ADOPTION OF DEWI MANGGUNG MANAGEMENT INNOVATION (CASE STUDY OF SOUTH SUBANG TOURISM VILLAGE)

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Abstract:
The research aims to plan the management outreach process to the community regarding developing a tourist village in South Subang. Including finding patterns of acceptance and suitability of the idea of developing a tourist village in South Subang, as well as finding and identifying the factors that influence community acceptance of the idea of developing a tourism village in South Subang. The results of the research using quantitative data and reinforced with qualitative data indicate that the process of socializing management to the community is carried out persuasively and recognizes the characteristics of the village community who are the target of communication. While the community accepts the idea of developing a tourist village in South Subang, some support it, and some are unhappy. Therefore, the factors that affect the acceptance of village communities to the idea of developing a tourist village in South Subang can involve opinion leaders, namely community leaders or leaders who are respected and combined with adopting Innovation. This strengthens the theory (Festinger, 1957) of social psychology and Lazarsfeld regarding opinion leaders combined with the concept of Innovation (Rogers, 2003).
Keywords: Communication, Persuasion, Innovation, Dewi Manggung, South Subang

INTRODUCTION

Communication in tourism village management is exciting to study in more depth. Considering that recently, the existence of tourist villages in several regions in Indonesia is experiencing rapid development. One of them is Subang Regency in West Java, with tourism potential that suits the contours of the area's altitude, from lowlands (beaches) to highlands (mountains). The highlands are in South Subang, which offers attractions related to tourist villages with a reasonably strategic location (bordering Bandung Regency). Such as Cibuluh Village, Kawungluwuk Village, Tanjungsiang Village, and Rancamanggung Village. After the COVID-19 pandemic, each tourist village together started thinking about collaborating. Communication is a tool used to exchange information and unite shared perceptions. This initiative from a husband and wife couple (H. et al.. Nimung) also made Rancamanggung Village a storefront center abbreviated as Dewi Manggung.

The communication pattern in forming tourism village collaboration was born not from the local community but was the result of ideas from the top down. So there is distrust among the public, especially Pokdarwis, towards the owner of Dewi Manggung, who seems only to be looking for legal profits from PT. Those in the presence of Dewi Manggung as a PT will face changes in socio-economic culture. The social order, which previously prioritized harmony and mutually

complementary life, is required to do business and seek profits. Of course, some people have not accepted this concept, so the PT idea seems rejected. Moreover, the village community has prioritized the concept of "guy up" in every activity. Of course, changing the model to a "business" is considered by most people to mean that the owners and managers of Dewi Manggung are only looking for their profit (Pauliene et al., 2019).

Communicators can reduce miscommunication due to differences in characteristics and perceptions to create a good communication environment. For message senders and recipients to increase communication efficiency, they must understand each other's characteristics of society (Aririguzoh, 2022). Likewise, when it is related to Innovation, it is a part that continues to change from time to time. This cannot be separated from communication that continues to adapt to current innovations. Innovation continues to be studied when discussing the characteristics that maintain society's 'social structure' (Piliang, 2014), including communication before technology. Even though it is not a technology-based innovation, communication is formed from the perspective of seeing changes at the social level of society, which is the foundation for technological development (Akoh, 2010). In a postpositivist view, this communication strategy is complex and considers various contextual factors.

Socializing tourism village management to the people of South Subang needs to involve open dialogue and ongoing interaction between the owners and managers of Dewi Manggung, local communities, and related stakeholders so that interaction and negotiation of meaning can be formed between various parties. A participatory approach in the decision-making process through information that is made transparent by accommodating various perspectives and interests in society. This unsupportive condition is reflected in attitudes that generally still think practically and are less interested in organizing tourist villages. In this case, communication needs to be understood from various points of view. Several factors influence community acceptance of developing a tourist village in South Subang.

In the era before technological advances, communication at that time was also an innovation that was embedded in society. Thus, communication in each era with different channels becomes an innovation. For example, President Soeharto constantly communicated during the New Order era, usually called development communication. The message always conveyed to the people is that improving welfare after independence can be achieved through development (Priyowidodo, 2018). This is inseparable from Lasswell's theory that a leader's personality, when conveying a policy, is packaged in information that involves conflicting psychological aspects. On the other hand, when implementing innovations that lead to development, according to Rogers' theory (1985), there is a process of social change designed for the benefit of society to improve welfare by predetermined goals (Bick, 1963). This means that development is physical and includes social and environmental changes (Rusadi, 2014).

Communication is closely related to sociological science, known as the diffusion of innovations. This concept is relevant in development communication because it discusses whether innovations or new ideas can be accepted and spread within village communities in South Subang. This theory has critical applications in understanding how to spread Innovation or new ideas in the development context (Rogers, 2003). Although Rogers' theory is more generally applied in the context of innovation and technology adoption, this concept also has essential relevance in development communication, with the hope that people in tourist villages who already understand can apply Innovation in their daily practices. Messages can be distributed transparently by utilizing various communication channels that various society groups can access.

Starting from early adopters as a group that tends to accept Innovation earlier than other groups and is considered a source of inspiration for others. Usually, religious figures and community leaders in tourist villages occupy this position. Then, it continues with the majority as the majority group in the village who adopts the Innovation after they see the benefits obtained. Meanwhile, laggards are a group that tends to be slow to accept Innovation, thus requiring the owners and managers of Dewi Manggung to take a more specific communication approach. These various characteristics also apply to the audience (society) when they receive messages conveyed by the owner and manager of Dewi Manggung. Hall is one of the figures who emphasizes the role of the reader or audience when receiving a message, not just the sender's role (Danesi, 2017). Thus, each individual in society has a different background and life experience, which influences the reception of the message.

Besides that, developing tourist villages require assistance in developing tourist villages in the future (Pratama & Hermawan, 2021). Communication at this stage needs to be investigated because it could give rise to conflicts of interest for both the Pokdarwis and the local community. The two-flow step model pattern is a technique for disseminating information as a whole, from the owner to the opinion leader, and the opinion leader can convey messages to the community. The growth of communication channels today also influences every decision. People today are familiar with many social platforms that allow them to obtain information, such as Twitter, Facebook, WeChat, and Weibo. So, the opinion leader is also related to the procedure of opinion evolution among a group of people with the same discussion topic (Zhou et al., 2020).

On the other hand, opinion formers also have different levels of self-resilience. This depends on the network's location and the community environment's social influence. A communication strategy is needed to understand someone's perception. The perception that a person builds concerns personal experience, knowledge, worldview, gender, and applicable social norms (Salas Reyes et al., 2021). From here, researchers are interested in studying the problem further with the title "Adoption of Dewi Manggung Management Innovation (Case Study of South Subang Tourism Village." From the identification of existing problems, the formulation of this research problem is:

1. How is Dewi Manggung's management innovation adopted in South Subang?
2. What is the management outreach process to the community regarding developing tourist villages in South Subang?
3. How does the community accept developing a tourist village in South Subang?
4. What factors influence community acceptance of developing a tourist village in South Subang?

METHODS

This research uses a mixed method, which is preceded by quantitative and then qualitative for depth of discussion. Quantitative methods usually contain a specific, closed, static, results-oriented nature and use variables (McMillan, 2013). Thus, quantitative research takes a type of explanation (level of explanation) to connect two or more variables (Iqbal Hasan, 2017). Meanwhile, qualitative research uses a case study approach for depth of discussion. Case studies allow researchers to retain holistic and meaningful characteristics of real-life events, such as a person's life cycle, organizational and managerial processes, changes in the social environment, international relations, and the maturity of industries (Yin, 2018).

RESULT AND DISCUSSION

Manggung Tourism Village Profile. Subang Regency is administratively located in West Java Province with a tropical climate. This district, with an area of 1,893.95 KM2, consists of 30 sub-

districts, eight sub-districts, and 245 villages. Because of the area's size, Subang Regency is geographically divided into three: the southern part with the highlands, the central part of the plains, and the northern part with the lowlands. The southern part of Subang has a height varying between 500 and 1,500 meters with an area of 41,035 hectares. The area is equal to 20% of the entire Subang Regency area. The areas in South Subang include Jalan Cagak District, Ciater District, Kasomalang District, Cisalak District, Sangatherang District, Serangpanjang District, and Tanjungsiang District. Almost all of these sub-districts have exciting tourist destinations. One is in Tanjungsiang District; several tourist destinations are spread across Rancamanggung Village, Cibuluh Village, and Kawungluwuk Village. The tourist attractions of several villages are different.

Several attractive destinations for the Cibuluh tourist village include Saung Mulan, White Water Rafting, Siliwangi Battle Monument, Cilaga Waterfall, Cibuluh Camping Ground, and children's games. Meanwhile, what is unique about Kawungluwuk Village is that tourists can enjoy morning lemonade on Pamoyanan Hill. Still in Tanjungsiang District, there is Crystal Jambu Hill. This hill tourist destination was created by a former teacher in Tanjungsiang District. Another tourist village in Tanjungsiang District is Tanjungsiang Village. The advantage of the Tanjungsiang tourist village compared to other tourist villages is that it has several MSMEs from the local community of Tanjungsiang Village. For example, the Cikadu and Cibeurem areas are famous for machete crafts. Besides machetes, Tanjungsiang Village is famous for its Dandang/Se'eng crafts.

Apart from Tanjungsiang District, there is also Cisalak District in Subang Regency, which has exciting tourist destinations. In Cisalak Village, Cisalak District, Subang, there is Saung Legok Peuteuy, which prioritizes local educational tourism. This destination offers various forms of saung, such as Julang Ngapak, Tagog Dog, Jolopong, and others. There is also the Pasanggrahan Tourism Village in Kasomalang District, which offers uniqueness for tourists. This tourist village offers superior springs such as Curug Nala, Cimincul Warm Springs, Cipondok (Aqua) Springs, Cigaru Heritage Curug, and Masigit Curug. There is also the manufacture of palm sugar and pakreng (food made from cassava). Meanwhile, the beauty of Cimincul Waterfall, also in Pesanggrahan Village, is always busy with tourists from outside Subang. Another water attraction in Pasanggrahan Village is the Cigaru Heritage Waterfall.

Instrument Testing Results. Based on quantitative analysis, the results of data processing using SPSS version 21 software found the following results:

Validity Test. The validity test to test 12 questions answered by respondents (the public) regarding whether or not the questions for df 84 are valid with a significance level of 0.05 or 5% is 0.1786.

Table 1. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
No1	30.4405	86.370	.741	.772	.956
No2	30.5714	83.694	.876	.843	.952
No3	30.6310	84.308	.804	.782	.954
No4	30.7619	83.846	.778	.802	.955
No5	31.0357	83.288	.853	.848	.953
No6	30.7500	84.527	.752	.674	.956
No7	30.9762	82.843	.779	.744	.955
No8	31.1429	82.630	.801	.756	.954
No9	30.8929	82.651	.856	.816	.952
No10	30.7143	83.146	.860	.775	.952

No11	31.0595	83.767	.739	.693	.956
No12	30.9643	84.469	.691	.654	.958

Source: SPSS 21 Processed Results

The test results on SPSS version 21 show that the overall value obtained from the Corrected Item-Total Correlation is above 0.1786 for each question item, which means the measuring instrument used is valid.

Reliability Test. The test used to measure the consistency of this research variable uses Cronbach's Alpha statistical test, where a variable is said to be reliable if it provides a value greater than 0.60.

Table 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.958	.959	12

Source: SPSS 21 Processed Results

The test results on SPSS show that the alpha value of each question item, especially Cronbach's Alpha for all the questions studied, is above 0.60. It has an alpha coefficient value more significant than the r table. It can be concluded that the measuring instrument used in this research is reliable.

Discussion. From the problem formulation prepared, three variables are discussed in this dissertation. These include the persuasion and characteristics variables as variables. This happens if the value that comes out is more minor than 0.050. Decision-making:

1. If Sig < 0.050, then Ho is rejected. So Ho, who states there is no influence, is wrong; in other words, there is influence.
2. If Sig > 0.050, then Ho is accepted. So, Ho, who states there is no influence, is correct.

Based on the results processed by SPSS 21, the partial influence of persuasion and audience characteristics on Innovation is obtained as follows:

Table. 3. Partial Testing (Uji t)

Model	Unstandardized Coefficients		
	B	Std. Error	Sig
(Constant)	.085	.195	.664
Persuasion	.310	.106	.005
Characteristics	.599	.100	.000

a. Dependent Variable: Model
Source: SPSS 21 Processed Results

From Table 3, the findings show that the significance value of the Persuasion variable is Sig 0.005, where this value is smaller than the alpha value used in this research (0.05). This means that the initial hypothesis (H0) states that the Persuasion variable does not affect Innovation and is REJECTED. Thus, it can be said that the Persuasion variable has an INFLUENCE on Innovation.

Furthermore, from these findings, it is also known that the significance value of the Characteristic variable is Sig 0.000, where this value is smaller than the alpha value used in this research (0.05). This means that the initial hypothesis (H0) states that the Characteristic variable has no effect on Innovation and is REJECTED. Thus, the Characteristic variable has an INFLUENCE on

Innovation. Still related to the community, their acceptance of the idea of developing a tourist village by the owners and managers of Dewi Manggung and Pokdarwis was well received. As acknowledged by the government of Rancamanggung Village and Pokdarwis from Kawungluwuk Village, the village community is very enthusiastic in discussions regarding the development of tourist villages.

Meanwhile, using the F test, the F test is used to determine whether persuasion variables and audience characteristics variables influence Innovation. Based on the results of the analysis using SPSS 21, which are shown in Table 4.7. the following:

Table 4. Simultaneous Testing (Uji F)

ANOVAa

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	54.897	2	27.448	112.459	.000b
Residual	19.770	81	.244		
Total	74.667	83			

a. Dependent Variable: Model
b. Predictors: (Constant), Characteristics, Persuasion.
Source: SPSS 21 Processed Results
Basis for Decision Making:
a. If the probability is > 0.05, H0 is rejected, meaning a significant relationship exists.
b. If the probability <0.05, H0 is accepted, meaning there is no significant relationship.

From Table 4, the findings show that the model significance value is Sig 0.000, where this value is smaller than 0.05. This means that the initial hypothesis (H0) states that the persuasion variables and audience characteristics together do not affect Innovation is ACCEPTED. This means that calculations using the STEPWISE METHOD show that persuasion and audience characteristics have an INFLUENCE on Innovation. In the position of the predictors (constant) above, the characteristic variables appear first, which means that the audience characteristic variables are more dominant than the persuasion variables. So, to implement Innovation, the owners and managers of Dewi Manggung better understand the characteristics of village communities.

Management Socialization Process to the Community regarding Tourism Village Development in South Subang. The socialization process carried out by the owner and manager of Dewi Manggung towards the community in South Subang involves several elements described in the persuasion variable (X1), where respondents are grouped as follows:

I understand the emotions that exist in the communicator when conveying information. It was concluded that the people in the tourist villages in the South Subang region strongly agreed because they understood the emotions of the owner and manager of Dewi Manggung when conveying information to them. Thirty-seven respondents, 44.05%, and only five, or 05.95%, strongly disagreed. This means that the people in tourist villages who join together to build tourist villages under Dewi Manggung thoroughly understand the information and objectives of the owner and manager of Dewi Manggung. Even though it is acknowledged that they have differences in character and perception (Javanese), this does not mean it becomes an obstacle in the communication process. So, understand the message conveyed by the owner and manager of Dewi Manggung. Including when Pokdarwis became representatives of tourist villages to build and develop tourist villages jointly.

"*Of course, the majority of our response was positive. Because, of course, we will take the majority of votes to decide on the next step. The government and interested parties continue to carry out outreach so that the public understands*" (Interview Karya Sudarna)

To minimize communication errors and perception differences between the owners and managers of Dewi Manggung and the local community.

"*We always do it two ways. Firstly formally through official invitations for meetings/deliberations and secondly informally, where we invite the community through friendly chats. So if it is difficult, wisely, we always synchronize the aims and objectives of the material conveyed with the opinions/desires of the interlocutor (society).*" (Interview Maman Sulaiman)

This is also why the Pokdarwis of Kawungluwuk Tourism Village need to coordinate with the village government to be involved in socialization. Understanding their respective roles in perception is essential to communicate better in developing tourist destinations. Fear, anger, and worry are among the most frequent affective responses in communication perception criteria (Graybill, 2013).

"*Usually, we involve parties from related institutions such as the village government. This is done so that miscommunication does not occur. For me, it is necessary to explain it to the community as a whole so that when I ask for an agreement, they can do it directly*" (Interview Solih Solihin)

In my opinion, to convey the information needed by the community in tourist villages by experience as a communicator. Generate public opinion that the owners and managers of Dewi Manggung, when conveying information, are always based on their experience. This can be seen from the answers of the people in the most tourist villages: 33 respondents, or 39.29%, and only 07 respondents, or 08.33% str, strongly disagreed. This means that the owners and managers of Dewi Manggung have business experience, making it easier for them to transfer information related to the development of tourist villages, especially in Dewi Manggung in Rancamanggung Village. The communication pattern carried out by the owner and manager of Dewi Manggung is very closely related to the business model developed for the tourist village.

While the owner and manager of Dewi Manggung open dialogue and discuss with the local community of the tourist village, they consistently prioritize a persuasive approach. In this way, ongoing communication can be freely open until the understanding of both parties is appropriate and synchronous. However, sometimes, the outreach carried out by the local village government or when the Subang Regency government gives the impression that information is being covered so that the village community believes that there is a lack of transparency in management, which does not rule out the possibility that the village community will ultimately not believe in government information.

"*When conveying information, based on the experience I have gathered, I will still listen to their experiences in solving a problem, especially what they have done. Only after that will I tell you about the experience I experienced. To make decisions during the communication process, of course, based on their discussions. Including receiving input from the local Village Government that we involve*" (Interview Nimung Sukmamurti)

For me, the owner and manager of Dewi Manggung in making decisions regarding the development of the tourist village are good. Most people's answers were still the same: strongly agreeing that decision-making was good, 31 respondents or 36.90%, and at least strongly disagreeing, 07 respondents or 08.34%. This means that the owner and manager of Dewi Manggung, by collaborating with Pokdarwis and local communities in tourist villages, is doing quite well. This can be seen from the socialization process at the beginning of the formation of Dewi Manggung as a facilitator for all tourist villages. So that all Pokdarwis and levels of society are invited to be involved in developing tourist villages. All this information was packaged well for the public then and was readily accepted. This makes it easier for the owners and managers of Dewi Manggung to make decisions regarding the development of tourist villages.

Moreover, in this modern era, there are many communication media. The government and the owners and managers of Dewi Manggung can communicate as a form of information transfer to the broader community. When utilizing communication media, the information created can be spread directly and facilitate communication and feedback coming from the public when discussing discussions. It is essential for the government and the owners and managers of Dewi Manggung to implement this concept.

"*The people here are quite easy and used to being invited to talk to each other. Because now many media are used. In the end, I continue to socialize using several social media accounts such as WhatsApp, Facebook, and Instagram*" (Interview Wawan)

As a result, social norms will increase, and groups adopting innovations can create positive social norms regarding this adoption (Rogers, 2003).

"*Various ideas and views emerged from the interlocutor when given the question and answer space. So, I always observe the other person's reaction when we are watching a conversation. As a government, I must understand more wisely and think positively about the condition/attitude/character of the person I speak to*" (Interview Maman)

The community's reciprocal relationship (feedback) always exists. The 30 respondents, or 35.71% of visitors, answered agreed, followed by strongly agree; 27 respondents, or 32.14%, then disagree; 14 respondents, or 16.67%; and finally, strongly disagree; 13 respondents, or 15.48%. The average of people's answers between one scale and another has similar values. This means that some people ultimately provide maximum feedback to the owner and manager of Dewi Manggung. However, some still do not understand what the owner and manager of Dewi Manggung mean regarding the development of tourist destinations, so sometimes the information conveyed occurs in miscommunication. Of course, this impacts the community's unwillingness to be further involved in developing tourist villages.

This concept is better known as the two-step flow communication model in communication science. This model, which Paul Lazarsfeld first proposed in the 1940s, describes how messages or information can move from source to target through intermediary stages involving opinion leaders. Where there is a mechanism for the interaction of a group of autonomous agents in a community (or social network) that has the power of influence. As a result, social agents in social networks can be divided into opinion leaders and opinion followers (Zhao et al., 2018). The owner and manager of Dewi Manggung, in the context of providing outreach to the surrounding village community, also involves intermediaries in the form of the village government and Pokdarwis, who have influence and authority in the tourist village community. When they convey messages persuasively, especially in socialization, through their influence, local people in tourist villages tend to trust them.

"*I always look at their response before deciding my next attitude. I must discuss all this with government officials in the village and Pokdarwis so that when we make decisions, we can work together*" (Interview Solih Solihin).

So that people can build good relationships and trust because they are involved in decision-making. This concept is by social psychologist Leon Festinger so that the ideas born do not give rise to conflict and tension in beliefs, attitudes, and behavior that arise (Festinger, 1957).

Community Acceptance of the Idea of Tourism Village Development in South Subang. The community's acceptance of several tourist villages in South Subang towards the information conveyed by the owner and manager of Dewi Manggung involves several indicators described from the characteristic variable (X2). People in South Subang as respondents are grouped as follows:

In my opinion, the characteristics of the people in these tourist villages are unique, so the reception of information is also diverse. For the results of respondents' answers, the minimum number of people who answered strongly agreed was 17 respondents or 20.24%, and the majority

agreed, namely 30 respondents with a percentage of 35.71%. It can be seen that even though most respondents answered agree, respondents with the option of strongly agree were still less than those who answered disagree or were slightly above those who strongly disagreed because one of the difficulties that people in tourist villages admit when receiving information from the owner or manager of Dewi Manggung depends on the community's background. This is related to the level of education of the people in the tourist village; the majority of jobs are agricultural laborers, and the age is no longer productive enough to participate in developing the tourist village.

"*From what I noticed, they were enthusiastic. Especially when there is a discussion (question and answer) and the topic is about something related to the field you are working in, the person you are talking to is very interested. The people here are easy to communicate with and are always curious about the information conveyed*" (Interview
et al.)

Their presence can explain the enthusiasm of local communities in tourist villages during the socialization of tourism village development programs, where the public listens carefully to every idea and explanation made by the owner and manager of Dewi Manggung.

"*Personally, what I have noticed is that the people here are enthusiastic. Many end up participating in communication, at least listening to what is being said. Understandably, in villages, even the smallest information spreads quickly. Yes, the people here, when invited to communicate, immediately respond well, including when there is new information*" (Interview Solih Solihin)

Regarding the social norms that apply here, I understand that it is sensitive when discussing business in tourist villages. It was concluded that the social norms of the local community of tourist villages in southern Subang are very well maintained. That is why the positions strongly agree and agree have the same value, namely 28 respondents or 33.33%. In acting and behaving, people in tourist villages will prioritize social norms that have been in effect for generations. This means that it is impossible for the owner and manager of Dewi Manggung to suddenly, through the information provided, ask the public to change their mindset towards business, but rather gradually while still paying attention to ensuring that it is in line with existing social norms.

However, in this communication, it is not enough to just explain information and provide business planning related to tourist villages. However, there is also a need for real support from the government so that village community activities in the tourism sector can continue. However, this collaboration has not yet been implemented optimally.

"*So far, I have often been given promises by the local government, especially in developing tourist villages. That means I try to respect them still. Because they are the original residents here*" (Interview Nimung Sukmamurti)

Building good relationships and trust through continuous interaction is necessary to understand village communities' perspectives and problems. Quoting the theory of elaboration persuasion (Elaboration Likelihood Model - ELM), it is explained that acceptance of an individual's ideas through persuasion occurs through two paths in processing the information received. ELM theory is used to convince the importance of Innovation (Petty & Cacioppo, 1986).

"*However, there are always bad prejudices from them, sir. Because maybe there is a sense of distrust from them again. For this reason, we do our best to provide understanding to them*" (Interview Nimung Sukmamurti)

I understand the need for Innovation in tourist villages is still relatively small. Generating public opinion that the need for Innovation for ease of communication is still tiny and drinking. The public is not too enamored with innovations that make it easier to convey information from the owner and manager of Dewi Manggung to them. This can be seen from most visitors' answers,

agreeing with 25 respondents, 29.76%, and only 15 respondents, or 17.86%, strongly disagreed. This means that the communication running among the communities in tourist villages is sufficient. As for promotional and other needs, it can be done by some people (Pokdarwis) who have understood Innovation, even though it is minimal. This is why communication innovation has not yet become urgent for tourist villages in South Subang.

"*This is a challenge because some people can do it while others do not. However, it generally helps speed up information delivery to be time-effective and efficient in operational costs. So, we always follow developments in science and technology*" (Interview Maman Sulaiman)

Several important things are to consider in this case, as explained (Rogers et al., 2019). Community groups in the South Subang tourist village who accept and adopt Innovation must be sensitive to Innovation to try new things and quickly stay abreast of innovation developments.

"*People are used to social media, with modern communication tools like WhatsApp. However, some are still confused, usually those who are older. Let us just learn together and discuss. Technically, we always discuss the benefits and drawbacks, including seeing how residents outside (for example, from the city) come home to bring and introduce communication technology*" (Interview Solih Solihin)

Factors that Influence Community Acceptance of Tourism Village Development in South Subang. Several factors influence the public's acceptance in South Subang of information from the owner and manager of Dewi Manggung. Some of these factors are summarized in the innovation variable, where respondents are grouped as follows:

In my opinion, the language used by the owner and manager of Dewi Manggung is appropriate and suitable. The majority of local people's answers regarding the use of language by the owner and manager of Dewi Manggung were 30 respondents, or 35.71%. This means that most local people still do not understand the information conveyed by the owner and manager of Dewi Manggung. This is also what, when seen at a glance by people in tourist villages, shows that the owner and manager of Dewi Manggung have not been able to explain correctly or embrace the local community. This is important for developing tourist villages around Dewi Manggung.

"*I have to train my skills by understanding the purpose of this communication. I am always optimistic. Yes, there is one side where some are unaware of this communication. We must make efforts to make them aware of the importance of communication*" (Interview Solih Solihin)

Every informant who had communicated with the community in the tourist village felt that their presence of information was necessary, but it could not be forced into practice. The entire concept must be discussed further by interacting with each other between the owners and managers of Dewi Manggung, Pokdarwis, and the community in the village. The approach through the concept of Innovation ultimately has an impact on communication. Especially after the birth of communication platforms as a message and source strategy (Rogers, 2003).

"*I have to be good at conveying information clearly. Because this is important so that there is no commotion*" (Interview Solih Solihin)

I believe the owner and manager of Dewi Manggung interacts well with the community. The local community's assessment of the interactions carried out by the owner and manager of Dewi Manggung is not much different. This shows that the interaction in developing the tourist village by the owner and manager of Dewi Manggung with the local community has not been optimal. However, if we look at the most significant percentage, most respondents answered in the affirmative, namely 27 respondents or 32.14%. This number is not much different from those who answered strongly disagree, namely 21 respondents or 25.00%. This means that the community can interact for the development of tourist villages. On the one hand, there are still those who think that the interaction between the owner and manager of Dewi Manggung has not been able to be carried

out maximally, so there are also people in tourist villages who are not yet aware of participating in developing tourist villages.

"*Pretty good too. It depends on who we are dealing with*" (Interview Wawan)

To reduce these problems, the owners and managers of Dewi Manggung can change the beliefs and attitudes of individual people, make reasons to reduce differences, and seek justification for the consistency of information in their environment (Festinger, 1954).

"*So sometimes this is also difficult to establish. I have to be less rigid/flexible*" (Interview Nimung Sukmamurti)

As far as I know, Dewi Manggung's policy support for developing tourist villages is excellent. Generating local community opinions about the policies created and conveyed by the owner and manager of Dewi Manggung is good, especially in developing tourist villages, so they are better known and increase local economic income. This can be seen from the answers of visitors who agreed the most: 32 respondents, or 38.10%, and only 12 respondents, or 14.29%, disagreed. This means that the delivery of policies as an initial strategy for developing tourist villages is good. Therefore, it is up to local communities in tourist villages to join in implementing policies according to the information received. So, in making decisions, persuasion must be able to form attitudes, social influence, and pressure as an action to adapt (Festinger, 1957).

"*We have to practice and understand the content/purpose of the discussion. I am always enthusiastic, friendly, and smiling. So interaction arises when material is delivered that is interesting, not stiff, and questions and answers are carried out*" (Interview et al.)

For me, Dewi Manggung's skills as a messenger are excellent. The local community's answers can be seen from the table above; those who agree and strongly disagree almost reach the same value. Those who agreed had the most significant score, namely 25 respondents or 29.76%, and those who strongly disagreed were 24 respondents or 28.57%. Thus, the personal skills possessed by the owner and manager of Dewi Manggung have not been fully achieved. Apart from that, there are also local communities in tourist villages who do not yet have the skills to support tourism village development activities. Therefore, it is essential for parties involved in developing tourist villages to be able to develop their skills. This can make it easier for the owners and managers of Dewi Manggung and the community to implement tourism village development programs.

Openness is essential during communication, and the public does not hesitate to say anything to the owner and manager of Dewi Manggung and Polaris. This means that complete information with established resolutions and solutions requires a calm attitude and behavior. The youth organization stated this.

"*Must be cool-headed in solving problems. I have to prioritize greetings, greetings, smiles in my attitude at the beginning so that it gives the impression of togetherness*" (Interview Karya Sudarna)

In my opinion, the stereotypes/prejudices aimed at the owner and manager of Dewi Manggung are good. The 29 respondents, or 34.52% of visitors, answered agree, followed by strongly agree and disagree with 22 respondents, 26.19%, and 11 respondents, or 13.10%, strongly disagree. Even though the answers from the relevant local community strongly agree and disagree, the number of people who agree is more significant. This means that local people in the villages have begun to have a reasonable opinion of the information, and what the owner and manager of Dewi Manggung have done to help the people in the village has generally been well received. This cannot be separated from the communication used to convey information. The clarity of the information conveyed minimizes information failures or suppresses the emergence of negative prejudice from the public towards the owner and manager of Dewi Manggung.

Improving the communication patterns of Dewi Manggung owners and managers with local communities can prioritize their expressions when communicating. Specifically, these social

cognition processes are assessed as responses to positive (i.e., happiness) and negative (i.e., sadness and anger) displays that are reflected in behavior (Cardi et al., 2015). Especially in this modern era, social interaction can extend to social media networks. This network is essential in connecting people and enabling them to communicate online regardless of distance and time (Rogers, 2003). So, Innovation has changed the trajectory for parties concentrating on the communications sector.

"We have to practice and understand the content/purpose of the discussion. I am always enthusiastic, friendly, and smiling. So interaction arises when material is delivered that is interesting, not stiff, and questions and answers are carried out" (Interview et al.)

For this reason, the information conveyed uses language that the people in the tourist village easily accept. This is because not all people understand the discussion of information conveyed by prioritizing mutual understanding during the information-sharing process. Pokdarwis carried out this strategy.

"We must continue to use language that is understood by the community, especially for the elderly, so we use terms that they can understand. Some people respond positively to what we convey" (Interview Solih Solihin)

Novelty. This research expands and enriches the concepts (Festinger, 1957) and (Rogers, 2003) combined into a theory. That cognitive dissonance combined with technology (Innovation), when adopted directly, can have a considerable effect, where collaboration is carried out after collecting evidence or information that strengthens or supports a claim for findings in the field of communication. Corroboration is a principle in the scientific method that helps build confidence in the knowledge and understanding that one already has. This means that theory corroboration is confirmation of a theory through deductive methods. This method involves general statements regarding persuasion, audience characteristics, and Innovation, which are combined into specific conclusions.

Karl Raimund Popper pioneered modern scientific knowledge in the flow of critical rationalism. Popper was an Austrian philosopher and epistemologist known for his contributions to scientific thought and the philosophy of knowledge. One of the famous theories he developed was the "corroboration theory" or "falsification theory." Popper had a framework of limited thinking in generating theories through objective beliefs, scientific subjectivity, and methods that no longer undergo verification. Like positivists who use inductive thinking, Popper prioritizes deductive thinking through falsification (misrepresentation of a theory) to give birth to theories in every branch of science (K. Popper, 2013).

Popper's theory of collaboration has substantial implications in the context of scientific research and the development of science. In practice, this theory encourages caution in formulating scientific claims and theories and emphasizes the need for rigorous and objective testing to test the truth of these claims. Corroboration theory also promotes an attitude of skepticism towards claims that cannot be falsified or tested empirically, thereby encouraging the search for more robust and more accurate explanations. However, along with the development of science, criticism of the corroboration theory also emerged. Some critics argue that a single falsification is insufficient to overthrow a theory and that assessing scientific truth is more complex than determining success or failure in testing a theory. In addition, there is also an emphasis on the importance of positive evidence in building a solid theory, not just in looking for weaknesses or errors.

Nonetheless, Popper's theory of corroboration remains essential to understanding scientific methodology and its critical role in developing knowledge. The falsification approach proposed by Popper has helped inspire scientific thinking and discussion that focuses more on testing and refuting theories and maintaining scientific knowledge's quality and reliability. Persuasive steps are

needed in communication and strategies in conveying information to the community in tourist villages. This kind of understanding is very much needed, especially at the community level, who do not yet have the knowledge, confidence, or ideas to carry out business, especially when utilizing the infrastructure that directs people to understand Innovation better.

However, adopting Innovation (in this case, technology) is vital in persuasive communication. Starting from better information accessibility because people in tourist villages can quickly and easily access technology. Dissemination of messages through the use of technology can be quickly conveyed effectively. So that people in tourist villages can have two-way interactions with Pokdarwis or more (by involving the owner and manager of Dewi Manggung). Through the adoption of technology, persuasive communication is also more accessible. Community involvement in tourist villages can directly discuss and provide responses and feedback via digital platforms. With this achievement, it is easy for the owners and managers of Dewi Manggung to measure and evaluate their performance as well as report developments to the community regarding tourism activities involving tourist villages so that the communication strategy of the owner and manager of Dewi Manggung in the future will be better.

Using respected and recognized village community figures or leaders can increase trust and acceptance of messages by the owners and managers of Dewi Manggung. These community figures or leaders can be effective intermediaries in conveying socialization messages because they have a strong influence. People listen and follow their views. Their views and attitudes are used as "roles" to explain according to the situation and conditions of the local community, which they already understand, especially at the village community (community group) level. The participatory approach used by the owners and managers of Dewi Manggung involves inviting community figures or leaders to participate in discussions through meetings or activities related to the Innovation or change they want to socialize.

Community figures in South Subang tourist villages are essential in influencing community opinions, attitudes, and behavior, such as meetings at the village hall or small meetings in each RT, providing input according to the perceptions and characteristics of the majority of the community. The concept of persuasive communication as the art of influencing attitudes and behavior through language recognizes the complexity and ethics behind the persuasion process. So attention is paid to who said what, to whom, used what channels, and what effects emerged (Lasswell, 1948). These aspects focus on the effectiveness of persuasive messages that emphasize the source's credibility. The model obtained from this research is depicted in Figure 1 the following:
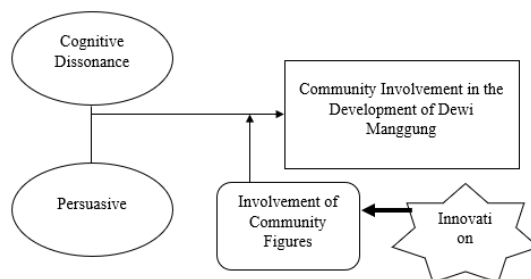

Figure 1. Novelty
Sources: Results Processed by Researchers (2023)

Briefly, the novelty of this dissertation can be formulated as follows:
1. Communication theoretically strengthens theory (Festinger, 1957), significantly contributing to social psychology.

2. Using interactive communication used by President Soeharto, known as "spreading granulated sugar" or "smoke rain," to control public opinion in the village.
3. Current communication can be combined with the concept of Innovation (Rogers, 2003), focusing on disseminating information through the help of adopted information technology.
4. All levels of society, including Pokdarwis, can directly respond to interactions via the various digital platforms provided.
5. Communication built by the owners and managers of Dewi Manggung and Pokdarwis can be more creative via technology with the support of technology.
6. The owner and manager of Dewi Manggung can analyze every activity in tourist villages more sophisticatedly.

Therefore, when communicating persuasively, technology can play a vital role in understanding the characteristics of society better, where technology can eliminate geographical barriers in persuasive communication. In the past, communicators were limited in reaching limited audiences locally or regionally. However, with technology such as the internet, social media, and video conferencing, communicators can easily communicate with a global audience without geographic limitations, including conveying information to Pokdarwis, the South Subang, and even the Subang Regency community. This active participation strengthens community involvement in tourist villages in the persuasive communication process to convey messages that are more relevant and effective so that they are accepted by the community with broad characteristics. Communication by public figures (more one-way) can be better with a two-way model, such as comments, private messages, or live questions and answers.

CONCLUSION

The socialization process carried out by the owner and manager of Dewi Manggung to the community regarding the development of tourist villages in South Subang involves the perception variable (X1). Among other things, starting with understanding emotions is a persuasive step to embrace all levels of society to convey information according to the experience of a communicator by opening dialogue and discussion, as well as making it easy to make decisions regarding the development of tourist villages by utilizing various communication media to receive feedback.

The community's acceptance of several tourist villages in South Subang towards information on ideas for developing tourist villages in South Subang is described from the characteristic variable (X2). For example, when receiving information, people have various perceptions. This is by applicable social norms, which require building good relationships and trust and cannot be separated from the need for Innovation, which is still relatively small in village communities. Communication persuasion strategies must be adapted to the characteristics of village communities to be more effective in encouraging the adoption of Innovation. If anyone does not agree, it is because, so far, many programs have been launched, but they are only limited to discourse.

Several factors influence public acceptance of developing a tourist village in South Subang when presented by the owner and manager of Dewi Manggung, namely the innovation variable (Y). This involves the use of language when conveying information; it is also necessary to improve interaction strategies so that the community can provide good support, with excellent and open message delivery skills, and avoid good stereotypes/prejudice. Of course, this involves opinion leaders, namely respected figures or community leaders, and adopting Innovation.

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