

The Effectiveness Interpersonal Communication Increasing Success of Pokdarwis Arumsari

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ABSTRACT

Organizing that involves the community is one of the factors that can determine the success of implementing tourism village activities. One of the tourism village managers whose organization involves the community is the Arumsari Tourism Awareness Group (Pokdarwis) in the Pandansari Tourism Village. To achieve the success of Pokdarwis Arumsari, it is necessary to have effective interpersonal communication between members, so, this study aims to analyze the effectiveness of interpersonal communication and its influence on the success of Pokdarwis Arumsari. The research location was conducted in Pandansari Village, Batang Regency, Central Java. The research method uses the case study method on all members of Pokdarwis Arumsari totaling 37 people as the respondents. Data collection techniques are closed interviews, observation, and literacy studies. Then analyzed by using Partial Least Square (PLS). The effectiveness of interpersonal communication and the success of Pokdarwis Arumsari are included in the high category with a percentage score of 81.2% and 79.2%, respectively. The value of the path coefficient is 0.859, the direction of the relationship between the effectiveness of interpersonal communication on the success of Pokdarwis Arumsari is positive, there is an effort to increase the effectiveness of interpersonal communication within the group, the success of Pokdarwis will increase. The results of the analysis show that the effectiveness of interpersonal communication can explain 73.9% of the success of Pokdarwis Arumsari. Pokdarwis Arumsari has a good and positive effect on interpersonal communication effectiveness so that success is realized in achieving the goals of Pokdarwis Arumsari.

Keywords: communication; effectiveness; interpersonal; partial least square; pokdarwis

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1. Introduction

Indonesia's tourism sector is a leading sector that has a big potential to be developed. Indonesia's tourism sector is one of the leading sectors that have the potential to be developed. One form of innovation in the development of the tourism sectors is village based tourism. Aini *et*

al., (2021) stated that a tourism village is a form of integration of attractions, accommodation, and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions. The development of the tourism sector through tourism village is expected to be able to attract tourist visits and increase the participation of local communities because organizing involving the community will bring benefits to the welfare of local communities.

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One of the tourism village managers whose organizing involves the community is the Tourism Awareness Group, *Kelompok Sadar Wisata* (Pokdarwis). According to Wijaya *et al.*, (2016) Pokdarwis is one component in society that has an essential role in tourism development, especially village-based tourism. The important role of Pokdarwis is to organize and plan activities related to the development of tourist villages, as a place to accommodate ideas from the community and increase village income (Apriliani *et al.*, 2021).

One of the tourism destinations in Batang Regency is the Pandansari Tourism Village which is located in the Warungasem District. Pandansari Tourism Village has been designated as a tourism village since 2012. The community manages Pandansari Tourism Village by creating the Arumsari Tourism Awareness Group (Pokdarwis). Pokdarwis Arumsari manages all tourism activities in Pandansari Tourism Village.

To achieve the success of Pokdarwis in carrying out its role as a tourism village manager, it is necessary to have effective interpersonal communication between members. As explained by Prasetyo *et al.*, (2019) the success of a group in carrying out its duties and functions depends on interpersonal communication between group members. Interpersonal communication is not only to raise awareness, provide information, influence behavior, but interpersonal communication also serves to listen, understand, explore deeper, and build consensus for change. Interpersonal communication by means of the process of transmitting information and joint understanding from one person to another is very essential for the success of any organization (Singh & Lalropuii, 2014). Furthermore, Singh stated that inside the organization; a communication must work as the flow of information, materials, perceptions and understandings among the numerous stakeholders of the organization, all the methods, media and means of the communication, all the networks, channels, systems of communication or organizational structure, all the person to person interchange or interpersonal communication. They include all aspects of communication and make it comprehensive, because it advises that there is so plentiful things are going on in the organization.

Therefore, the main characteristic that distinguishes successful and unsuccessful Pokdarwis is the ability to interpersonal communicate effectively between Pokdarwis

members. Effective interpersonal communication seen from a humanistic point of view requires an open attitude, empathy, supportive attitude, positive attitude, and an attitude of equality (Batlolona *et al.*, 2020). Meanwhile, according to Singh & Lalropuii (2014) the key to effective interpersonal communication is how someone behaves and is skilled in conveying messages so that someone is able to receive the message conveyed.

Reviewing previously published articles, according to Suharsono (2020) if the coordination between members is carried out effectively and well, the quality of Pokdarwis services can be achieved. According to Wondirad & Ewnetu (2019), participatory communication has a basic concept namely how is the role of citizen groups as participants so that interactions occur in the interpersonal communication process. Subejo *et al.*, (2021) stated that relevant stakeholders have practiced interpersonal communication, and interaction in accordance with the interests of strengthening promotions. New media and several applications or platforms have begun to be used by the community in supporting the development of tourism villages. According to Yatmaja (2014), it is necessary to involve Pokdarwis members and the community in supporting tourism village activities and the activeness of members to be able to support the success of tourism villages. The ability to interpersonal communicate is an important aspect that will affect how effective a community is in responding to and imaging its organization (Lusiawati, 2019).

Based on the results of the review of previous articles, the gap analysis of this research is the success of the tourism village can be seen from the point of view of interpersonal communication effectiveness using Partial Least Square (PLS) analysis. So it is necessary to research the effectiveness of interpersonal communication in Pokdarwis Arumsari, because by knowing how to interpersonal communicate effectively, the results of the research can help the success of Pokdarwis in managing the Pandansari Tourism Village. Based on this then, this research aims to analyze the effectiveness of interpersonal communication and its influence on the success of Pokdarwis Arumsari in Pandansari Village.

2. Theoretical Underpinning

Communication is important things a part of our life. We need communication not only to transmit information and knowledge to one

another, but also, to relate to one another as humans in the context of relationships, families, organizations, and nations.

Abraham Maslow developed a hierarchy of human needs. He described our most basic needs must be met first such as food, water, and shelter. Once these basic needs are met we can progress upward in the hierarchy toward the fulfillment of needs for safety, security, love, belonging, and esteem. According to Maslow the highest human needs revolve around finding one's purpose and realizing one's full potential, culminating at the pinnacle of the hierarchy is self-actualization. Maslow's hierarchy of human needs can be applied to interpersonal communication (Vertino, 2014).

Interpersonal communication has an important role in the organization. The effectiveness of interpersonal communication always requires openness, a supportive attitude, and a positive attitude toward interpersonal relationships with each individual. Interpersonal communication is important because it can improve emotional relationships between each individual so that carrying out their duties and responsibilities in the organization can be carried out comfortably. Interpersonal communication will also improve the quality and quantity of performance because the tasks carried out are carried out without pressure (Sazwani et al., 2020).

Vertino (2014) explained two variables of interpersonal communication that are 1) internal variables consist of thoughts, feelings, and perceptions. 2) external variables such as the behavior of others and situations. Two variables of interpersonal communication could influence the outcome and effectiveness of interpersonal communication. Batlolona *et al.*, (2020) also described that the effective interpersonal communication can be seen from a humanistic point of view requires an open attitude, empathy, supportive attitude, positive attitude, and an attitude of equality. In this research will use the variable of interpersonal communication consisting of thought openness, empathy, support, positive action, and equality. Moreover, for explaining of the success of Pokdarwis, will use some variables like the existence the welfare, improvement of member's skill, achievement, and formation of collaboration.

In this research will use the variable of interpersonal communication consisting of thought openness, empathy, support, positive

action, and equality. Moreover, this research uses the success variables of Pokdarwis consist of thoughts existence the welfare, improvement of member's skill, achievement, and formation of collaboration.

3. Research Methods

The research location was conducted in Pandansari Village, Batang Regency, Central Java. The research method used in this research is the case study method. Determination of respondents using a census, respondents used were all members of Pokdarwis Arumsari, amounting to 37 people. Data collection techniques used closed interviews, observation, and literacy studies. The data analysis method used is Partial Least Square (PLS). PLS analysis is a good alternative method and is a predictive model that aims to predict the value of the coefficient of determination (Rozandy et al., 2013). PLS analysis is used to analyze the effect of interpersonal communication effectiveness in increasing the success of Pokdarwis Arumsari. In this study, to achieve communication effectiveness using 5 indicators, namely openness, empathy, support, positive action and equality action (Prasetyo et al., 2017). Openness is one of the indicators in developing effective interpersonal communication and has a very big influence on this indicator. The second indicator is empathy. Empathy is an attitude that must be in the hearts of individuals that can help improve the effectiveness of interpersonal communication. Supportive good attitude is the third indicator that can increase the effectiveness of communication. A positive attitude is a positive perspective on oneself and in dealing with any communication situation. The fifth indicator is an attitude of equality where there is a desire to be equal in cooperation and be able to solve problems To measure and describe the 5 indicators of the effectiveness of interpersonal communication owned by Pokdarwis assisted by using a Likert scale. The use of a Likert scale with a score of 1-5 with the following answer choices:

- 5: Very High
- 4: High
- 3: Medium
- 2: Low
- 1: Very Low

4. Result and Discussion

The results and discussion have presented this study, including the characteristics of

respondents or an overview of the research object, findings or results of analysis, and research implications.

4.1. Characteristics of Respondents

Table 1 presents the percent distribution of interviewed respondents, by background of sex, education level, and age.

Table 1. Characteristics of Respondents

No	Item	Number of Respondents	Proportion (%)
1	Sex		
	Male	23	62,16
	Female	14	37,84
2	Educational Level		
	Junior High School		
	Male	8	21,62
	Famale	1	2,70
	Senior High School		
	Male	13	35,15
	Famale	8	21,62
	Diploma degree (DIII)		
	Male	1	2,70
	Famale	0	0
	Bachelor degree (S1)		
	Male	1	2,70
	Famale	5	13,51
3	Age		
	19-23	17	45,95
	24-28	9	24,32
	29-33	7	18,92
	34-38	3	8,12
	38-43	1	2,70

The proportion of Sex shows that the respondents are dominated by Male with 62,16%, then females with only 37,84%. The education

level of male and female respondents showed that the majority are in senior high school with a percentage of 35.15% and 21.62%. However, when viewed as a whole, the education level of female respondents is higher than that of male respondents. This condition showed that the second highest level of education for women is at bachelor's degree, while the male respondents are at the junior high school. The Age of respondents shows that in the age of 19—23 respondents dominate the level of age with 45,95% then 24-28 years is the second. All the information above indicates that the respondents are still young, active, and have good communication among members.

4.2. Interpersonal Communication Effectiveness of Pokdarwis Arumsari

Effectiveness of interpersonal communication can occur if there is an agreement on information and the quality of relationships that are built-in routine, both in society and in groups. Effective interpersonal communication depends on the social position of the recipient and his interest in the information conveyed. The effectiveness of interpersonal communication can make positive relationships with others. Prasetyo *et al.*, (2017) states that to achieve effectiveness in interpersonal communication, there are five aspects that must be met, namely openness, empathy, support, positive action, and equality action. The results showed that the effectiveness of Pokdarwis Arumsari interpersonal communication was in the high category with a total average of 20.3 or 81.2% of the total maximum score of 25. The detailed measurement of variables is presented in Table 2.

Table 2. The Score of the Variabels of The Interpersonal Communication Effectiveness in Pokdarwis

Number	Indicator	Maximal Score	Acquisition Score	Percentage (%)	Categories
1	Openness	5	4,3	86	Very High
2	Empathy	5	4,2	84	High
3	Support	5	3,9	78	High
4	Positive Action	5	3,8	76	High
5	Equality	5	4,1	82	High
	Total	25	20,3	81,2	High

Based on Table 2, it can be seen that the openness indicator has a value of 86%. This indicator is included in the very high category which means that the members of Pokdarwis Arumsari have opened up to each other. This

openness can be seen from the mutual disclosure of information between members, for example, information on group activity schedules, competition information, training information, and so on. This information can be known by each

member through the group WhatsApp group and other members. The openness of Pokdarwis Arumsari is also shown in planning the preparation of program activities and group financial accounting. These activities are carried out by discussing with members in regular group meetings.

Indicators of empathy are included in the high category with a percentage value of 84%. This condition means that Pokdarwis members have empathy. Empathy can be seen from the existence of mutual assistance between members, for example when one member cannot coordinate or is overwhelmed in guiding the event, other members, both the chairman and secretary, are ready to help. In addition, when one member gets into a disaster, the other members are always ready to assist. Through an attitude of empathy by understanding what is felt and experienced by others, it shows that humans as social beings always need one another. As stated by Vipinkumar & Karippai (2002) that empathy is the extent to which a person is able to understand the feelings of others and understand them as he feels. Supported by the opinion of Far-far (2011), empathy should be embedded in the heart of every individual, because the presence of these feelings will be able to show that every human being is an individual who has feelings, thus encouraging us to be human beings who are beneficial to others.

The value of interpersonal communication effectiveness with supportive indicators is 78%, so this indicator is included in the high category. This condition shows that every member of Pokdarwis Arumsari has a supportive attitude. Supportive is where members are supportive and not defensive. Pokdarwis Arumsari's supportive attitude can be seen from the participation of members in programming, participation in conflict resolution, and exchanging information with one another. Another supportive attitude is also shown by providing equal opportunities to each member such as participating in training and competitions.

According to Tampubolon (2018) positive action is a positive view of oneself, having

positive feelings towards others and various interpersonal communication situations. A positive attitude in the effectiveness of interpersonal communication is one of the important factors in the communication process. Based on the results of the study, it shows that the positive action indicators are included in the high category with a percentage of 76%. Positive actions at Pokdarwis Arumsari are shown by their mutual respect for each other's opinions, working together in groups, and trying to build good relationships by communicating frequently. In line with the opinion of Lestari *et al.*, (2019) who state that positive actions and thoughts can overcome the problem of communication crisis in a group.

Based on Table 2, it can be seen that the equality indicator is included in the high category with a percentage value of 82%. The equality indicator describes a desire that is explicitly expressed to work together in solving a problem. Indicators of equality in the effectiveness of interpersonal communication at Pokdarwis Arumsari can be seen in the presence of the same values, attitudes, behaviors and experiences, and similarities in conversation. This condition is seen by the existence of an attitude of justice in the group. The attitude of justice is like providing equal opportunity for each member to have an opinion or provide input. In addition, in granting incentive rights for members where members receive incentives following the responsibilities given, not based on position in the group.

4.3. The Success of Arumsari Pokdarwis

Pokdarwis success is measured by how the group achieves the desired goals. The success of Pokdarwis Arumsari in the research is seen from the existence, welfare of Pokdarwis, improvement of group skills, Pokdarwis achievements, and the formation of cooperation. The results of the study show that the success of Pokdarwis Arumsari participation is included in the high category with a score of 19.8 or 79.2% of a maximum score of 25. Details can be seen in Table 3.

Table 3. Scores of Arumsari Pokdarwis Success Variables

Number	Indicator	Maximal Score	Acquisition Score	Percentage (%)	Categories
1	Existence	5	3,5	70	High
2	The Welfare of Pokdwarwis	5	4,4	88	Very High
3	Improvement of Member's Skill	5	4,1	82	High

Number	Indicator	Maximal Score	Acquisition Score	Percentage (%)	Categories
4	Achievement of Pokdarwis	5	3,8	76	High
5	Formation of Collaboration	5	4,0	80	High
Total		25	19,8	79,2	High

Table 3 shows that the existence indicator is in the high category with a percentage of 70%. The existence referred to in this study is how the existence of Pokdarwis Arumsari in its social environment. To show the existence of Pokdarwis Arumsari, it is necessary to carry out various forms of activities in accordance to establish Pokdarwis. The form of existence of Pokdarwis Arumsari can be seen from the continuity of Pokdarwis activities and the tourist attraction is quite popular with the community. Pokdarwis Arumsari is known by the public through social media and branding from the government. Pokdarwis Arumsari uses social media to introduce managed tourism potential, namely through Facebook, Instagram, and YouTube. In addition, the existence of the group can be seen from the sustainability of the Pokdarwis which was established in 2015 until now, and the achievements of various achievements up to the provincial level.

The welfare indicator of Pokdarwis Arumsari is seen from the conditions that occur in the group. Based on the research, it is known that the Pokdarwis welfare indicator is in the very high category with a percentage value of 88%. This condition means that the welfare of Pokdarwis Arumsari members is very prosperous. This is evidenced by the support from various parties in carrying out the development of tourism and groups. The support is in the form of assistance for adding infrastructure, grants, providing training to improve human resources, as well as tourism branding. Another welfare that can be felt by Pokdarwis Arumsari members is the success of the group in giving appreciation to each member by providing wages or incentives. In addition to improving welfare, Pokdarwis Arumsari has developed several entrepreneurial activities in the form of homestays, food stalls, and souvenir shops. In accordance with the opinion of *Bona et al.*, (2017) which states that one of the goals of forming Pokdarwis in order to increase regional tourism potential is to increase their living income and welfare.

Table 3 also shows that in measuring success it can be seen from the increase in group skills. From the research results, it is known that the skill indicator gets a percentage value of 82% and is included in the high category. The improvement of group skills at Pokdarwis Arumsari can be seen from the ability of members to provide services to tourists. These services include being a tour guide, explaining tourist attractions, using Indonesian well, and other skills such as making souvenirs and traditional dance skills. The improvement of group skills is also supported by the holding of various group development training at Pokdarwis Arumsari.

The success of Pokdarwis Arumsari can also be seen from the achievement indicators. Based on table 2, the results show that the achievement indicators are in the high category with a percentage of 76%. The high percentage of achievement indicators is evidenced by the success of Pokdarwis Arumsari in winning various competitions from the district to provincial levels. These achievements include: 1) 1st Place Pokdarwis Jamboree at provincial and district levels in 2015, 2) 1st Place Pokdarwis Jamboree at the district level in 2016, 3) 1st Place Whitewater Rafting the Provincial Sports Week (PorProv) at the provincial level in 2018, 4) 2nd place in Pokdarwis Institutional Appreciation provincial level in 2019, and 5) 2nd place in tourism village at the provincial level in 2021.

The value of the indicator for the formation of cooperation is 80% and is included in the high category. This means that Pokdarwis Arumsari has succeeded in establishing good cooperation with outside parties and has continued until now. The results showed that Pokdarwis Arumsari succeeded in collaborating with Corporate Social Responsibility (CSR) Electricity Company in Indonesia (PT. PLN) Persero, Batang Regency Government, Sectoral Police Force, Asem Shop (Warung Asem), Community Lovers of Nature, and Pokdarwis outside Pandansari Village. One of the forms of cooperation carried out is the assistance of tourism support facilities and the local community's economy, namely with a sales

cart grant. In addition, to coordinate the security of tourist attractions with the Warung Asem Police.

4.4. The Effect of Communication Effectiveness on the Success of Pokdarwis Arumsari

The effectiveness of communication on the success of Pokdarwis Arumsari was analyzed using Partial Least Square (PLS) to find out how much influence it had. The measurement stage used is a structural model. The results of the structural model PLS analysis can be seen in detail in Illustration 1 and Table 3

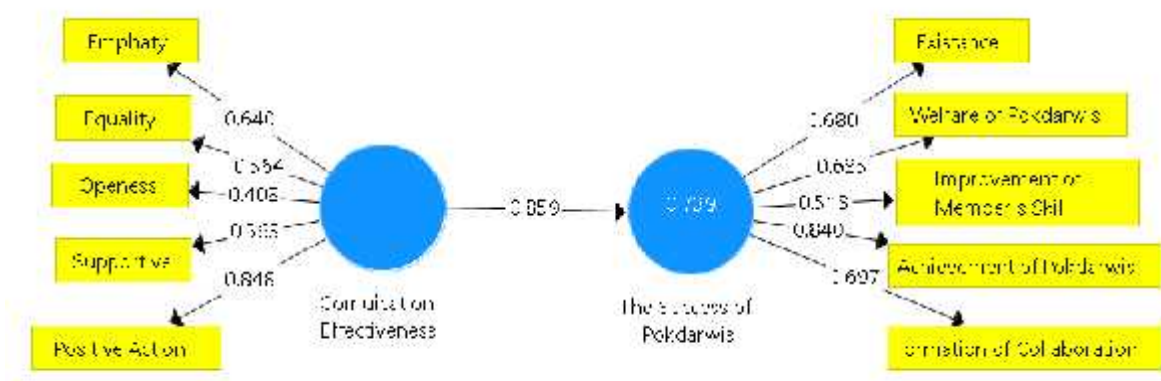


Figure 1. Path Diagram of PLS Analysis Results

Table 4. The Value of Path Coefficient and R Square

X > Y	Path coefficient	R Square
	0,859	0,739

Illustrations 1 and Table 4 show that the path coefficient value is 0.859, so the direction of the relationship between interpersonal communication effectiveness and the success of Pokdarwis Arumsari is positive. This means that if there is an effort to increase the effectiveness of interpersonal communication in the group, the success of Pokdarwis will increase. In line with the opinion of Cheboi & Mberia (2014) which states that effective interpersonal communication can achieve the desired results. The results of the analysis show that the effectiveness of interpersonal communication can explain 73.9% of the success of Pokdarwis Arumsari. This indicates that the effectiveness of interpersonal communication has a very strong influence on the success of Pokdarwis Arumsari. This is in accordance with the opinion of (Ubaidillah, 2020) which states that the value of R Square > 0.7 is included in the strong category.

The effectiveness of interpersonal communication which consists of openness, empathy, support, positive action and equality can explain the success of Pokdarwis Arumsari from

the existence, welfare of Pokdarwis, increasing member skills, Pokdarwis achievements and the formation of cooperative relationships. The impact of effective interpersonal communication is a change in knowledge, feelings and attitudes, as well as behavior and actions to achieve a better one (Yulida. R et al., 2019).

Openness in the group can create members' comfort and trust the group. For example, in the preparation of an activity program that is carried out openly through group meetings, it provides an opportunity for each member to contribute and know and not keep each other secret so as to create member comfort and trust. Lahap *et al.*, (2016) stated that regular meetings between the chairman and members of a group are very important to determine the success of the organization.

Routine meetings held are not only limited to group activity schedules, training information, competition information, but more importantly all Pokdarwis Arumsari members must know the purpose of the organization, how to achieve organizational goals, and programs run by the organization so that Pokdarwis Arumsari's role as village manager Tourism can be run optimally to attract tourist visits and increase local community participation, thereby bringing benefits to the welfare of local communities.

The existence of regular meetings between Pokdarwis Arumsari members is one of the applications of effective interpersonal communication for the long-term survival of the organization. At these regular meetings, each member gives an opportunity to contribute and know and not keep each other secret so as to create member comfort and trust. According to Raharso (2011) that information disclosure can create a sense of security, comfort, and protection in groups.

The feeling of comfort and security makes it easier for the group to maintain the sustainability of the group, including the existence of the group. Effective interpersonal communication within the group has succeeded in creating relationships or cooperation both within the group and with parties outside the group. In accordance with the opinion of Lestari *et al.*, (2019) which states that the ability of community groups with complex interpersonal communication systems will have extensive local networks and receive more information and knowledge.

In addition to openness, equality in Pokdarwis Arumsari can support and realize group welfare, for example by not discriminating between one another. Such as being given the same opportunity to participate in training, competitions, and get incentives. This equality can realize the welfare of members in the group. This is under the opinion of Marwanti & Astuti (2012) who states that equality can achieve group welfare. Positive and supportive actions in the group help members improve skills because there is no defensive action. Members support each other, help and respect each other to achieve the desired goals. In accordance with the opinion of Vipinkumar & Karippai (2002) states that positive action is defined as the quality of a person who has a positive attitude towards himself and others.

5. Conclusion

Communication is the process of exchanging messages or signs of information that aim to create a common meaning. Every organization seeks to be more effective and achieve superior results. The strategy used to achieve the success of an organization is the effectiveness of interpersonal communication. This execution occurs when the members of the organization have an open attitude, empathy attitude, support attitude, positive action, and equality. Based on the results and discussion, it can be concluded that the effectiveness of

interpersonal communication and the success of Pokdarwis Arumsari are included in the high category with a percentage score of 81.2% and 79.2%, respectively. This shows that Pokdarwis Arumsari has good interpersonal communication effectiveness between its members so that success is realized in achieving the goals of Pokdarwis Arumsari. In addition, the effectiveness of interpersonal communication has a positive effect on the success of Pokdarwis Arumsari and the effectiveness of interpersonal communication can explain the success of Pokdarwis Arumsari by 73.9%. This paper identifies indicators of interpersonal communication. Thus the most important effectiveness of interpersonal communication was the members can maintain relationships with each others, so that carrying out their duties and responsibilities in the organization can be implemented well.

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