KWT Pelangi Communication Strategy in Using Human Society 5.0 Promotional Media in Wonogiri Organic Village

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Abstract
The development of tourism objects in Beji cannot be separated from the role of the local KWT. KWT assisted by PPL acts as a benchmark for the success of developing tourism objects in the area. The main obstacle KWT in promoting organic village tourism is the lack of knowledge about the use of social media. This social media issue makes organic village tourism not so familiar to the wider community, with the aim of knowing the KWT communication strategy in utilizing the Human Society 5.0 Promotional Media to increase tourist visits in organic villages. Society 5.0 is a concept which states that technology will coexist with humans to improve the quality of life in a sustainable manner. The method used in this study is a qualitative research method. This type of research uses a qualitative descriptive type, which aims to explain the phenomenon in depth through data collection. The informants interviewed were KWT, PPL and Tourists. The result of this research is the existence of a KWT Communication Strategy in Utilizing the Promotional Media of Human Society 5.0 in Wonogiri Organic Village. In recognizing this target through meetings of socialization activities with tourists. The choice of communication media used was Facebook and PPT presentations which contained organic villages. The study of the purpose of KWT communication messages uses persuasive techniques with the role of a communicator (KWT) as an interesting caption maker for uploads on Facebook social media.

Key words: communication strategy, organic village, promotional media, human society 5.0, KWT Pelangi

Introduction
This article discusses the KWT Pelangi Communication Strategy in Utilizing the Promotional Media of Human Society 5.0 where the Strategy is a priority or broad overall direction taken by the organization. Strategy is also a priority and a way to achieve the goals of the organization, the method used refers to the mission to achieve the organization’s vision. While communication is the process of exchanging ideas, thoughts, or information orally or in writing or in the form of symbols or symbols from the sender to the recipient with the intention of influencing or changing behavior (Liliweri, 2011:37). Communication strategy is a combination of communication planning (communication planning) and management (management communication) to achieve a goal. To achieve this goal, the communication strategy must
be able to show how its tactical operations must be carried out, in the sense that the approach (approach) can be different at any time. Depending on the situation and conditions which are a combination of communication planning (communication planning) with communication management. According to Effendy 1981 (in Edy Suryadi, 2018: 5)

One of the potential areas is Wonogiri Regency which has several tourism objects. The development of tourism objects in Wonogiri Regency, Beji Village, cannot be separated from the role of the local Women Farmers Group (KWT). The Women Farmers Group (KWT) assisted by the Field Extension Officer (PPL) acts as a benchmark for the success of developing tourism objects in the area.

Located in the Nguntoronadi District, Wonogiri Regency. Beji Village is one of the areas in a hilly area that has rain-fed land irrigation. Irrigation of agricultural land only relies on water that comes from rain, so that during the dry season, Beji Village often experiences drought. Efforts to overcome drought have been carried out, but have not been able to meet the water needs for agriculture. During the dry season, the people of Beji Village can only rely on garden plants for their family’s food source.

Even though they are in a limited condition, residents seek various activities to improve the welfare of the community. Through the Food Diversity and Security Program (P2KP), villagers are able to use their yards to cultivate various fruits and vegetables. Began to be developed since 2014, dragon fruit products in Beji become an attraction for visitors who come to the village. Dragon fruit is relatively suitable for local agro-climatic conditions because it is a drought-resistant plant. Dragon fruit cultivation has spread to almost all neighborhoods in the Beji Village area, making it grow into a dragon fruit center that is increasingly crowded with visitors and buyers.

Society 5.0 is a concept that implements technology in the Industrial Revolution 4.0 by considering aspects of the humanities so that it can solve various social problems and create sustainability (Faruqi 2019). Through AI technology in Industry 4.0, big data or mahadata in all aspects of life can be collected via the internet and converted into new knowledge that is able to build a more meaningful human life (Widiastuti 2020). If Industry 4.0 places technology only as a machine or tool to access information, then Society 5.0 emphasizes that technology and its functions have become part of human life (Ellitan 2020). In addition, by adapting technology in the Industrial Revolution 4.0, content marketing activities will be more effective through AI because it is able to target the right segment or target (Kose and Sert 2016).

Method

The method used in this study is a qualitative research method. This type of research uses a qualitative descriptive type, which aims to explain the phenomenon in depth through data collection. The informants interviewed were KWT, PPL and Tourists.

Results & Discussion

KWT Pelangi Communication Strategy in Utilizing Human Society Promotion Media 5.0

In the perspective of Society 5.0, content is one of the elements that plays an important role in media technology, especially digital media. Over-the-top platforms such as Youtube, Netflix and Spotify will only survive through content availability (Ramli et al. 2020). GrabFood in this case is a mobile application that helps users to order food through the provision of information or content for food service providers (Susanti 2020). Currently, digital media technology has become part of all human life so that there are growing opportunities and needs to run a business related to the provision of content (Simatupang and Widjaja 2012). This condition is supported by a Deloitte report which states that global mobile data consumption experienced a significant increase in 2019 to reach 24.3 Exabytes for accessing digital content, one of which is audio-visual content (Deloitte 2018).

In the concept of Society 5.0, industry is one of the sectors that are required to continue to innovate due to the development of information and communication technology or digitalization (Fukuyama 2018). Not only technology, the content industry requires creativity from content creators to create an innovation (Preston, Kerr, and Cawley 2009). In addition, the digital content industry needs to be supported by national policies based on an innovation system (Holroyd 2019). Innovation is needed so that this industry is able to penetrate the global market and contribute to economic improvement (Holroyd 2019). The high role of innovation in the digital content industry has led to predictions that the industry will continue to grow sustainably in the Society 5.0 era when information or content becomes the basis for decision making. The following is the Communication Strategy of KWT Pelangi in Utilizing the Promotional Media of Human Society 5.0:

Recognizing Communication Goals

Before starting to communicate, first determine who is the target of communication. Recognizing communication goals is the first step to creating effective communication. Likewise with the Women Farmers Group assisted by Field
Extension Assistants, Beji Village, Nguntoronadi Subdistrict, who determined the target of communication so that the goal of socialization activities carried out every month was to increase organic village tourism visits. By knowing the target conditions, it is hoped that what is conveyed by the Women Farmers Group is accepted by the target. This target is determined according to the purpose of the message to be conveyed whether the communicator influences (persuasive) or the communicator only conveys information (informative). When a communicator communicates, what matters is not only what he says, but also how he looks. PPL and KWT analyze the target, namely by holding outreach activities for tourists who want to take part in education about organic villages. This was able to establish a strong bond between the Field Extension Facilitator and the Women Farmers Group as well as tourists who participated in these activities as targets.

Selection of Communication Media
Communication tools are media used to disseminate or convey information, be it information to only one person or to many people. This communication tool not only conveys information but produces information. The role of the media in communication is very important. Of course with the right media will facilitate the communication process. The Women Farmers Group (KWT) chooses to use communication media with outreach activities, Facebook accounts, and direct practice.

The Women Farmers Group (KWT) applies the selection of communication media in accordance with the needs of the target in this case is to hold direct practical activities on how to make organic plants. Meanwhile, in the dissemination activities, the delivery is carried out using PPT which is equipped with activities and advantages of organic village tourism. In addition, KWT also uses Facebook and WhatsApp accounts to introduce organic villages so that they are better known to the wider community.

PPT making is shown to tourists when the socialization activities are carried out. This media makes it easier for communicants to convey materials related to organic villages, PPT itself has several features that can be displayed including photos, and explanations of material about organic villages so that tourists can understand more and be clear about the material presented before the tourists go directly to the village field. The target of making this PPT is aimed at fellow KWT tourists.

Then the communication media used by the women’s farmer group is a Facebook account where this communication media is the most prominent media among other media because a Facebook account can attract more visitors than before using Facebook.

The power of social media, especially Facebook, which was released in 2016, is even faster than before using a Facebook account, because previously the Women Farmers Group (KWT) only used direct promotional media. Facebook provides a lot of reach so that outsiders can know more about organic villages, while many people use Facebook accounts compared to other social media accounts, although many people use Instagram, but Facebook is more widely used anywhere, both among children, teenagers and adults. Some parents even use it.

The use of Facebook is a strategy for women farmer groups to attract visitors. So the most important strategy of various communication strategies for organic villages is the selection of communication media.

Assessment of Purpose of the Communication Message
Communication messages have a specific purpose. With a certain purpose, the message must contain meaning for the recipient and must be in accordance with the recipient’s value system. In general, people choose information that is short, concise and clear. Long messages also make people bored to read them. The nature of the communication can be selected according to the purpose of the communicator. Informative nature which aims only to inform, or persuasive communication whose purpose is to change the nature, opinions and behavior (Effendi, 2004: 7).

The Women Farmers Group has used persuasive techniques in conveying its message to tourists so that they can change the attitude or behavior of tourists, namely by buying goods for sale and tourists who visit can practice what has been explained by the women’s farmer group.

The implementation of the persuasive technique is done by giving motivational sentences to tourists to strengthen the meaning and purpose of the message to be conveyed to tourists. The motivational sentences used include captions and PPT explanations that are made interesting about organic villages. The purpose of the captions and interesting PPT explanations is to make tourists interested in buying organic plant products and also learn how to do what is described. The following are the steps of the women’s farmer group in achieving the communication goals.

The Role of Communicators in Communication
A communicator must be very influential and able to change the mindset if the message wants to reach the communicant. There are important factors in the communicator when he launches a communication message, namely the attractiveness of the source and the credibility of the source.

Based on these two factors, a communicator in dealing with communicants must be empathic, namely the ability of a person to project himself to others. When the communicator has empathy, the target will feel comfortable and trust the communicator.
A communicator will be successful in communication will be able to change the attitudes, opinions, and behavior of the communicant through the mechanism of attraction if the communicant feels that the communicator participates with him. The communicant feels that there is a similarity between the communicator and him, so that the communicant is willing to obey the content of the message launched by the communicator (Effendi, 2006:38).

The role of the communicator is very important, therefore women farmer groups in carrying out their communication strategy to convey messages or information require communicators who have source appeal and trust so that the message has a positive impact on the communicant.

In this case, the party who determines the message is the Facebook admin and the head of the Women Farmers Group (KWT) in explaining PPT to tourists to learn about organic villages. So the communicator in the organic village is the head of the women’s farmer group who also acts as a facebook admin. Communicators have been provided with knowledge about organic plants by PPL who work in the local area so that they can convey material to tourists properly and correctly.

Communicators must have attraction and trust. The admin’s own attraction is in making interesting captions on Facebook accounts and delivering PPT exposures that are carried out for educating tourists or the general public. They understand and easy to practice what has been explained by the communicator. Therefore, a communicator himself has a strategy to be interesting.

Results

The basic concept of Society 5.0 is how the economy can grow without forgetting the sustainability aspect to improve the quality of human life. This shows that a study of the digital content industry through the perspective of Society 5.0 requires an in-depth analysis of the economic and sustainability aspects created by the industrial ecosystem. The discussion on these two aspects will focus on the components that build the digital content industry ecosystem. These components will be studied from a digital perspective because Society 5.0 cannot be separated from cyberspace (Fukuyama 2018). Collaboration and innovation are concepts that cannot be separated in discussing sustainability issues that arise from the components of the industrial ecosystem.

In carrying out a Communication Strategy to Utilize Promotional Media Human Society 5.0 KWT Pelangi uses the following strategies:

a. Recognizing Communication Goals
b. Selection of Communication Media
c. Assessment of the Purpose of the Communication Message
d. The Role of Communicators in Communication

Conclusion

That the communication activities carried out by the Women Farmers Group is by implementing a communication strategy, namely by carrying out activities to identify communication targets, selection of communication media, assessment of communication objectives, and the role of communicators in communication.

In recognizing this target through meetings of socialization activities with tourists. In this activity, KWT offers a variety of interesting activities that tourists want to participate in. While the selection of communication media used is Facebook and PPT presentations which contain organic villages. The study of the purpose of the women’s farmer group’s communication message using persuasive techniques with the role of a communicator (Female Farmer Group) as an interesting caption maker for uploads on Facebook social media.

References


