



## Communication Patterns of Peatland Agro-Tourism “Talaran Setara” Based on Local Wisdom (Qualitative Study in Karya Maju Village, Marabahan District)

Gunawan Wibisono<sup>1</sup>, Marhaeni Fajar Kurniawati<sup>2</sup>, Muzahid Akbar Hayat<sup>3</sup>

<sup>1,2,3</sup>Universitas Islam Kalimantan Syekh Muhammad Arsyad Al-Banjari Banjarmasin, Indonesia  
gunawanwibisonomrb@gmail.com, marhaeni.akbar@gmail.com, m.akbarhayat@gmail.com

### Abstract

*This study aims to analyze the Communication Pattern of Talaran Setara Agrotourism Tourism, to analyze in depth what factors are the Supporters and Barriers in carrying out Tourism Communications for Talaran Setara Peatland Agrotourism, to analyze how to create a brand in Talaran Setara Agrotourism, to analyze what creates the emotional connection that causes trust, intimacy, and passion of tourists in Talaran Setara Agrotourism, to analyze what makes tourists visit Talaran Setara Agrotourism. This type of research is field research using a qualitative approach. The research location is Talaran Setara Agrotourism, Karya Maju Village, Marabahan District. The results of this study: The communication pattern of Talaran Setara Agrotourism carried out by Karya Maju Village is by branding on social media, because in the current global era of social media is the most effective medium to quickly introduce something to the wider community, Talaran Setara Agrotourism is a tourist destination in the form of an artificial garden on an area of approximately one hectare which is now being visited by many local people, the existence of Talaran Setara Agrotourism can also grow the economy through traders who sell around tourist, cultural and artistic attractions that display art attractions on a regular basis, and foster a sense of love in culture and the homeland, as well as creating business opportunities such as culinary, opening parking lots, swing rentals, renting children's toys and various types of businesses that can still be developed through the existence of tourist destinations.*

### Keywords

agrotourism; equivalent reason; social media



## I. Introduction

The expanse of rural nature which is still dominated by the color green provides its own comfort for the city community, and people who miss the traditional rural life, so that with a little touch of design it gives birth to a work in the form of a tourist attraction.

One of the new tourist attractions that is currently becoming the prima donna of the Barito Kuala (Batola) community is Talaran Setara Agrotourism, Talaran Agrotourism equivalent having its address at Jalan Anjir Talaran, Karya Maju Village, Marabahan Subdistrict, Barito Kuala Regency. In terms of Agro, Karya Maju Village tries to cultivate date palms and grapes. So far, the grapes have been successful, while the date palms are still in the process. In terms of Tourism, Karya Maju Village, Marabahan sub-district has a flower garden that attracts people to take selfies, and starts to attract many visitors. Karya Maju Village Tour is composed of rabbit gardens, triangular houses, banjar traditional houses, gazebos, pigeon gardens, gift shops, public toilets, flower gardens, animal statues such as cows, bees, rabbits, butterflies, and a vine garden.



desires. Weak human resources, apparatus and personnel managing the tourism industry so that the quality of service is still low.

3. Domestic tourism brands in Talaran Setara Agrotourism, to determine the brand, it is necessary to hold a meeting/deliberation with all interested parties, community leaders, culturalists both young and old. The condition when researchers conduct labeling research on tourist destinations is done by branding on social media, because the manager's reason is that at this time social media is the most effective media to introduce something quickly to the wider community.
4. The emotional connection occurs because of conditions or circumstances that make tourists feel comfortable with the application of Sapta Pesona which is owned by equivalent Talar Agrotourism. Sapat charm consists of elements of Cleanliness, Order, Security, Coolness, Friendliness, and Beauty, for Memories as programmed by the Ministry of Tourism, Talaran Setara Agrotourism has not provided memories or souvenirs that visitors can take home, the memories obtained by visitors are only in the form of photos while at a tourist attraction.
5. In recent years, the development of Agro-tourism, especially Talaran Equivalent Agro-tourism, has increased. Many factors influence this trend. In addition to the incessant reporting carried out by visitors to the Talaran Setara tourist attraction through social media, also because the desire of prospective tourists to seek new experiences also contributes to travel to rural areas in this case Talaran Setara Agrotourism. The desire to visit tourists is also based on various reasons, including; out of curiosity, because they want to know about governance, because of the cool village atmosphere, some because of work and some because of the crowds of tourist objects because on certain days the manager presents regional art attractions at Talaran Setara Agrotourism.

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