

Research Article

Innovation Communication in Local Potential Development Coffee Village in Lampung Province

Fitri Yanti*, Andi Eka Putra, and Eni Amaliah

Islamic State University of Raden Intan Lampung

Abstract.

The development of Kampoeng agro tourism is one of the prime reasons that falls into the category of underdeveloped areas, namely Pekon Rigis Jaya, Air Hitam District. However, the government's innovation communication moved the village of Rigis Jaya, which had a local potential for red bean coffee. It also received the ADWI award in 2021 as a developing village with local potential. The innovation communication strategy was used to produce superior products that will add to or improve the community's economy and require a commitment to structural elements in the village, including village communities. To innovate and be more creative so that they can become sustainable, and change becomes more adaptive. The research subject was the village of Rigis Jaya, West Lampung Regency with a qualitative approach. This study reveals that innovation communication is part of the development communication process that can lead to social change, as a form of community support for progress. The development of coffee villages is supported by the involvement of tourism-aware communities, namely Pokdarwis, bumpekon, and bumdes who have concerns and responsibilities, and play an active role as activators in supporting the creation of a conducive climate for the growth and development of tourism, the realization of sapta charm in enhancing the development area through tourism, and utilize it for the welfare of the surrounding community.

Keywords: innovation communication, local potential, coffee village, West Lampung

1. Introduction

The Indonesian government stipulates Law No. 22 of 1999 concerning Regional Government which is a marker of the start of the era of decentralization (read: regional autonomy) [1] which aims to realize good governance, provision of public services, and increase regional competitiveness towards a prosperous society. This creates community familiarity with the creative economy [2] which is realized through a creative home industry that sells creative ideas to generate income. Experts call it the term "creative economy" which is a new "economic talent" that changes people's lives through creative ideas/ideas, which produce economic value-added products that can make life more prosperous. The mushrooming of home industries has made people aware of the importance of empowering local potential [3], utilizing the potential that exists in the

Corresponding Author: Fitri Yanti; email: fitriyanti@radenintan.ac.id

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natural surroundings, namely the environment. This raises the harmonization of humans with the environment. One of them is using coffee plants that have a good taste for coffee lovers and classy packaging, which was created by the local community.

One of the government's programs is to raise and develop the creative economy through the development of tourist villages [4] in areas that have local potential. The cultural dimension [5] includes the creative economy aspect, nowadays ideas that are born from local regional potential are creative ideas that give and determine the direction of the development of the creative economy in Indonesia. As an alternative solution to be more independent, especially in areas that give birth to more local culture and mirror each region, this can be developed as a regional potential based on local wisdom [6] which has specificities in the area itself.

Lampung Province is one of the provinces that has a village that has been named in the top 50 nominations for the 2021 Indonesian Tourism Village Award (ADWI) for tourism villages based on local potential, namely Rgis Jaya Village, West Lampung Regency. First, the management of a tourist village must know the local potential that is characteristic of the village area. The management of tourist villages [7] is developed so that they become selling points, for example, natural panoramas, culinary, agricultural products, culture, and others.

Tourism villages are one of the creative economy developments and Lampung Province is a province that has many developing tourist villages. Developing the potential that exists in rural areas through tourism villages to help restore the economy of rural communities. The steps to developing a tourist village are carried out by guiding village communities to manage the potential that exists in their villages because, the formation of tourist villages, can directly impact the economy of village communities. [8]

In 2021 the tourist village of Lampung province is included in the top 50 categories of the Indonesian Tourism Village Award (ADWI), namely the village of Rgis Jaya, West Lampung. CHSE implementation (Cleanliness, Health, Safety, and Environmental Sustainability), Digital Village, Souvenirs (culinary, craft), tourist attractions (natural, cultural, artificial), Creative Content, Homestay, and Toilets. The tourist destinations offered from one village to another in one area are different. The tourism village is motivated by the needs and advantages that exist in the village. The superior products offered will add to or improve the community's economy and require a commitment to the structural elements in the village, including village communities, to innovate and be more creative so that they can become sustainable. Promotion of social media is needed [9] to be known by the wider community both in Lampung province and outside Lampung province. Packaging the promotion as attractive as possible so that it can be recognized

and is different from the potential of other villages to attract visitors. Access to tourist villages also needs to be a concern of the government and the management community with steep access and even tends to be dangerous for visitors so that potentially visitors will not come back again and will not even recommend it to new visitors who have never visited the tourist village.

Joint commitment in a group or mass in increasing village potential so that it can develop and become an economic source certainly requires good communication between elements and village communities. Innovation communication is communication that involves many elements of communication.[20] Innovation communication is a way of conveying the discovery of new ideas to the public so that social change occurs.[21] Rogers (1983) defines diffusion as a process by which an innovation is communicated through certain channels over a certain period among members of a social system (the process by which an innovation is communicated through certain channels over time among the members of a social system). [10] The purpose of innovation communication is to realize a change or increase in the quality of a person's or organization's behavior towards a better quality of life. [11] Through innovative communication, we change behavior so that we become more adaptive behavior that is different from previous behavior or different from the behavior of people in our social environment.[22] The realization of these changes is carried out through the innovation communication process, namely conducting exploration and development of information and its application that contains innovation content.[23]

Pekon Rigin Jaya is located in Air Hitam District, West Lampung Regency. Initially, Pekon Rigin Jaya was a division of Pekon Gunung Terang, Air Hitam District, West Lampung Regency. Pekon Rigin Jaya has 4 Stakeholders or Dusun consisting of Stakeholders Atar Obar, Stakeholders of Wana Jaya, Stakeholders of Buluh Kapur, and Stakeholders of Rejo Sari who have approximately 215 heads of families and are spread over 4 Stakeholders in Pekon Rigin Jaya. The majority of the people in Pekon Rigin Jaya are coffee farmers who are the main commodity in Pekon Rigin Jaya, as well as the main commodity in West Lampung Regency.

In the development of the coffee village, West Lampung Regency uses an eco-tourism approach.[12] Ecotourism is a potential for the tourism sector of West Lampung Regency. It is surrounded by the mountains of the southern Barisan hills, the air, and cool weather, and is supported by its socio-cultural life. Kampung Rigin Jaya, Air Hitam District is one of the best coffee-producing areas in West Lampung, not only a tourist destination, but this area is also a means of education. Kampung Rigin Jaya has also been equipped with several inns with beautiful views of the coffee village. Visitors can also see directly the types of coffee plants, learn about the types of coffee plants, and how to process coffee,

from planting to the process of being ready for shade. The purpose of developing this Coffee Village area is to present various human development functions so that they can contribute to developing coffee for the welfare of the community (West Lampung Regency in Figures, 2019)

Anak Agung Gede Agung's research (2015) to develop an Educational-Economic Tourism Model Based on Creative Industries with Local Wisdom Insight to Improve the Community's Economy. Putu Julian Krisnanti (2022) The development communication strategy is very relevant for use by the government to build and establish good relations with the community, communicating All messages can be conveyed by communicators with communicants to achieve good results, this is also in line with strategies that can be used by the government Giri Emas Village in socializing village programs that can support the flow of government. When a government agency can establish a good and harmonious cooperative relationship and communicate smoothly with its people, the agency can realize performance that is seen as successful in carrying out the vision and mission they have. Leonard Dharmawan (2019) Innovation communication is a way of conveying the discovery of new ideas to the public so that social change occurs. The utilization of yards is an innovation for the countryside today to achieve food self-sufficiency. land use is carried out by community leaders and distributed to other communities.[24]

This research is different from previous research. This paper, it is explains how the innovative communication strategy carried out by the local government in collaboration with the local community by utilizing local potential through the Rigis Jaya tourism village, West Lampung Regency in community empowerment and its development in Lampung province towards a creative economy. Thus, it will be analyzed, and an innovative communication strategy with supporting aspects of tourism villages namely accessibility aspects, and amenity aspects as supporting aspects as well as analyzing local potential including natural potential and strengthening local products be very important because it will help improve the image of tourism villages towards developing a creative economy as a local potential-based tourist attraction. About this background, the author is interested in further researching and analyzing the innovative communication carried out by government officials and the local community in the development of the creative village of the coffee village, West Lampung district, Lampung Province.

2. Methods

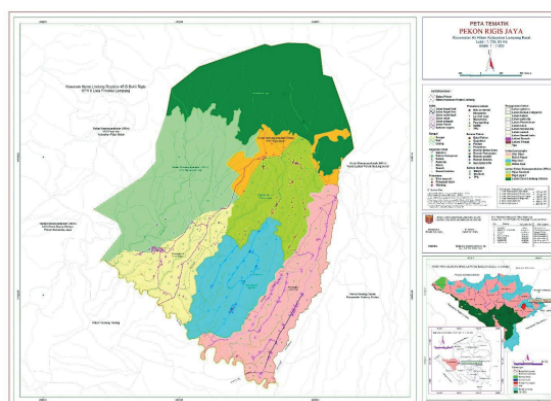
In this study that became the subject of research is a village in Lampung province that is included in the top 50 categories of ADWI 2021 and the third place in the

category of pilot villages in Indonesia in 2021, namely Rgis Jaya village, West Lampung district. Then this research was assisted by several informants from the industry and tourism office and related parties in the districts in Lampung province. as complementary data. In qualitative research, the selection of subjects as research informants is not based on certain rules but is carried out based on research needs or needs. The author uses a qualitative design in his research. This research requires two types of data, namely; primary data and secondary data. The Sage Encyclopedia of Qualitative Research Methods The term data refers to a collection of information. Researchers also try to continue interpretation not only limited to the meaning of a phenomenon but also to how to build social conditions. Based on this empirical truth, researchers are trying to find out how the externalization, objectification, and internalization of community empowerment activities in the village of Rgis Jaya through coffee production in West Lampung so that a final scientific conclusion will be obtained.

3. Results and Discussion

Rgis Jaya Coffee Village Creative and Innovative Village

Pekon Rgis Jaya is the result of the division of Pekon Gunung Terang, originally on February 7, 2010, the people of Rgis Jaya represented by religious leaders, community leaders, youth leaders, women leaders, and elders from 3 (three) stakeholders, consulted and agreed to establish The village is named “RIGIS JAYA” where Rgis means jagged which is taken from the name of a hill whose territory is jagged, so Rgis Jaya means Jagged Hills Region.



Sumber: Pemerintah Pekon Rgis Jaya, 2020

Figure 1: Pekon Rgis Jaya Government.

Kampung Kopi was established with a bottom-up approach. The idea of developing Kampung Kopi originated from the thoughts of the Pekon Rgis Jaya cadet youth who

saw the potential for tourism development and the desire to develop this tourism potential.

Based on West Lampung Regency Regional Regulation Number 2 of 2016 concerning the Regional Tourism Development Master Plan for 2016 – 2031 it states that the strategic area of tourism development in the ecotourism sector has made Air Hitam District an Organic Coffee Center. Kampung Rgis Jaya, located in Air Hitam District, West Lampung Regency, was asked to become a Coffee Village with an area of Rgis Jaya coffee reaching 901 hectares

The Lampung Provincial Government, led by Governor Arinal Djunaidi and Deputy Governor Chusnunia Chalim, continues to encourage the establishment of a tourist village in Lampung Province. This is as mandated by the Ministry of Tourism which targets Indonesia to have thousands of tourist villages by the end of this year. building a tourist village not only with beautiful scenery. However, there are also natural, cultural, and creative criteria. Nature, culture, and creativity are the capital of tourism villages. Lampung Province itself has many tourist destinations that are thick with culture. Tourist villages in Indonesia need to be packed with promotions on social media that are as attractive as possible so that they are in line with things that prosper nature and become attractive attractions. With promotion through social media, it is hoped that the existence of a tourist village can be recognized by domestic and foreign tourists visiting Lampung Province.



Source: Documentation of Kampung Kopi

Figure 2: Coffee Village icon. Source: Documentation of Kampung Kopi

The existence of Rgis Jaya coffee village in the geographical area of West Lampung Regency, which is famous for its Robusta coffee, has allowed this village to develop tourism. In recent years, efforts to make Rgis Jaya continue to be carried out independently with some support from the West Lampung Regency government. The Rgis Jaya Tourism Village is considered superior because it has an attraction that not only offers stunning natural beauty and culture with local wisdom but also has coffee plantations

that are well cultivated by the local community. Thus, this tourist village is suitable as an educational tourism destination (Devi, Damiani, and Adnyawati 2019.h. 137-138) and agrotourism.



Source: Author Documentation

Figure 3: Red Bean Coffee Rigis Jaya Coffee Village. Source: Author Documentation.

Agro-tourism[13] is a series of tourism activities that utilize agricultural potential as a tourist object, both the potential in the form of the natural landscape of the agricultural area as well as the uniqueness and diversity of production activities agricultural technology, and the culture of the farming community. The location of Pekon Rigis Jaya coffee village tourism village is located in Air Hitam District which is \pm 55 km from the city of Liwa, the capital of West Lampung Regency with a land elevation of around 860-1310 mm, with an area of Rigis Jaya village of approximately 824.67 hectares. The location of the coffee village is in the middle of the mountain. The management of this coffee village is under the assistance of a Pekon Village Owned Enterprise of Rigis Jaya.

Rigis Jaya Village, West Lampung Regency can be known as the Coffee Village. Kampung Kopi is approximately 55 kilometers from Liwa City which is the capital of West Lampung Regency. Kampung Kopi Rigis Jaya is the best coffee-producing area in West Lampung Regency which is a means of educating tourists about the cultivation of superior commodities in West Lampung Regency. Starting from the nursery process until the process is ready for consumption. Kampung Kopi has been equipped with pavilions with views of the vast expanse of coffee plantations as an attraction for tourists.

The coffee village itself is engaged in family tourism, as well as coffee education tours starting from cultivation, nursing, and processing of coffee from powdered products to brewing. The coffee village itself has opened a tour package about coffee education for students and companies or groups who want to learn more about coffee. Cooperation activities of the Rigis Jaya community every Saturday,

towards a clean, comfortable, and beautiful tourist village for tourists to see. Before and after being made a tourist village, the Rgis coffee village was committed to always fostering a sense of care for the environment by working together, in addition to adding comfort and tidiness as well as being a gathering place for residents to meet each other and often and foster harmonious environmental harmony. [14]

Kampung Rgis Jaya has a coffee plantation with an area of approximately 498.34 hectares. For every hectare, this tourist village can produce two tons of coffee. This has made local people able to produce Robusta coffee up to 1,058 tons in a year. This potential also makes Kampung Rgis Jaya known as Kampung Kopi. "With the Rgis Jaya Tourism Village, the coffee industry has become a support for the community's economic movement, thereby opening up job opportunities"

3.1. Innovation Communication in developing the local potential of Kampung Kopi

Coffee is the fourth largest foreign exchange earner for Indonesia after palm oil, rubber, and cocoa (Ministry of Communication and Informatics, 2018). In 2018, Indonesian coffee plantations covered a total area of approximately 1.24 million hectares, 933 hectares of Robusta plantations, and 307 hectares of Arabica plantations. Small-scale farmers cultivate more than 90% of the total plantations. In 2017, Indonesia was the 4th largest coffee producer in the world. The distribution of coffee plantations in Indonesia is in every region but is more concentrated on the island of Sumatra. This makes Sumatra Island the main exporter of coffee commodities to all foreign countries. In 2018, these exports reached 80% of the total coffee export commodities throughout Indonesia (Ministry of Trade, 2018). Lampung Province is the second largest coffee-producing province on the island of Sumatra seen from the percentage of Lampung coffee production, which is 16% of the total coffee production in Indonesia (Ministry of Communication and Information, 2018). Although Lampung Province is ranked second below South Sumatra Province in the amount of coffee production, according to Syafrudin (Chairman of the Specialty Coffee Association of Indonesia) coffee from South Sumatra Province has not been managed optimally and a lot of coffee production is sold and managed in Lampung Province so that coffee South Sumatra is less well known compared to Lampung Coffee. West Lampung Regency is the region with the largest production figures in Lampung Province, reaching 52,543 tons/year (BPS Province of Lampung, 2018), as shown in Table 1.

| Wilayah | Produksi Tanama Kopi (ton) 2018 |
|---------------------|---------------------------------|
| Lampung Barat | 52543 |
| Tanggamus | 30671 |
| Lampung Selatan | 923 |
| Lampung Timur | 492 |
| Lampung Tengah | 778 |
| Lampung Utara | 12230 |
| Way Kanan | 17410 |
| Tulang Bawang | 63 |
| Pesawaran | 3542 |
| Pringsewu | 7919 |
| Mesuji | 84 |
| Tulang Bawang Barat | 35 |
| Pesisir Barat | 4711 |
| Bandar Lampung | 99 |
| Metro | 1 |
| Provinsi Lampung | 131501 |

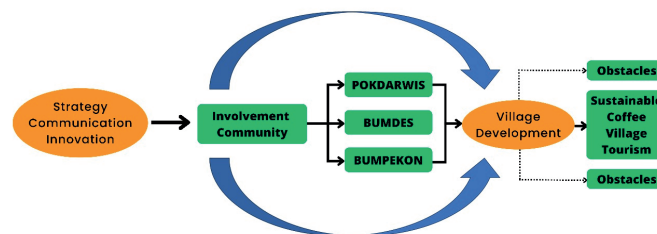
Sumber: Badan Pusat Statistik Provinsi Lampung, 2018

Figure 4: Lampung Province Coffee Production in 2018.

In the national spatial planning policy (PP No.26 of 2008 concerning RTRWN), Liwa City, which is the capital of West Lampung Regency, is designated as a Regional Activity Center (PKW), and two other settlement centers, namely Krui and Fajar Bulan, are designated as Local Activity Centers (PKL). The vision of West Lampung Regency is the Realization of a Great and Prosperous West Lampung, where one of the meanings of this vision is a society that has a better economic condition, also describes a prosperous, healthy, and peaceful state. One of the missions to achieve this vision is to improve the economy that is oriented towards agribusiness and agro-tourism based on local resources. West Lampung Regency (Lambar) is the largest Robusta coffee-producing area with the largest land area in Lampung Province (BPS Province of Lampung, 2018). The Decree of the Minister of Agriculture No. 46/KPTS/PD.300/1/2015 dated 16 January 2016 concerning the Designation of National Plantation Areas places West Lampung as one of the national plantation areas from newspaper Lampungpost in 2019. Coffee (Robusta) is the prima donna and superior commodity in West Lampung Regency with a planting area of 60,483.7 hectares with a production of more than 38,419.2 tons annually. Currently, organic coffee and Luwak coffee have been developed, although still in limited quantities. However, some of the coffee production is export-oriented whereas in marketing it has collaborated with export partners (RTRW West Lampung 2010-2030). From the GRDP data, the Agriculture, Forestry, and Fisheries Sectors contributed more than 50% to the GRDP, and the West Lampung Regency Plantation Service stated that the Robusta coffee business was an economic powerhouse (the

contribution of the plantation sub-sector GRDP to the agricultural sector was 29 percent) in West Lampung Regency.

In developing and implementing innovation communication, there are positive views as such, but there are always pros and cons of views, the concept of innovation communication and communication within the world of business organizations.[25] This needs to be done in line with the increasingly rapid development of the business world which is in line with the national coffee village development program.[26] The role of innovation communication in development is to facilitate convergence or harmony between the wishes of the government and the wishes of the people. To achieve a development goal, [15] innovative communication is needed to convey new things. Innovation communication can be part of the development communication process [16] which can lead to social change. [17]



Source: Results of the author

Figure 5: Innovation Communication Strategy in the Development of Kampung Kopi. Source: Results of the author.

The process of development and construction of the coffee village began. On February 10, 2018, deliberations were held to form a coffee village agro-tourism. This deliberation was carried out by several members of the community and Pekon Rigris Jaya officials. This deliberation was held to build the first pavilion in the Pekon Rigris Jaya Coffee Village area, West Lampung Regency. The construction of the first platform was carried out on February 14, 2018[1] several communities conducted guidance and training to BUMPEKON (Pekon Owned Enterprise) Pekon Rigris Jaya which is the manager of the Pekon Rigris Jaya Coffee Village area. The Kampung Kopi program is a program from the West Lampung District Plantation Service. On April 8, 2018, the Plantation Service conducted a review of the ongoing construction of the platform at Pekon Rigris Jaya. Then it was continued on April 16, 2018, the Regent of West Lampung and his representatives and all OPD of West Lampung Regency visited Pekon Rigris Jaya and held deliberations on planning the 2018 coffee festival activities.

In 2018, the activities of the Pekon Rigis Jaya Coffee Village program focused on establishing a program for the development of facilities and infrastructure to support the program as well as developing the management of the Kampung Kopi area. Many pieces of training were attended by Rigis Jaya BUMDES management such as BUMPEKON management training in Bandar Lampung City and socialization on the formation of Pekon Rigis Jaya pokdarwis. The first West Lampung Regency National Coffee Festival was also held 2018 on July 21 2018 which was attended by the Regent of West Lampung and the people of West Lampung

The district government of West Lampung is paying attention to Kampung Kopi Rigis Jaya Tourism Village in particular, in providing training to the human resources who are here. Our regent is known by his nickname Regent of Coffee. In his speech, the Regent always promotes West Lampung as a coffee-producing region, and also often suggests visiting Kampung Kopi in each of his speeches. This Coffee Village is a miniature of West Lampung which is the hallmark of West Lampung as one of the largest coffee producers in Indonesia. Thanks to the West Lampung Regency Government for providing support in the form of development, empowerment of its human resources, its promotion, in the first year of the establishment of Kampung Kopi, several tourists in West Lampung began to know and visit. Further, explore the potentials that exist in the village. Starting from, the people, local wisdom, and nature. Became the basis for developing the Kampung Kopi Rigis Jaya Tourism Village. Starting from the creativity of local youths who opened hiking tours for mountain climbing tracking routes, namely Mount Rigis. This made the local village apparatus interested in empowering these young people in one forum. So the Coffee Village was formed. Educational tours of coffee processing from upstream to downstream by empowering the local community.

In realizing developing tourism, a high level of community participation is needed or it can be said that without community participation, it cannot be ascertained that tourism development will emerge, thus the importance of community participation in developing tourism.[27] Community participation is community empowerment with participation in the planning and implementation of development programs or projects and is the actualization of the willingness and willingness or ability of the community to sacrifice and contribute to the implementation of development.[28] Ecotourism focuses on three main things, namely, natural or ecological sustainability, providing economic benefits, and being psychologically acceptable in the social life of society.[29]

The importance of community support in village development and development involvement invites the community to always be involved in discussions. This is because every village development will be successful if there is full participation and support from

the community. The development will run smoothly if the community is involved and included in the development process.[30] Communities must have the desire to follow or take part in development activities. With this desire, the community can participate in making decisions for the realization of changes and improvements by the plan.[31]



Source: Author Documentation

Figure 6: Pokdarwis, Bumpekon, and Bumdes Rigis Jaya administrators. Source: Author Documentation.

Communication of innovation, which has been used by the Good Coffee Village, pays attention that change is something that is realized as a felt need for change by those who should change. Changes that occur due to the awareness of the need for change are more involved in these changes and the benefits are more felt by the people who experience these changes. If a change is made through innovation communication in a non-participatory direction, namely from outsiders into a community, in many cases the benefits will not be felt by the community. Conversely, if the change is made through participatory innovation communication, it turns out to be more beneficial for those who make or experience the change.

The involvement of village elements such as Pokdarwis, BUMDES, and BUMPEKON as a form of community support for the progress of tourism villages that have concern and responsibility and play an active role as a driving force in supporting the creation of a conducive climate for the growth and development of tourism and the realization of sapta charms in increasing regional development through tourism and use it for the welfare of the surrounding community. The development and development of tourism can have a role in community empowerment in tourism areas. pariwisata.[18]

Efforts to develop tourism [19] as well as increasing the number of tourist visits in West Lampung can increase regional economic growth so that there is high potential for business opportunities to help the community's economy. Thus business opportunities can be developed such as homestay, culinary, souvenir, souvenir centers -, or transportation. Tourist objects in West Lampung are less exposed, so the West Lampung Tourism Office makes various efforts to attract tourists to visit or attract tourists to revisit.



Source: Documentation of Kampung Kopi

Figure 7: Packaging of Rigin Coffee processed by Kampung Kopi. Source: Documentation of Kampung Kopi.

Along with the development of increasingly sophisticated technology, internet users are no strangers to getting information and communicating. One of them is through social media, Social media is an online media, with users (users) who can easily participate, share, and create content including blogs, social networks, wikis, forums, and the virtual world. Social media allows users to communicate with millions of other users, For marketers this is a huge potential and opportunity to be used as a marketing communication tool that provides opportunities for marketers to be able to carry out marketing communications anytime and anywhere. The West Lampung Tourism Office conducts marketing through promotions using advertisements on Facebook and Instagram social media on the West Lampung Tourism account. One good way to measure the effectiveness of social media advertising on the West Lampung Tourism account is by using the AISAS model (Attention, Interest, Search, Action, Share). This is influenced by the emergence of new technology-based social media that allows when consumers need products or services with high involvement, consumers will search for information in more detail, either through the internet or other people, compared to products or services with low involvement.

4. Conclusion

In realizing developing tourism, a high level of community participation is needed, thus the importance of community participation in developing tourism. With the establishment of Kampung Rigin Jaya as an organic coffee center in Lampung Province, the existence of a coffee village as a form of ecotourism in Air Hitam District is expected to contribute to improving the welfare of the community and the regional economy with the local government's innovation communication, the management of the tourism potential of Kampoeng Kopi Rigin Jaya Village will continue to innovate and develop

not eroded by time. The innovation communication strategy is supported by many parties as well as a process with stages, namely: 1) Awareness Stage, namely the stage where a person knows and is aware that there is an innovation so that an awareness of it arises. 2) Interest stage, namely the stage where a person is considering or is forming an attitude towards the innovation he already knows so that he begins to be interested in it. 3) Evaluation Stage, namely the stage where a person decides whether he rejects or accepts the innovation offered so that at that time he begins to evaluate. 4) Trial Stage, namely the stage where a person implements the decision he has made so that he starts trying a new behavior. 5) The Adoption Stage so that the community can utilize local potential results by making various processed foods from coffee beans and utilizing digital media as a medium to introduce coffee villages which produce many preparations from the main ingredient coffee.

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