

ABSTRAK

Penelitian ini bertujuan mengungkap makna pengalaman masyarakat dalam mengonstruksi komunikasi partisipatif berbasis kearifan lokal untuk mewujudkan pariwisata berkelanjutan di Kampung Ekowisata Keranggan. Penelitian dilatarbelakangi oleh pentingnya keterlibatan masyarakat dalam menjaga keseimbangan antara pelestarian lingkungan, budaya lokal, dan pengembangan pariwisata. Penelitian menggunakan pendekatan kualitatif dengan metode Fenomenologi Sosial Alfred Schutz. Informan penelitian berjumlah sembilan orang yang terdiri atas unsur pemerintah, pengelola Pokdarwis, tokoh masyarakat, pelaku UMKM, penyedia homestay, dan pemandu wisata. Data dikumpulkan melalui wawancara mendalam, observasi, dokumentasi, dan studi pustaka. Analisis data dilakukan melalui reduksi data, penyajian data, penarikan kesimpulan, serta analisis fenomenologi Schutz. Keabsahan data diuji menggunakan triangulasi sumber dan triangulasi metode. Hasil penelitian menunjukkan bahwa komunikasi partisipatif dimaknai sebagai proses membangun kebersamaan, kepercayaan, dan tanggung jawab dalam menjaga keberlanjutan ekowisata. Praktik komunikasi diwujudkan melalui musyawarah, gotong royong, pelestarian lingkungan, pengelolaan wisata, dan pemberdayaan UMKM. Nilai-nilai kearifan lokal menjadi landasan utama dalam membangun partisipasi masyarakat. Berdasarkan perspektif Fenomenologi Sosial Alfred Schutz, pengalaman komunikasi masyarakat dibentuk oleh *because motive*, *in-order-to motive*, *stock of knowledge*, *life-world*, dan intersubjektivitas. Penelitian ini menghasilkan model konstruksi komunikasi partisipatif berbasis kearifan lokal sebagai fondasi dalam mewujudkan pariwisata berkelanjutan.

Kata Kunci: Komunikasi Partisipatif, Kearifan Lokal, Pariwisata Berkelanjutan, Fenomenologi Sosial, Kampung Ekowisata Keranggan.

ABSTRAK

This study aims to explore the meaning of community experiences in constructing participatory communication based on local wisdom to achieve sustainable tourism in Keranggan Ecotourism Village. The study is motivated by the importance of community participation in balancing environmental conservation, local culture, and sustainable tourism development. A qualitative approach with Alfred Schutz's Social Phenomenology was employed. The study involved nine informants representing local government, tourism awareness groups (Pokdarwis), community leaders, MSME actors, homestay providers, and tour guides. Data were collected through in-depth interviews, observation, documentation, and literature review. Data were analyzed using data reduction, data display, conclusion drawing, and Schutz's phenomenological analysis. Data validity was ensured through source and method triangulation. The findings indicate that participatory communication is understood as a process of building togetherness, trust, and collective responsibility for sustainable tourism. Communication practices are reflected in community deliberation, mutual cooperation, environmental conservation, tourism management, and MSME empowerment. Local wisdom serves as the foundation for community participation. From Alfred Schutz's perspective, these experiences are shaped by because motives, in-order-to motives, stock of knowledge, the life-world, and intersubjectivity. This study proposes a model of participatory communication based on local wisdom as a foundation for sustainable tourism.

Keywords: *Participatory Communication, Local Wisdom, Sustainable Tourism, Social Phenomenology, Keranggan Ecotourism Village.*