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Pola Diseminasi Informasi DISPARBUD Kabupaten Garut dalam Pengembangan Desa Wisata Ecovillage Selama Pandemi

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Abstract

Indonesia is known to the world for the tourism it offers. Various approaches to tourism are now emerging over time, and one of the focuses of government development is village-based tourism or ecovillage toursim. The development of this tourist village itself cannot run well if there is no cooperation between the local government and the local community. Therefore, there is a need for communication between the two parties who have a similar vision and mission and are able to work together to develop an ecovillage. This is also what the West Java government and the people of Garut city are doing to develop tourist villages in their area. This study aims to determine the pattern of information dissemination carried out by the Garut Regency Tourism and Culture Office (DISPARBUD) in the development of an ecovillage-based tourism. Using a qualitative descriptive case study method and involving three members of DISPARBUD as the participants, the results of this study indicate that DIPSPARBUD has a simple pattern of disseminating information to local communities regarding the development of ecovillage. This pattern goes through three stages namely; (1) Information distribution (determining communicators, compiling messages, scheduling socialization), (2) Performance reporting (analyzing and responding to the effects of communication, (3) Managing stakeholders (evaluation). With this communication pattern, DISPARBUD seeks to optimize the delivery of information regarding development a tourist village that continues to move forward and is expected to produce many other tourist villages in the future

Keywords: department of tourism and culture, ecovillage tourism, information dissemination patterns, tourism village development

Abstrak

Indonesia dikenal dunia dengan pariwisata yang ditawarkannya. Berbagai pendekatan pariwisata pun kini bermunculan seiring berjalannya waktu, dan Salah satu yang menjadi fokus pengembangan pemerintah ialah pariwisata berbasis desa wisata. Pembangunan desa wisata ini sendiri tidak dapat berjalan dengan baik apabila tidak adanya Kerjasama antara pemerintah daerah dengan masyarakat setempat. Maka dari itu, perlu adanya komunikasi antara kedua belah pihak yang memiliki visi misi serupa dan mampu berjalan bersama mengembangkan ecovillage. Hal ini juga yang tengah dilakukan oleh pemerintahan Jawa Barat dan masyarakat kota Garut dalam upaya mengembankan desa wisata di daerahnya. Penelitian ini bertujuan untuk mengetahui pola penyebaran informasi yang dilakukan oleh Dinas Pariwisata dan Kebudayaan (DISPARBUD) Kabupaten Garut dalam pembangunan desa wisata berbsis ecovillage. Menggunakan metode deskriptif kualitatif dan melibatkan tiga anggota DISPARBUD sebagai narasumber, hasil dari penelitian ini menunjukan bahwa DIPSPARBUD memiliki pola sederhana dalam menyebarkan informasi kepada masyarakat setempat mengenai pengembangan desa wisata. Pola ini melewati tiga tahapan yaitu; (1) Information distribution (menentukan komunikator, menyusun pesan, menjadwalkan sosialisasi), (2) Performance reporting (menganalisa dan menanggapi efek komunikasi, (3) Managing stakeholders (evaluasi). Dengan pola komunikasi ini, DISPARBUD berusaha untuk mengoptimalkan penyampaian informasi mengenai pengembangan desa wisata yang terus melangkah maju dan diharapkan nantinya akan menghasilkan banyak desa wisata lainnya.

Kata Kunci: desa wisata, dinas pariwisata dan kebudayaan, pengembangan desa wisata, pola penyebaran informasi

Introductions

Indonesia is an archipelagic country that stretches from Sabang to Merauke. The differences cultures in each region makes Indonesia a country that is famous for its tourism sector. Istiyanti (2020) revealed that the tourism sector in Indonesia has high potential and is convincing the wealth it has. It is a fact that tourism is one of Indonesia's mainstay sectors as a foreign exchange earner. In 2019, Indonesia's foreign exchange earnings from the tourism sector reached Rp. 239.24 trillion with an achievement of 85.44% of the target of Rp. 280 trillion that had been set, although it did not reach the target, Indonesia's foreign exchange earnings from the tourism sector increased. by 6.8% or Rp. 224 Trillion compared to 2018 (Yanti, 2021). According to the ministry of tourism and creative economy, an increase occurred last year, in 2021 Indonesia earned USD 20.48 billion (Rp 292.86 trillion) in the tourism sector. This figure is expected to continue to increase in the following years.

Tourism has now become a necessity for everyone, even to the point of being part of activities to improve the quality of life. Apart from the needs and lifestyle, this tourism activity is carried out due to several other factors, such as the attractiveness of the tourist destination (Priyanto, 2016). Ismayanti (2010) suggests various types of tourism based on tourist objects including; (1) Nature Tourism, (2) Cultural Tourism, (3) Ethnic Tourism, (4) Agro Tourism, (5) Ecological Tourism. Until now, the government and related agencies are still exploring various kinds of

tourism potential in Indonesia. One that is being intensified is the Tourism Village. This is in terms of the level of tourist visits, where most tourists carry out tourism activities in rural areas driven by the desire to enjoy a calm and peaceful atmosphere (Sugiarti, Aliyah, & Yudana, 2016).

In government regulation number: PM.26/UM.001/MKP/2010 of 2010, as follows "Tourism Village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that blends with the procedures and traditions applicable" (Ahkam et al., 2018). In short, a tourist village is an area related to the area or various local wisdoms (customs, culture, potential, which are managed as tourist attractions according to their abilities (Hermawan, 2016). Along with this brief statement, Ahkam, Sumpena, and Aziz (2018) added that a tourist village is formed between the integration of attractions, accommodation, and supporting facilities that are presented in a structure of community life that integrates with applicable procedures and traditions. (Yanti, 2021) added that an interesting thing that must be developed in a tourist village is that the ideal condition for a tourist village to have five important elements, namely; (1) Attractions, (2) Accessibility, (3) Infrastructure, (4) Institutional, (5) Community support. Moreover, referring to the purpose of organizing tourism contained in Article 4 of Law Number 10 of 2009 concerning Tourism, the development of tourist villages is believed to be able to increase economic growth, preserve nature, the environment, and resources, and promote Balinese culture by developing economic activities in the area. rural areas based on tourism activities (Yanti, 2021).

In addition, judging from the way of development, there are several types of approaches. Some of the most frequently encountered are Community-Based Tourism, Agro-Based Tourism, and Ecovillage. In this study, we will focus on the development of Tourism Villages in Garut Regency with an Ecovillage approach. According to Hamali (2016) what is meant by ecovillage is a spatial and territorial concept that pays attention to the quality of the population and ecological quality holistically because it involves all dimensions of the life of living things. Gartika and Diana (2020) added that this approach aims to create a participatory and independent environmental culture village, with the hope of having an impact on improving community welfare. So that later the community of tourist villages who apply the ecovillage concept will experience an increase in welfare without damaging the environment (Pantiyasa, 2018).

Based on the explanation, it can be said that tourist villages that apply this approach plan the development of rural areas with great attention to the sustainability and preservation of nature through synergies between individuals, families and community groups to create sustainability and energy availability for the village. (Pantiyasa, 2018) also added that the ecovillage-based tourism village concept is a concept that promotes mutually beneficial relationships for the government and local communities. As a type of tourism, in its development, Tourism Villages need to collaborate with local stakeholders. In this study, the authorized stakeholder is the Department of Tourism and Culture (*DISPARBUD*) of Garut Regency. As part of the government working in the tourism sector, the role of DISPARBUD is very much needed by the tourism village community regarding

information about the development of the tourist village itself. Garut Regency itself has a lot of scattered tourism potential, and the Garut Regency government has the opportunity to develop it into an attractive tourist village (Ramdhani, Darsiharjo, & Wirakusuma, 2016).

A tourism village development can be said to be optimal if the collaboration between stakeholders and the local community is integrated with each other. *DISPARBUD* as part of the stakeholder has important roles such as making and delivering regulations, monitoring and evaluating development and integrating regional programs with central programs (Kirana & Artisa, 2020). No less crucially, the role of the local community is also very important. The community is expected to actively participate in each stage of the development of the tourist village, starting from the planning, implementation, and supervision stages (Dewi, Fandeli, & Baiquni, 2013). So that when both parties work together, the purpose of developing a tourist village can be realized, namely in addition to developing the characteristics, traditional and cultural values into a tourist attraction, as well as to improve the welfare of the community, so that the community must play a role and be the beneficiary party (Rianto et al., 2018). Not only that, *DISPARBUD* as a government institution must also protect the local tourism village community and provide direction for the benefit of optimal tourism village development.

Several previous studies regarding the role of government in the development of tourist villages have been carried out. Research from Ramdhani, Darsiharjo and Wirakusuma (2016) focuses on the strategy of developing Mekarjaya Village into a tourist village in Garut Regency. The results obtained from this study are the communication strategy process carried out by the Garut Regency Disparbud which is reviewed through the determination of five combinations of communication elements according to John Middleton which include determining communicators, compiling messages, selecting media, targeting and analyzing the effects of communication arising from communication strategies. development of ecovillage-based tourism villages in Garut Regency. Furthermore, a study by Rodiah & Yusup (2018) which focuses on communication strategies for developing agro-based tourism villages in Pangandaran Regency. The results of this study indicate that planning messages are carried out through the transfer of ideas with information packaging that is integrated with the noble values of society. Activity proposals, banners and posters are the communication media used in Palendah Agri Tourism Village, Pangandaran. Another study by Anggreswari, Harikaputri, Rifqi, and Sidantha (2021) focused on development communication strategies in maintaining the existence of the Guwang Art Market. The results of this study explain that the communication strategy includes not only communication planning but also communication management. Communication management carried out in the process of implementing development communication carried out by the Guwang village government includes several stages consisting of: (1) Information distributor; (2) Performance reporting; (3) managing stakeholders. Judging from previous studies, there are still very few studies that examine the pattern of information dissemination in Tourism Villages in Garut Regency, even though Garut Regency has a lot of tourism potential. Therefore, researchers are interested in studying further the pattern of information dissemination carried out by

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DISPARBUD in the development of ecovillage tourism, especially during the pandemic.

The formulation of the problem from this research is how is the pattern of information dissemination carried out by the Garut Regency *DISPARBUD* in the development of ecovillage during the pandemic?

With the aim of the study, namely to find out the pattern of information dissemination carried out by the Garut Regency *DISPARBUD* in the development of ecovillage tourism during the pandemic.

Methods

The method used in this study is a qualitative research method, where qualitative research methods are a form of a certain tradition in social science that fundamentally relies on human observations in its own area and relates to these people in language and terminology. This type of research was chosen because the researcher seeks to understand and interpret the meaning of an event of human behavior interaction in certain situations according to the researcher's own perspective and carried out in a reasonable situation without any intervention from the researcher. This is as stated by Miles and Hubberman (2002) that research using qualitative research aims to understand the object under study in depth. Moreover, this research employed case study design. As one of the qualitative research methods, case study enables the researcher to examine and describe complex and intricate details of phenomenon (Farrell & Kennedy, 2019). In conducting this research, the researcher has no control over the described events which is in line with the concept of case study design itself. This approach also chosen as the most suitable design because this research required detailed information about pattern of information dissemination carried out by the Department of Tourism and Culture (*DISPARBUD*) of Garut Regency in the development of ecovillage-based tourism.

In addition, this research was also conducted with a descriptive approach. According to Sugiyono (2018) descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. Akhmad (2015) adds that the descriptive approach is an approach that describes and interprets the meaning of the data that has been collected by paying attention and recording as many aspects of the situation as possible under study at that time, so as to obtain a general and comprehensive picture of the actual situation. Based on this explanation, the researcher decided to use a descriptive approach as the most appropriate approach to the research needs that describe and analyze the phenomenon thoroughly and in depth.

The subjects of this research are three participants who are members of the Garut Regency *DISPARBUD*. This was chosen because it was in accordance with the criteria for the research topic, namely; (1) People who understand and have adequate knowledge about program implementation (2) People who are directly involved in program planning and program implementation. (3) People who are directly affected by the implementation of the program. While the object of this research is the Tourism Village in Garut Regency. In the data collection technique, the researcher carried out two series of stages; (1) Semi-structured interviews,

where these interviews were conducted to obtain information from the informants. Semi-structured interviews allow researchers to ask prepared questions and the personal thoughts or opinions of each interviewee (Newcomer, Hatry, & Wholey, 2015). At the time the interview was conducted between the researcher and the resource person, the researcher could develop questions according to the circumstances or the situation when the interview took place. (2) Observation. According to Shidiq, Choiri, and Mujahidin (2019), observation is a planned and focused activity to see and record a series of behaviors or the course of a system that has a specific purpose. As well as revealing what is behind the emergence of behavior and the basis of a system. In this activity, researchers will go directly to observe conditions in the field by placing themselves as observers.

After obtaining the data, then the data processed using the data analysis technique introduced by Miles and Hubberman (2002). There are three sequences of stages: (1) Data reduction, where briefly this stage is defined as the process of selecting, focusing on simplification, abstracting, and transforming rough data that emerges from written notes in the field. (2) Data presentation, in this process the previously reduced data is then presented in various types of matrices, graphs, networks and charts. They are designed to combine structured information in a coherent and easy-to-understand form. (3) Drawing conclusions, in this last stage the data that had previously been presented was then drawn a linear conclusion line. In addition, at this stage, re-verification is also carried out regarding the compatibility between one data and another.

Results and Discussion

Ecovillage tourism is an area located in the countryside that offers an overall atmosphere that reflects the authenticity of the countryside, in terms of social and cultural life, daily customs, building architecture and village spatial structures, and has the potential to be developed for various components of tourism, such as attractions, food and drinks, souvenirs, and other tourist needs (Arismayanti, 2015). Therefore, it is necessary to optimize development in order to increase the potential of the tourist village area. This will not work well if there is no collaborative collaboration between government agencies and the local tourism village community.

The same thing was done by the Garut Regency *DISPARBUD* in an experiment to maximize the potential of tourist villages in the Garut Regency area. The pattern of communication in disseminating information related to the development of tourist villages is one of the most effective ways to achieve tourism goals.

After further exploration, the Garut Regency *DISPARBUD* is indeed being intensively developing tourist villages in the last 4 years. The success of the Saung Ciburial Tourism Village is proof of the success of developing an ecovillage-based tourism village in Garut Regency, which is the most used concept among other tourism attraction concepts. This relatively new program was able to reap success in a short period of time. This is the reason the Garut Regency *DISPARBUD* is trying to optimize the potential of the region. In the process of developing a tourist

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village in Garut Regency, the local *DISPARBUD* has strengthened its relationship and cooperation with the local community. One of them is in the process of providing information about the tourism village development plan itself. This communication pattern focuses on how to develop tourist sites using effective communication methods (Qorib & Syahida, 2018). Where with the provision of information regarding the development of tourist villages by *DISPARBUD* Garut Regency can develop community participation, including; (1) Raising public awareness to participate. (2) Informing about opportunities for the community to participate, (3) Demonstrating and increasing the community's ability to participate, (4) Mobilizing the community's willingness to participate (Anggreswari et al., 2021).

In its activities, Garut Regency *DISPARBUD* seems to have a communication pattern that they do in disseminating information related to the development of tourist villages in Garut Regency. Starting from the preparation stage, implementation, to reporting. This simple pattern becomes a reference for Garut Regency *DISPARBUD* in disseminating information to the local community. In short, the Garut Regency *DISPARBUD* follows three stages of communication patterns, as below:
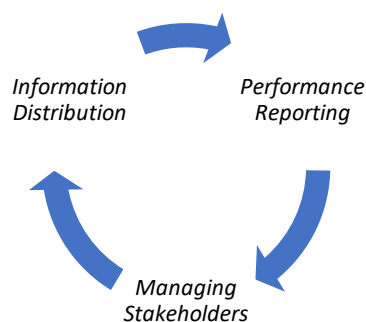

Figure 1: Stages of communicatio patterns

Meanwhile, if viewed in more detail, the pattern of information dissemination carried out by the Garut Regency *DISPABUD* can be described as in the diagram below:
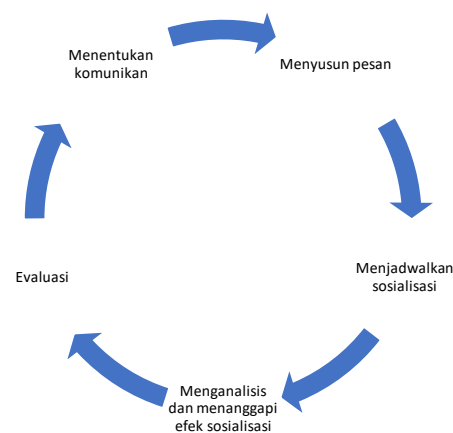

Figure 2: The pattern of information dissemination carried out by the Garut Regency DISPABUD

Based on the description of the pattern above, the first stage carried out by *DISPARBUD* Garut Regency is Information Distribution. In short, at this stage *DISPARBUD* prepares a plan regarding the socialization activities they will carry out, starting from determining informants, compiling messages, to scheduling activities. The stage of determining the informant is an early stage that really needs to be considered, because the communicant who will be selected will determine the success of the delivery of socialization materials. In the selection process, *DISPARBUD* itself has several criteria to determine the informants. This was explained by the informants in the interview as follows.

> *"Actually, we don't have any special speakers, apart from the usual speakers (academics, community and tourism actors). However, certain materials must be submitted by certain parties, such as the Regional Secretary, Head of the Service, or the Development Acceleration Team." Interview 22 August 2021.*

In the interview, the *DISPARBUD* stated that they already have basic standards and competencies in terms of the selection of presenters. In addition to being experts, competent and understanding of the material to be delivered, presenters appointed by *DISPARBUD* are usually used to socializing and being speakers. So that high-ranking figures in the local village can also become presenters with the provision of experience that is in accordance with the material to be delivered.

> *"For fellow tourism actors, we usually take from people who are experts as well and have advanced several regions or their respective programs. For example, colleagues from Ciburial, we usually ask for help from them to be able to provide material on managing tourism villages and developing village potential." Interview 22 August 2021.*

Moving on to the next stage, namely compiling messages, or materials. Message or material is the most important component of a communication process. A material presented should not only be made interesting, but also must be informative and educative. It is intended that the material presented can be a provision of knowledge for the tourism village community for the improvement and development of the tourist village itself. *DISPARBUD* will look for issues that are currently being discussed as starting materials which are also adapted to the theme. Then the draft of the material will be given to the presenters for the examination process and or the option of adding material. Although the presenters take part in the preparation and planning of messages, *DISPARBUD* always ensures that the material that will be displayed will be in accordance with the competencies and themes they present. Then at the final stage, after the addition or revision of the material is complete, *DISPARBUD* will invite the presenters to make their own presentation materials. This is done to avoid confusion of the presenters in the delivery of socialization activities.

> *"The reason is that for people from DISPARBUD, we are the ones who made the theme, so we should also understand the material that will be delivered. So, there's really no obstacle to that." Interview 22 August 2021*

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Even though *DISPARBUD* has planned and determined the themes that will be given, sometimes there are obstacles that force the party to change the theme according to the needs and conditions at that time.

"But the schedule is sometimes uncertain, because sometimes there are always changes. For example, PPKM is an issue recently, so we also must convey this because it is entrusted by the central government. The point is, in addition to the schedule per theme that we have made, usually there are also additional materials and themes following the directions from the center." Interview 22 August 2021

The materials presented in this socialization activity are recognized as informative and educative materials. The information submitted is intended to provide information on matters relating to the development of a new tourist village in Garut Regency. In addition, *DISPARBUD* also strives to provide education with the aim of changing trends for the better. Even so, sometimes the material presented is only seen from the positive side. Submission of material which is termed one side issue is actually very reasonable in a socialization activity to the general public because of the tendency to have less background. However, this is very unfortunate because the Garut Regency *DISPARBUD* was able to convey the material thoroughly.

"As previously stated, in terms of concepts, materials and planning they have carried out well. But in my opinion, it would be better if DISPARBUD could provide comprehensive education, both in terms of positive or negative." Interview 26 August 2021.

After going through the material preparation stage, *DISPARBUD* then arranges and determines the schedule for organizing activities. In contrast to previous times, with the current situation in a pandemic, *DISPARBUD* cannot hold a large-scale socialization, so visiting every village is recognized as the best option to keep this program running without ignoring the health protocols.

"Because of the current condition, it is not possible for us to hold large-scale meetings with various tourist village representatives due to Covid and PPKM. So, visiting the village directly and meeting with the residents is another option to run the program." Interview on 22 August 2021

Figure 3: The socialization that carried out by Disparbud

The socialization carried out by *DISPARBUD* is not only limited to providing material. *DISPARBUD* also often holds field practice with the aim that participants from tourist villages can see and practice directly the material that has been delivered with a one-third portion.

> *"Yes, at each meeting or socialization we usually make it into two stages. On the first two days we always give full material, then on the third day we go to the field to do training or field practice. Apart from that, we have also given material directly to the field several times by visiting tourist villages that have been running well and mainstay tourist destinations in Garut Regency" Interview 22 August 2022*

In this activity, the role of the local tourism village community is very much needed by *DISPARBUD*, because this is an activity that is a continuation of the socialization activities that were previously held. The active participation of the local tourism village community can be the key to the success of the information delivery process carried out by the Garut Regency *DISPARBUD* regarding the development of tourist villages. As stated by Gartika and Diana (2020) that the role of government institutions and the active participation of the community in the process of developing a tourist village must be able to be divided fairly and not be seen as dominant on one side.

Figure 4: Disaster Mitigation Training Process

Based on the explanation, Garut Regency *DISPARBUD* looks very detailed in conveying information. Not only in the form of material but they also go directly to the field to provide real practice which will be very useful for the community in developing tourist villages.

Moving on to the next process, namely the stage of analyzing and responding to the effects of communication which will later be related to the final stage, namely evaluation. After carrying out the socialization activities, it was clear that *DISPARBUD* expected a good impact on the community regarding the development of the tourist village itself. The activities that have been carried out since 2017 have three supporting factors; (1) The cultural attractiveness of each village, (2) the assets and geographical location of the village, (3) the desire of the village community to develop towards a better direction. However, *DISPARBUD* also stated that they encountered several obstacles that hindered the process of developing the tourism village itself.

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"Of course, there are always obstacles in every program running. What is most noticeable is that the target village has insisted on building a tourist village, but they are not ready. An example that often happens is that these villages do not have BUMDES or special management bodies to run the tourism village program."
"Besides that, uneducated and "bad" human resources are also recognized as a big obstacle for us. Moreover, if the HR, is an elder and vocal person in the village, it must be very difficult." Interview on 22 August 2021.

Obstacles like these are then accommodated by *DISPARBUD* to be a material for evaluation and consideration in the future. This monthly evaluation aims to measure the level of success of the program and correct deficiencies that existed during the program. *DISPARBUD* uses 2 things as a benchmark for the success of their program. Among these are the number of villages that have joined the program and the improvement in the quality of development experienced by each registered tourist village. Another activity that aims to analyze and respond to the effects of communication carried out by the Garut Regency *DISPARBUD* is monitoring or supervision. In this stage, *DISPARBUD* monitors the tourist villages under its auspices in order to maintain the communication effect that occurs after socialization. According to information from sources, the Garut Regency *DISPARBUD* is indeed more often monitoring. In its implementation, Garut Regency *DISPARBUD* has two ways, namely online and offline. These two methods are carried out in order to maximize the monitoring and data collection process for tourist villages. Offline activities are considered more effective because *DISPARBUD* comes directly to new tourist villages. This is intended so that the new tourist village is not neglected and suddenly disappears because they feel they are not progressing and are confused about their future.

"Directly, DISPARBUD can get closer to the village and can find out the real condition of the village." Interview August 2021.

However, it is different from the first method, namely online. In the implementation of online monitoring, Garut Regency *DISPARBUD* uses the whatsapp platform as a medium of delivery. Technically, the Garut Regency Disparbud will invite representatives of each tourist village that has joined the group on Whatsapp to be given general direction and the latest information on tourism-related matters. In addition, sharing groups are also used as reporting media for *DISPARBUD* regarding the progress of each tourist village under its auspices. The use of Whatsapp media is considered a pretty good breakthrough because in terms of time and cost savings, Whatsapp is able to cut it, but the use of this media is considered less effective because not all representatives of each village are there. As stated by the interviewees in the interview.

"Monitoring using WhatsApp groups is actually good. But we also have to make sure, whether the message we convey arrived or not. And how did the group members respond, whether it was good or not. And most importantly, we have to make sure whether there is a representative for each tourist village." Interview 26 August 2021.

Overall, the monitoring process carried out by *DISPARBUD* is actually good. However, obstacles related to its implementation are still quite common. This becomes a challenge for the Garut Regency *DISPARBUD* to continuously improve and optimize the monitoring process as part of developing a tourist village in Garut Regency. The next stage is a very crucial stage in the process of developing a tourist village, namely the evaluation stage. At this stage *DISPARBUD* tries to fix and improve things that have been implemented from the previous stages to create a thriving tourist village. One of the most influential evaluation results to date is the collaboration carried out by *DISPARBUD*. Not long after this program was implemented for the first time, *DISPARBUD* tried to establish cooperation and coordination with other government agencies as well as organizations dealing with tourism in Garut Regency with the aim of maximizing the program.

> *"With government institutions, we will coordinate and cooperate. The DPMD, the Covid Task Force, Bappeda and the LH Service are the ones we have the most contact with for this program. Apart from that, at least with tourism associations such as Kompepar, Balawista, hotel associations, travel associations and others." Interview on 22 August 2021.*

Not stopping at tourism institutions, the Garut Regency *DISPARBUD* also collaborates with the Covid-19 Task Force. This is done because DISPARBUD aware of the need for information regarding health protocols for tourist villages and the improvement of facilities needed related to handling Covid-19. Although during this pandemic, the tourism sector in the Regency area was greatly affected on a quite significant scale (Primasari, et al, 2021), but *DISPARBUD* took smart steps to continue to carry out outreach activities with the community in the local village in hopes of material related to Covid -19 can help the community's readiness to face the post-pandemic later. This is also supported by the statement of Sanjaya, Fourqoniah, & Althalets (2020) which interestingly said that despite the Covid-19 pandemic, tourism activities in the villages became a hot topic of conversation, because people came to the villages only to just go home. Departing from this interesting issue, Garut Regency *DISPARBUD* saw a gap and tried as much as possible to take advantage of this potential. Therefore, information about Covid-19 is needed by the community, especially the new normal regulations.

Based on the explanation, the pattern of information dissemination carried out by the Garut Regency *DISPARBUD* in the development of ecovillage tourism villages goes through three major stages; (1) Information distribution (determining communicators, compiling messages, scheduling socialization), (2) Performance reporting (analyzing and responding to communication effects, (3) Managing stakeholders (evaluation). All of these stages are stages that are continuous with one another and make patterns Dissemination of information carried out by DISPARBUD Garut Regency becomes more focused and focused on its objectives.

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Conclusion

Indonesia is a country that has a variety of interesting cultures that are spread throughout Sabang to Merauke. With this wealth, Indonesia has become a country with the tourism sector as a mainstay, one of which is a tourist village. The potential of tourist villages in the regions continues to be intensively developed by government institutions and invites the participation of local communities to take part in the development process. As has been done by the Garut Regency *DISPARBUD*, which collaborates with the local community to develop the potential of tourism villages. In order to achieve aligned goals, communication patterns in disseminating information to local communities are the key to the success of developing tourist villages. The results showed that *DISPARBUD* Garut Regency has a simple pattern in providing information about the development of ecovillage tourism villages; (1) Information distribution (determining communicators, compiling messages, scheduling socialization), (2) Performance reporting (analyzing and responding to communication effects, (3) Managing stakeholders (evaluation). With this simple communication pattern, *DISPARBUD* strives to optimize the delivery of information regarding the development of ecovillage tourism villages which continue to move forward and it is hoped that in the future it will produce many other tourist villages.

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