-date information. In connection with this, information will usually come from competent people or institutions in the field.

Still on the aspect of the source or communicator, Cangara (2007) states that the key to the success of a communication is late in the element of the source or communicator. This illustrates the failure of a communication process where the main error must be in the aspect of the source or communicator. Events of failure in communicating caused by the communicator aspect because communicators are considered to lack understanding in compiling messages, lack understanding in choosing and using appropriate communication media, and communicators unable to understand the target audience. In communication, "know the target audience" involves the knowledge and experience frameworks of the audience or target audience.

Still, on the aspect of the source or communicator, some communication experts remind us to be a good communicators who can manage messages that are about and effective, there are several things that a source or communicator must pay attention to, including:

a. A source or communicator must first master the message to be conveyed, especially the systematic structure of the arrangement.
b. A source or communicator must be able to put forward logical arguments. Therefore, the statement must be based on data and facts supporting the message.
c. A source or communicator must also be able to compose interesting diction, intonation and gestures according to the message conveyed.
d. A source or communicator must also have asense of humor so that the message conveyed is not stiff and the communication atmosphere becomes fluid.

The second aspect in the dissemination of information is the aspect of the message or the content of the communication. According to Cangara (2007) message is everything conveyed by someone in the form of symbols that are perceived and accepted by the audience in a series of meanings.
In practice, the technique of compiling messages can be done in two ways, namely as follows:
a. The first technique is to deliver messages by presenting messages that contain the good side or vice versa about the wrong side of something or in a foreign language, called a one-side issue. In compiling notes like this, a communicator tries to convey the good side of a message and tries to override or cover up the wrong side or vice versa.
b. Technique second, the source or communicator in composing the message, in addition to presenting the good side of appropriateness, also shows the wrong side, known as the two-side issue. Through this technique, the source or communicator allows the audience to critically assess the message that feels most appropriate and then the target audience makes a choice or decision.

Besides being seen from how it is arranged, the message can also be seen from its nature. In this regard, Cangara (2007) classifies several characteristics of messages, including:
a. Informative messages. Regarding informative messages, they can be interpreted as messages that can provide knowledge to someone who receives it.
b. Persuasive messages. The notion of a compelling message is a message that aims to change a person's attitudes, opinions, and behavior. In disseminating information or disseminating information, apart from conveying information, it also seeks to change attitudes, beliefs, and behavior. In the context of disseminating information about the Kampung Pulo tourist area, the purpose of this information dissemination is not only so that the wider community becomes aware of the Kampung Pulo tourist area, they can also change their attitudes, opinions about Kampung Pulo and in turn they can come and visit the tourist area. the.
c. A scary message (fear appeal). Besides being informative and persuasive, a message can also be scary. This type of message is structured to cause fear or concern. In practice, a communicant or

target audience is generally unhappy with the type of threatening or scary message because they are not free to determine their attitude and express their opinions. However, certain conditions the audience must accept because it can threaten him.

d. Messages that are full of emotion (emotional appeal). This message type is structured to arouse the target audience's emotions using sympathy or empathy. Presenting the message with these characteristics usually links it to aspects of religion, ethnicity, social inequality, discrimination, etc.

e. Type of message accompanied by promises (reward appeal). Compiling statements like this is usually done by giving excellent and tempting promises to the target audience if they follow what the source or communicator suggests.

According to Mulyana (2005), understanding the context from a communication perspective is defined as a factor outside the people who communicate, which consists of physical, psychological, social, and time aspects. The most common indicator for classifying communication-based on its context or level is the number of participants involved in communication. Still about the context in information ecology, according to Relly and Evans (2006) a communication process will run well if the aspects of context, context, and users intersect and form a Venn diagram and conditions that result in effective communication, such as in Figure 2.

Figure 2. The relationship between context, context, and users
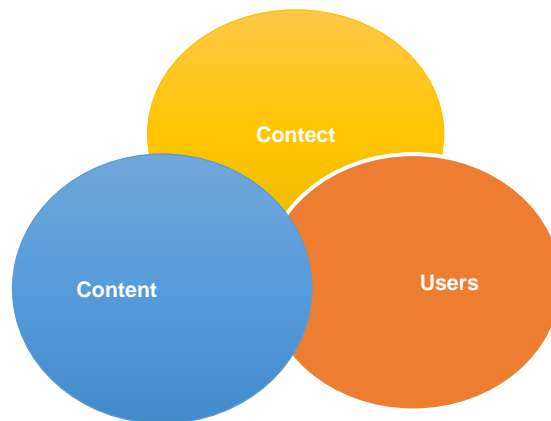
Source: Relly and Evans (2006)**.**

Understanding the media can be interpreted as a means or tool to convey communication messages. In communication media, a communicator must pay attention to the purpose of delivering the message and the target audience. As for the context of information dissemination activities about the Kampung Pulo tourist area, the media that will be used are booklets and leaflets. As for the consideration, besides this media, it is easier to store in strategic places in tourist locations; it can also be shared with visitors.

Understanding the target audience, the communicant or user is the person who receives the message conveyed by the source or communicator. Understanding the target audience is very important in carrying out information dissemination activities. Based on the components in the dissemination of information, several things must be considered, namely what is to be conveyed in the information dissemination activity, who is the target, when it will be carried out, how to do it, who is involved in the dissemination activity, how to do it, designing a dissemination strategy, how to evaluate information dissemination activities

METHOD

The method used in this research is the action research method (Madya, 2006). As for the understanding of action research, it can be interpreted as a form of research design in which researchers

describe, interpret and explain a social situation while making changes or interventions with the aim of improvement or participation.

In action research, there are usually stages that include planning, implementation, and evaluation. In addition, in action research, there is a research cycle; in practice, the research cycle can be carried out in one round, two or more rounds depending on the results of the research implementation. In addition, to measure the success of implementing action research, it is better to make indicators of success before and after the performance of activities with clear and measurable indicators and parameters so that readers can know and conclude the success of our research (Fauziah, 2017).

The subjects in this study include the elders or traditional leaders in the Pulo Traditional Village, the cultural heritage manager of the Cangkuang temple, and some visitors who came to the Pulo traditional village area, the Cangkuang lake, and the Cangkuang temple. Meanwhile, the object of this research is the design of information dissemination of Pulo traditional village as a medium for tourism promotion in Garut Regency. The data sources in this study consisted of primary data from the traditional head or deputy *kuncen* Kampung Pulo, from cultural heritage managers, and several visitors. Kampung Pulo tourist area. While the secondary data comes from the results of the study of documentation or data from the village of Cangkuang and the tourism office of Garut Regency.

Data collection techniques are carried out through observation, interviews, and literature study. Meanwhile, for the implementation stage of action research, we do is through the identification of problems, planning for the manufacture of information dissemination, implementing the design for information dissemination, testing, etc., as well as the evaluation stage.

RESULTS AND DISCUSSION
Kampung Pulo Indigenous Community

The definition of traditional village and customary communities is a concept that cannot be separated. Traditional village is where indigenous people live, for example, the traditional village of Pulo, the conventional dragon village, or the traditional village of Kuto in West Java Province. Meanwhile, regarding the understanding of indigenous peoples Agiati (2018) says that indigenous peoples are groups of people who live in socio-cultural units that are local and scattered and are less or not involved in social, economic, and political networks. Another opinion about indigenous peoples is also expressed by Keraf (2010) which states that indigenous communities are communities that live or live based on hereditary origins in a customary area that has sovereignty over land and natural resources as well as socio-cultural life regulated by customary law and customary institutions that manage community sustainability.

There are several characteristics of indigenous peoples when compared to other general communities. Keraf (2010) mentions several characteristics as follows:
a) Occupying land belonging to their ancestors either wholly or partly;
b) Have the same lineage originating from the area;
c) Have a unique culture, which involves religion, tribal system, clothing, dance, way of life, equipment for daily living, including for earning a living;
d) Have their language, and
e) Live separately or separate from other community groups and refuse or be careful of new things that come from outside the community.

In general, indigenous peoples have ancestral origins, lived or lived in certain areas for generations, and have a distinctive value system, economic ideology, politics, and socio-culture. In addition, this traditional community still holds traditional values in its life system.

Traditional Villages in the Perspective of Cultural Heritage

According to UNESCO, the definition of cultural heritage is a cultural marker as a whole, both in the form of works of art and symbols, the material contained in culture transferred by generations in the past to the next young generation. Cultural heritage is also the main element that enriches and shows the identity bond of a generation with the previous generation and is an inheritance for all human beings. Cultural heritage provides an identity marker for each place and space and stores information about the human experience. Ardika (2007) also expressed a similar opinion, which states that cultural heritage is a legacy passed down from one generation to another, preserved, protected, valued, and its ownership is

maintained. Cultural heritage can be in tangible forms, such as Kampung Pulo in the Garut Regency area, and can also be in intangible states, such as values and other beliefs.

In maintaining this cultural heritage so that it can be maintained and can be used by the next generation, it is necessary to have the effort to preserve culture. As for the notion of cultural preservation, the Ministry of Culture and Tourism can be interpreted as a process or series of activities carried out consciously by certain people or groups in maintaining, protecting, maintaining, and fostering to be developed using particular objects to a patterned activity (Craik, 2013). Furthermore, Aufar (Hastuti, 2013) stated that there are two cultural preservation events, namely through culture experience or cultural preservation by jumping in directly at the scene and through culture knowledge, namely cultural preservation by creating center information about culture can be functionalized in various forms.

Potential Tourism Areas

As previously explained, this study tries to raise information about the dissemination of information on the Pulo traditional village tourism area in Garut Regency, West Java Province. Garut Regency is one of the regencies in the West Java region which has several potential tourism areas that are very promising, namely the Pulo Village area, Cangkuang Lake, Bagendit Lake, Mount Talaga Bodas Crater tourist area, several Sunan Cipancar tomb sites, Parbu Kianstangan tomb site or Godok tomb, ciburuy village site, tourist hot springs Cipanas Garut, Darajat crater, as well as several culinary attractions and other mountain tours in Garut Regency. As for the southern region, several tourist areas on the south coast of Garut have breathtaking views.

One of the potential tourist areas in the Garut area is Pulo village. The location of this tourist village is on Jalan Bandung Garut, precisely in Leles District. At this tourist location, apart from the Pulo traditional village area, there is also a Cangkuang lake and the Cangkuang Temple cultural heritage. Based on the observations of researchers in the Pulo traditional village tourist area. It seems that its development is not running optimally as a tourist area in Garut Regency, even though it is seen from its strategic location that being close to the National highway, it is also the first area for people from Bandung to go to the Garut area.

Several things cause this tourist area to be less well known, including still information and signs that provide clues about the existence of the Pulo village tourist area, and not many people, especially outside Garut Regency if there is a traditional village tourism area in Garut. In fact, when compared to several other traditional village tourist areas, such as the traditional dragon village in Tasikmalaya and the traditional village of Kuta in Ciamis. Pulo traditional village has several advantages, because tourists who visit not only can enjoy Pulo village area but can see the cultural heritage of the temple and enjoy Cangkuang there with raft services and it is easy to find typical Garut souvenirs ranging from Garut lunkhead to typical food, namely Burayot.

Therefore, based on the results of these observations, the researchers decided to design information dissemination that presents various information about the tourist areas of Opulo Village, Situ Cangkuang, and Cangkuang Temple. From the results of this study, it is hoped that it can contribute to efforts to promote the traditional village tourism area so that it can become one of the tourist destinations in Garut Regency.

This research begins with identification. From the results of identifying problems in the field related to the lack of recognition of the Pulo Traditional Village tourist area, especially by people outside Garut Regency, this is because the information distribution about the Pulo village tourism area has not run optimally. Hence, the researchers plan to create a model for disseminating information about the Pulo village tourism area. As for the results of discussions, studies, and observations in the field, researchers believe there is a need for information dissemination media to promote the Pulo village tourist area. Two information dissemination media are considered suitable for conveying information to the public: booklets and leaflets.

Regarding the understanding of booklets, they can be interpreted as a communication medium that contains several sheets of paper that can be combined, folded, and shaped/bonded to become a book. This media is usually widely used as promotional media by companies or institutions. Therefore, the researcher decided to choose the booklet media as one of the media for disseminating information on

tourism in Kampung Pulo. In practice, later, this booklet can be made offline or in print and presented in pdf form, which will later be posted on social media or the internet.

In addition to using booklets as a medium of dissemination, researchers also chose leaflets as a medium of information. Regarding leaflets, it can be interpreted that a leaflet is a promotional or marketing tool printed on a piece of paper. It generally uses art paper or an art carton and has two or more folds. The leaflet usually contains brief information about a product, service, or event (Liu et al., 2019).

The most common form of the leaflet is a fold in the sheet of paper, which is folded using a railing technique so that the paper does not crack and break at the fold. The next step after identifying the problem, the next stage is planning for information dissemination activities in the Pulo traditional village. In this planning, in addition to deciding the form of media, layout of booklets and leaflets, how to disseminate or disseminate whether manually or online, whether in print or digital, the location of distribution in tourist sites, schools, public spaces or through social media or the internet, content or content information to be presented and the audience or target (Stefvany et al., 2021).

Then for the third stage is the implementation or action stage. After conducting discussions and various studies on communication media and determining the content or content of the information dissemination media about tourist areas, it was decided that the information content to be presented in the information dissemination design in the form of booklets and leaflets regarding traditional village tourism areas (Lestari et al., 2019; Yang et al., 2022) can be described as in Figure 3:
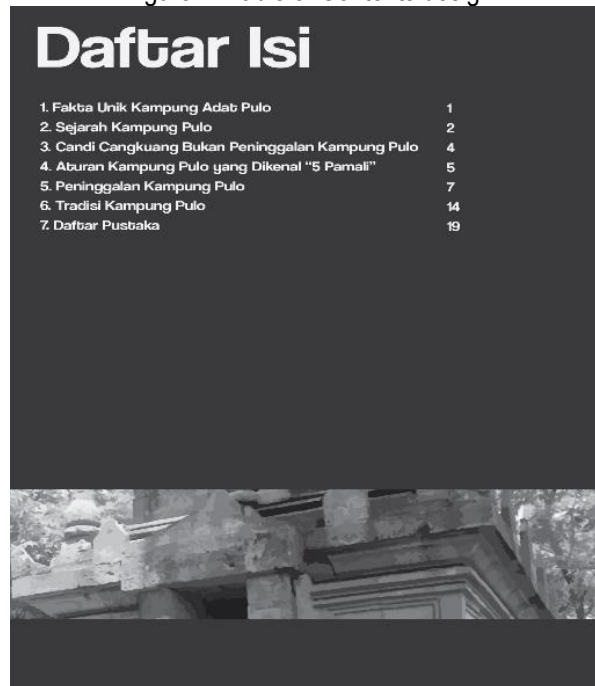
Figure 3. Front cover for booklets and leaflets
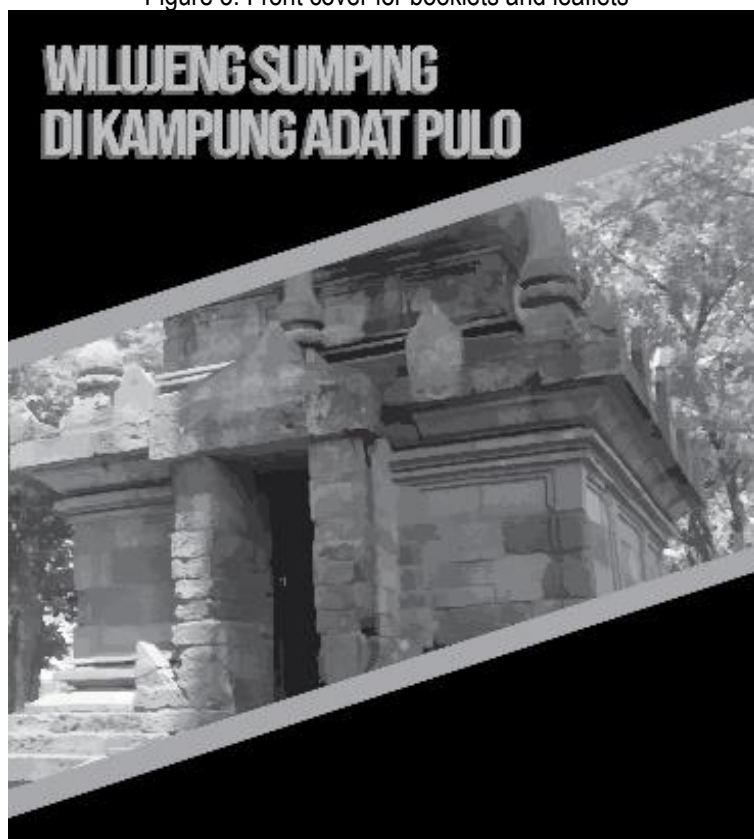
Source: Results of the Action Research study

The front cover of booklets and leaflets will be a medium for disseminating information about the image of the Cangkuang temple. This Canding image is the hallmark of the traditional village because the only tourist area in Garut Regency that has a temple is only in Kampung Adat Pulo, such as in Figure 4.

Figure 4: Table of Contents design

Source: Results of the Action Research study

Regarding the content or content for disseminating information on the Pulo village tourist area, apart from the cover, the introduction is also a table of contents. The table of contents in this information dissemination plan includes the history of Kampung Pulo, Cangkuang Temple, and various relics or heirlooms. Several heirlooms, such as kris and ancient manuscripts, are found in the Pulo village. Meanwhile, regarding the rules or taboos that are still being carried out by the customary village community, they are not allowed to make pilgrimages on Wednesdays, they are not allowed to build houses with conical or prismatic roofs, they are not allowed to hit big gongs, they are not allowed to add or reduce the main building of the Pulo traditional village, etc. Meanwhile, the Pulo villagers still carry out traditions: the *rebo wekasan* ritual, the *mapag* month ritual, *ngariung mulud*, heirloom bathing ritual, the *mitembeyan* ritual, the *niiskeun pare* ritual and the *mulud mileuyankeun* ritual, such as in Figure 5.

Figure 5: Example of information dissemination design content

Source: Results of the Action Research study

Then after the design for the information dissemination of the Kampung Pulo tourist area was compiled, the next step the researcher conducted a trial and asked for opinions from various parties such as the *kuncen* or traditional head of Kampung Pulo, the cultural heritage manager of Cangkuang Temple, several visitors who came to the Kampung Pulo tourist area. as well as input from the Garut Regency tourism office. Several inputs are related to the design of the information dissemination, starting from letters, colors, types of letters, and variations of images (Baumann et al., 2020; Fernández-Bellon & Kane, 2020). After all inputs and suggestions are accommodated, improvements are made in the next round or cycle.

To see the success of the implementation of this research activity apart from the stages that have been carried out, the researchers also tried to display several indicators of success by comparing the conditions before and after the information dissemination was made with the conditions after the dissemination in the form of booklets and leaflets were obtained description is as in Table 1:

Table 1. Indicators of success

Objects	Before	After
Promotional Media Booklets and Leaflets	Not available	Available
People know the tourist area of Kampung Pulo	do not know	Many people know

Source: Results of the Action Research study

Suppose you look at the indicators of the success of the dissemination design activities. In that case, it is known that making information dissemination media in the form of booklets and leaflets, can benefit the community, meaning that people who previously did not know about traditional village tourism areas with promotional media (Carvalho et al., 2019). Many people know in the booklet and leaflet, especially people from around Garut Regency, who are interested in visiting the traditional village tourist area.

CONCLUSION

Garut Regency is one of the areas in West Java that has a variety of fascinating tourist areas, including coastal, cultural, and mountainous tourist areas. In addition, Garut has several craft areas, such as leather crafts in the Sukaregang area, culinary tours, and famous food souvenirs such as Garut lunkhead and Garut oranges. One of the tourist areas in the Garut Regency area is Pulo traditional village tourism. Even though the Kampung Pulo tourist area is very strategic, it seems it has not become a tourist destination. Tourists seem more familiar with the Cipanas Garut or the Darajat tourist area. One of the factors unfamiliar with the Pulo village tourist area is the absence of media promoting this tourist area. Therefore, it is necessary to disseminate information or disseminate information.

Two media types are used to disseminate information on the Kampung Pulo tourist area: booklets and leaflets. The contents presented in the media booklets and leaflets start with the history of Kampung Pulo, heritage objects, and matters relating to taboos and traditions that apply to the people of Kampung Pulo. From the results of measuring the indicators of the success of this research activity, it is also known that the presence of information dissemination media is instrumental in providing information to the community about Pulo village, especially people outside Garut Regency.

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