

## **PUBLIC NARRATIVE OF SMART COMMUNITY-BASED TOURISM IN MAGELANG REGENCY**

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### **Abstract**

Tourism development is one of the government's flagship programs in regional development today. Magelang Regency is one of the areas that has become a point of government attention in the progress of smart community-based tourism development. This study aims to determine whether the new concept has reached the community and is implemented in the tourism sector of Magelang district. The researcher uses an explanatory qualitative method using Habermas' action communication theory to analyze this study. This program as one of the tourism sustainability programs creates a smart community that capable of digital literacy, particularly the tourism movement. However, the program needs precise and widespread delivery to the community that will be known and easy to implement. The success of this program has been found but discourse, narrative, or public opinion yet here on social media regarding the smart community-based tourism program, so this program seems to be running independently.

*Keywords: Smart Community-Based Tourism; Public Narrative; Social Media*

## **Introduction**

Magelang Regency is a national priority super tourist destination because of the existence of Borobudur Temple and the many Buddhist temple sites, and other beautiful natural tourist destinations such as the Mount Merapi National Park area. This is in line with the Regent of Magelang Regency, Zaenal Arifin who supports the implementation process of accelerating the development of the Borobudur National Tourism Strategic Area (KSPN), the Magelang Regency Government. The central government has gone through a long consideration and process in establishing Borobudur as a super-priority tourist destination. In addition, Magelang Regency has 33 tourist villages which are divided based on strategic tourism areas, namely tourism strategic areas A, B, C, and D where each of these areas has the potential for development.

In addition to tourist villages, Magelang Regency has a total of 210 tourist attractions, this tourism potential data is obtained from the Tourism, Youth and Sports Office of Magelang Regency (DISPARPORA). The total number of tourist attractions is categorized as follows; Natural Tourism Attractions (81), Cultural Tourism Attractions (18), Artificial Tourist Attractions (29), Religious Tourism Attractions (20), Special Interest Tourist Attractions (29), and Tourism Villages (33). In addition, there is the potential for the art of 17 types/1,640 groups, and culinary arts (22).

The success of a tour in the digital era is of course also influenced by the level of understanding of digital literacy, especially from the tourism actors themselves. This must be consciously to be able to participate and contribute more, especially in facing the globalization of the digital economy. Currently, social media is familiar to most people, it can be seen that all villages in Magelang Regency are currently connected to the internet. Although there are still limited Human Resources (HR) in its operation. The utilization of internet facilities that are used and utilized properly, affects increasing the level of digital literacy of the community, especially with the demands of the times and also the development of digital technology which is widely and rapidly. So that the community adapts to changes in their lifestyle, such as in buying and selling transactions with an online system by business actors in various tourist villages in Magelang Regency.

Community-Based Tourism (CBT) is a tourism activity that is managed and owned by the community and for the community with the aim for tourists to increase awareness in learning about the life of the local community, as well as improve the economy of the local community. The tourism sector has an important role in reducing poverty. This is the tourism philosophy of growth and poverty reduction (Hall et al., 2007). In eradicating poverty, the rural tourism industry is certainly driven by local economic growth (Houghton, 2016).

Therefore, community-based tourism is based on the active participation of the local community so that their creativity to create various events and revive tourist attractions is needed. This form of tourism is very beneficial because in addition to having but also the opportunity to be involved and control related tourism management and development. Community-based tourism plays a role in internal development and is also a driver in the development of economic activities such as the food industry, souvenirs, local village potential, services, and so on. In addition to the local community and community having the ability to entrepreneurship, they can also create business relationships with external parties such as travel agents, tour operators, and so on (Korespondensi et al., n.d.). In addition, one of the important components of community-based tourism in the tourist village of Magelang district is tourism actors known as Pokdarwis.

The Tourism Awareness Group (Pokdarwis) is a village community institution whose members are the surrounding community who care and are responsible and act as a driver to create a conducive environment for tourism development in the village area and realize Sapta Pesona. This Pokdarwis is expected to encourage regional development and bring maximum benefits to the village community. However, currently, not all tourist villages in Magelang Regency have Pokdarwis. Whereas in this digital era of optimizing smart community-based tourism programs, an active role and tourism actors are needed by having digital literacy skills for development in tourist villages. This capability will be very important in managing data and developing tourist villages. This will be an effective strategy so that HR can promote potential tourist destinations on various digital platforms.

Therefore, Magelang district hopes to follow this new concept, such as in various regions and tourist villages in Indonesia such as Tamansari Village in Banyuwangi, Pulesari Tourism Village in Sleman, Cimahi City, Bandung, Sumedang, Bali, and others have implemented the Smart Community Based concept. Tourism. Magelang Regency, one of the major tourism sectors with its Borobudur Temple, has implemented community-based tourism by the sustainable development goals (SDGs) which are the benchmarks for achieving the agenda in 2030. This application began with the enactment of the Regent's Decree and the Regency Government's smart city master plan. Magelang in 2018, where Magelang Regency began to establish itself as a smart city or smart city. The addition of smart to community-based tourism covers a wide variety of digital technologies (Eko et al., n.d.). The implementation of a smart city and the application of community-based tourism (CBT) in Magelang Regency, raises the question of how to apply smart community-based tourism in Magelang Regency as a super-priority area.

This study brings to using the perspective of the action communication theory of Jurgen Habermas. Research on the act of communication or public space on previous government policies related to this research is first, Pera Nurfathiyah's research on Public Space and Dialogical Communication of Orang Rimba in Bukit Dua Belas National Park, Jambi Province in 2021. The results of this study show that empowerment activities occur with ideal communication between development actors and are able to carry out both physical and non-physical public spaces. In this case, the Orang Rimba community in expressing their opinions there are claims of accuracy, claims of truth, and claims of honesty (Nurfathiyah et al., n.d.).

Second, in 2010 a research by Cyril Velikanov entitled Facilitation Procedures for Written Online Deliberation a Research and Development Project in the Field of Deliberative Democracy. The research discusses online democracy to realize collaborative development such as drafting laws, administrative decisions, or other dispositions in the public interest. The use of action communication theory is considered appropriate as an analytical knife that online communities need to have a character that is ready to change, with communication and collaboration as in the spirit of Jurgen Habermas. A successful online democracy requires high productivity of

deliberation by giving each other positive feedback, so the forum will attract more participants including residents who are usually not active and will be interested and involved in the forum. The results of this study show that online democracy in the form of public deliberation is open to participants who take the initiative without being chosen to speak. For this reason, deliberation is very important to consider and sort out dialogues or decisions that will be voiced but still productive (Velikanov, n.d.).

Third, the research entitled Application of Habermas Discourse Theory as an Alternative for Dispute Resolution by Tri Harnowo in 2020. The result of this research is the need for mediation as a form of dispute resolution which will later obtain mutual agreement. In reaching a consensus, of course, a mediator is needed who will move the communication between the parties to reach the right statement. One of Habermas' claims, claims that validity is a tool for mediators to reach an agreement, clarify statements between parties, and help create various ways to reach mutual agreement and understanding in cooperation (Harnowo, n.d.).

Fourth, in 2016 a study observed the communicative actions of the Kampung Preman community during the community empowerment process by Yuli Setyowati. The purpose of this study is to identify and analyze the community empowerment process in the village through the CSR program of PT and analyze the community's communicative actions in depth in the empowerment process. The results of the study found that the people of Badran have lived for a long time with the stigma of "thug village" due to their quite apprehensive socio-economic characteristics. In addition, it was also found that community communicative actions were marked by interactions based on awareness to communicate ethically during the empowerment process (Setyowati et al., n.d.).

Various previous studies using the Habermas paradigm will be a comparison and expansion of the theory in this study. As in Pera Nurfathiyah's research, Habermas' theory becomes an analytical tool that results in ideal communication between the Jungle people and government policies. In addition, research on thugs' villages has resulted in the willingness and awareness of the community to communicate empathically and ethically.

That way, it has reached the point of understanding and there is a consensus or agreement between the two parties.

Based on various previous studies, it will be a reference in analyzing this research whether the concept of smart community-based tourism can reach the community, especially tourism actors in the Magelang district, so that it can produce an effect on strengthening sustainable development programs, or whether smart community-based tourism is difficult to implement if public opinion will Smart community-based tourism in the community is still not discussed on social media in particular.

## **Research Method**

This study uses explanatory qualitative paradigm research, which explains the things behind a phenomenon. Then the phenomenon or event will be analyzed or tested with a theory. In exploring the data, the researcher uses an additional ER (engagement rate) formula, which is to calculate the percentage of reach or other user interactions with an account/content. This calculation is used by researchers to support qualitative statements. In addition, this approach can also be used as an effort to describe or describe the response of an individual or community in a virtual space to information. This is to make it easier to find data in research. The data will be seen from the behavior of users on social media in talks about smart community-based tourism in Magelang Regency.

The narratives on social media are taken as data, which is in the period 2018 to 2021. Using an explanatory qualitative approach, data mining is carried out on various kinds of social media such as Instagram, Twitter, and Facebook, both official and unofficial accounts in the Magelang Regency. This approach aims to understand the theories and concepts of Habermas' action communication theory, where this theory is a communicative action using language as a medium and understanding to achieve certain goals of individuals. By paying attention to how people talk about the development of smart community-based tourism in Magelang Regency on social media in particular.

## Results and Discussion

Community empowerment with the concept of sustainable development is an effort that requires a continuous process, requiring good communication between program drivers and the community. The empowerment process cannot achieve its goals without the support of a participatory communication process. In this case, the active participation of all citizens is needed to create a social realization of the ideal change. Community participation has a very large influence on the formation of communicative behavior by the characteristics of the community.

Community communication behavior usually occurs directly or through other media such as digital media, one of which is social media. In this public space, discourses that are being discussed by the community will appear, including tourism development. Social media and new media are familiar to the people of Magelang Regency, they are used to consuming and providing information so that opinions and discourses that are often discussed by them are described.

Community-based tourism has a strong potential to provide benefits and empower the community, especially through capacity building, partnerships, and collaboration. The complexity and ambiguity of the power dynamics between parties created between stakeholders (both government, private, public, and community) have the potential to cause the failure to achieve community empowerment. Even though the presence of external parties such as the government can be a participatory approach as a facilitator who helps build and becomes a driver in empowerment. This approach will then lead to an attitude of independence of the local community as tourism actors to transform tourism development. The transformation that is expected in smart community-based tourism involves the use of technology in tourism activities. That way, currently there are several tourist villages in the Magelang district by the local Pokdarwis use this technological facility, which can also be used equally in other tourist villages. The use of technology that has been carried out, such as the use of applications for reservations at the Balconydes in the Borobudur area. In addition, the use of social media as a marketing medium such as Instagram, TikTok, Facebook, and others can also

be maximized. The use of social media can be a strategy for developing tourist villages such as Candirejo Tourism Village (Simanjuntak & Sariffuddin, 2017).

Based on the optimization of the tourism transformation, the role of the government is needed to start delivering to the community. So in this case, communicative action is needed which is the scope to see issues that arise regarding the development of sustainable tourism connectivity through the lens of development communication, namely smart community-based tourism. Community interests in this smart community-based tourism program are seen as communicative actions and community participation in development. So communicative action is seen to increase independence and public awareness. This is by the "consensus based on legitimacy claims" proposed by Habermas when individuals are driven in development and to reach a "public agreement" or "public opinion".

Action theory of action communication by Habermas, namely, communicative action actors have an orientation towards achieving understanding, namely the achievement of understanding between the two communicating parties. This means that actions between humans or social interactions in society do not just happen, but are rational. This trait is seen in practice that the actors or actors orient themselves to the achievement of understanding each other. According to Habermas, the word "understanding" has two meanings, namely understanding a language expression and it can also mean agreement or consensus. Habermas emphasizes the rational nature of communicative actions because these actions are oriented toward mutual agreement on something. The rational concept is already contained in the communicative action itself.

Until the 1980s, Habermas continued to argue that criticism can be advanced based on the communicative ratio which is understood as the praxis of communication or communicative action. In Habermas' view, a universal society is the goal of a communicative society. The fundamental will of every social relationship is a universal agreement and is free from domination.

The four claims put forward by Habermas are truth, accuracy, honesty, and comprehensiveness. Claims of truth, which means claims concerning the objective natural world. Claims of rightness, namely claim to the implementation of social norms. Claims of authenticity or sincerity, namely



claims about the compatibility between the mind and expression. And the last is the claim for comprehensibility, namely the claim about the agreement that the three claims above will be fulfilled as a condition for reaching an agreement or consensus. In communicative actions that aim at rational consensus, communication actors express their opinions and attitudes towards these validity claims freely and without coercion.

According to Habermas, public space for each individual still seems utopian and optimistic because it presupposes that space is an inclusive and pluralist arena. Public space is divided into three important domains, namely 1) public space as an arena, which means that public space provides the basis for communication between individuals and society. 2) public space is the public itself, meaning that the public is the main actor. 3) the public sphere is an agent, which means an important tool in conveying aspirations. Of the three domains in the public sphere, finally produces public opinion as a result of consensus and participation between actors in the public sphere. based on the important realm of the public space, posts related to discourse will be seen which can then lead to action communication actions.

In Tables 1.1 and 1.2, the initial data that the researcher obtained from social media is described. This is to dig deeper into the discourse and initial discussion related to the narrative that is developing in the Magelang Regency community related to smart community-based tourism.

Table 1. Narrative Data on Social Media (Instagram and Twitter)

No	Platform	Account: @/Hashtag:#	Emerging Narrative/Hashtag Exposure
1	Instagram Account	officialwisataMagelang	The official account for tourism promotion and the creative economy of Magelang Regency is managed by Disporapar with 104,548 followers – 79 following - 423 posts - 199 avg likes - 5 avg comments - 950 avg video views - ER=0,2%

disparpora.Magelangkab	The official account of the tourism, youth, and sports department of Magelang Regency with 2,693 followers – 81 following - 361 posts – 35 avg likes - 0 avg comments - 0 avg video views - ER=1,32%
borobudurnews	Social media from www.borobudurnews.com with 75,461 followers – 21 following -3.893 posts - 1.097 avg likes - 20 avg comments - 12.207 - avg video views - ER=1,48%
kominfoMagelang	<p>Follow the development of insight into the National Digital Literacy Movement by registering yourself and joining this activity on 19 July 2021</p> <p>Theme: Digital Transformation to Hack Tourism Amidst a Pandemic</p> <p>In addition to getting knowledge about the digital era, you will get an e-certificate directly from the Ministry of Communication and Information of the Republic of Indonesia, and there will be attractive prizes for 20 lucky people.</p> <p>ask interesting questions!</p> <p>Let's all wait let alone Mr/Mrs, friends all register yourself to be more proficient in utilizing digital platform technology, be good at finding new and useful opportunities, and prepare yourself for the Digital Age.</p> <p>The Covid-19 pandemic has more or less changed the way we live our daily lives, where at this time it forces us to minimize face-to-face so that the use of digital technology becomes mandatory.</p>
	<p>Why do we need to be more proficient in using digital technology? Find out the answer by following</p> <p>Webinar Program of the National Movement for Digital Literacy &amp; Cybercreation Theme: Tourism Friendly Through the Latest Digital Technology.</p> <p>Register yourself to be more proficient in utilizing digital platform technology, be good at finding useful new opportunities, and prepare for the Digital Age.</p>

	<p>Congratulations to the tourist villages of Candirejo and Karangrejo in Borobudur for receiving the award and certificate of sustainable tourism of the village.</p> <p>Hopefully, this achievement can be used as an example and role model for other tourist villages.</p> <p>Continue to advance Magelang Regency tourism</p> <p>Regarding the acceleration of development</p> <p>The National Tourism Strategic Area (KSPN) of Borobudur, the Regency Government (Pemkab) of Magelang in this case, and the Regent of Magelang, Zaenal Arifin will fully support as long as the implementation process does not crash or violate applicable regulations.</p> <p>The determination of Borobudur as one of the super-priority city areas for tourism development in Indonesia by the central government has gone through a very long consideration and process.</p> <p>The Governor of Central Java @ganjar_pranowo visited the traditional market that supports the Borobudur tourist destination.</p> <p>When Borobudur is designated as a world tourist area, supporting the area must be done. The central government has already given its support, so I want to support the people from the economic side, he explained.</p> <p>12.718 followers - 155 - following - 1.622 posts - 15 avg likes - 0 avg comments - 0 avg video views - ER=0,13%</p>
Magelang_wisata	<p>Magelang Regency Tourism and Culture Reference with 15,649 followers - 21 - following - 668 post - 365 avg likes - 9 avg comments - 3.545 avg video views - ER = 2,4%</p>
jelajah.Magelang	<p>Magelang travel info 58.055 followers - 160 following - 2.101 posts – 259 - avg likes 7 – avg comments - 2.971- avg video views - ER=0,46%</p>

	Magelang_info	Travel info, culture, events, news in Magelang Regency & City with 70,921 followers - 19 - following - 3.263 posts - 564 avg likes – 21 - avg comments - 7.911 avg video views - ER = 0,83%"
	Magelang_raya	Magelang Raya incident info with 83,598 followers - 3.104 following - 10.342 - posts 1.329 - avg likes 40 - avg comments 12.594 avg video views - ER=1,64%"
	Magelang	Magelang with all its charms: #WisataMagelang, Culture, Art, Event #KulinerMagelang information #Magelang 161.311 followers - 5.999 following - 6.202 posts - 1.515 avg likes - 21 avg comments 10.162 - avg video views - ER=0,95%
	Magelang Gayeng	Media Repost About Magelang & Surroundings 64.119 followers - 64 following - 2.583 posts - 795 avg likes - 24 avg comments - 7.328 avg video views - ER=1,28%
	wargaMagelang	Local website & travel info - entertainment - tourism @wargaMagelang or #wargaMagelang 28.437 followers – 510 following -1.206 posts – 546 avg likes - 6 avg comments - 4.022 avg video views -ER=1,95%"
2 Instagram Hashtag	#KabupatenMagelang	Tourist information and events
	#wisataMagelang	Travel information
	#wisataMagelanghits	Tourist information and events
	#kabMagelang	Tourist information and events
	#Magelangan	Tourist information and events
	#Magelangexplore	Travel information

	#desawisataMagelang	Tourism information and village MSMEs (Ministry of Micro, Small, and Medium Enterprises)
	#KabupatenMagelangcaka pdigital	All of the content revolves around a digital literacy webinar held by @siberkreasi in collaboration with the Ministry of Communications and Informatics which brings about digital literacy was held in Magelang Regency. There are 2 types of webinars, namely: National Digital Literacy Movement Webinar (WGNLD), and Digital Literacy Webinar (WLD), a total of 20 webinar themes for the period 8 June to 30 July 2021 There are at least 2 post themes that lead to Smart community-based tourism: 1. Digital transformation to hack the rise of tourism amid a Pandemic 2. Tourism friendliness through the latest digital technology
Twitter	#wisataMagelang	725
	#pesonaMagelang	1K
	#pariwisataMagelang	2.7K
	#Magelang	9.7K

The internet, especially social media, can be the right place to find out how far the development of understanding hot issues in society is. Because social media has large and broad users that can be accessed by anyone, it becomes the right tool to voice public policies and online campaigns by the government. For example, public participation in the digital world, especially on social media, political talks can arise on several publicly oriented issues. So digital political participation is considered thus necessary, to measure the involvement of Internet citizens. This is nothing but to obtain information

about the issues narrated by the pairs of candidates in the regional head elections (Khalyubi et al., n.d.).

The findings are about narrative data on social media Instagram and Twitter, to find out the content that leads to the narrative of smart community-based tourism. Researchers observed various official and non-official accounts such as those owned by the government, namely the tourism office, and those made by the community around Magelang Regency. In these findings, researchers found the main theme, namely digital literacy and tourist information. The official Instagram account @kominfoMagelang found content about digital transformation to hack tourism revival in the pandemic era. In addition, researchers also conducted a search using 9 hashtags on Instagram accounts, namely: #Magelang Regency, #wisataMagelang, #wisataMagelanghits, #kabMagelang, #Magelang, #Magelangexplore, #desawisataMagelang, and #KabupatenMagelangcapdigital. The highest ER (engagement rate) was generated by 2.4% by the Magelang Wisata account which contains tourism and cultural references in Magelang Regency.

Table 2. Narrative Data on Social Media (Facebook)

Facebook group (using grytics tools)	
pesona wisata Magelang (39.9k members)	pesona wisata Magelang (88 postingan) mangliskyview (51) wisata Magelang (48) wisata (33) pesona_wisata_Magelang (24) wisata indonesia (22) Magelang (21)
Berita wong Magelang & kab.Magelang (78.9k members)	MerdekaBelajar , pptqtunasamal
berita wong kab Magelang (173.1k members)	wisata Magelang (81 postingan) Magelang (78 postingan) genpiMagelang (76) eventMagelang (58) GenPIJateng (49) pesona Magelang (42) pesona Indonesia
WISATA MAGELANG (4.1k members)	wisataMagelang (6 postingan) wisatajogjaasyik (3) wisatajogja (3) dirumahaja (3)

Wisma - Wisata Magelang (20.4k members)	wisataMagelang (50 postingan) Magelang (36) borobudur (17) Magelanghits (13) wisataarungjeramMagelang (12) wisata (10) pesonaMagelang (10)
LINTAS MAGELANG (7.1k members)	SavePahingan (16 postingan) save_History_and_Heritage_of_Magelang (13) Salam_Budaya (13) dukung_penataan (11) tolak_relokasi (11) lestarikan_pasar_minggu_pahingan_alun_alun (9)
Berita Wong Magelang (251.1k members)	tanya (2,4 rb postingan) Info (2 rb) infoBWM (830) berita (740) bertanya (400) Magelang (226) Update (216) share (193) ASK (175) wisataMagelang (167)
Info Magelang Terkini (14.5k members)	loker (90) posindonesia (9) Magelang (6) newnormal (6) Magelangpos (4) prangko (4) agenposMagelang (4) bumkuatindonesiamaju

### Facebook Page

Wisata Magelang	A place to share information on tourism and the cultural potential of Magelang Regency		
Dinas Pariwisata Kepemudaan dan Olahraga Kabupaten Magelang	not active		
Diskominfo Kabupaten Magelang	You can invite me to stop by at the Smart City booth, Magelang Regency, let's go! Sudirman Hall Jakarta 4-6 November 2019	Jul 11, 2019, a Quick Win Smart City innovation program in Magelang Regency, Paseso Merapi / Sister Village succeeded in breaking into the Top 99 Public Service Innovations selected by the Independent Team @kemenpanrb in Jakarta. What is the innovation like? click www.beritaMagelang .id. #pasesomerapi	Want to KIR a vehicle but are lazy to queue up to register with the Transportation Agency? Now from home, you can register for KIR, you know, just WhatsApp as needed, later you will get a reply when the KIR schedule is for the vehicle. If there is an easy one, why not use it.

From Table 2, contains narrative data in groups and pages on Facebook social media. Narratives spread on Facebook groups about tourism in Magelang Regency are quite dominant to show the development of tourism in Magelang Regency and its surroundings. Hashtags showing travel narratives include #pesonawisatamagelang in the group called Pesona Wisata Magelang, which got 88 posts, #wisataMagelang in the newsgroup wong kab Magelang with 81 posts, and the highest in the Newsgroup Wong Magelang #wisataMagelang with 167 posts. In addition, on the Facebook page, 3 pages related to Magelang tourism information were found, but the Magelang Regency Youth and Sports Tourism Office page was not active and there were no posts or narratives about Magelang Regency tourism. In Magelang Tourism, a page is a place for various places of information on tourism and the cultural potential of Magelang Regency. In addition, on the Magelang Regency Diskominfo page, a persuasive narrative was found to invite the public to visit the Magelang Regency smart city booth at the Balai Sudirman Jakarta exhibition. The narrative introduces the Quick Win Smart City innovation program in Magelang Regency. In groups and Facebook pages, researchers have not found a narrative about smart community-based tourism talks.

Social media can be one of the arenas of individual public spaces in creating public opinion. Therefore, social media can be a place or tool for the creation of a top-down approach between the government and the community. The role of the government, in this case, is not only to be a facilitator such as providing internet access and freedom of opinion, but also to be required to provide information, conduct dialogue to always be connected, monitor, and make decisions or agreements. This means that the government or policymakers must focus on public delivery, efficiency, and policy outcomes. Transparently transmitting information will also create a sense of trust in the government (Kneuer, 2016).

In the discussion section by the community on social media regarding community-based tourism from social media Instagram, Twitter, and Facebook, the community has not been significant in discussing smart community-based tourism. However, when viewed through



#Magelangcapdigital, it was found that narratives and discourses related to posts lead to smart community-based tourism; (1). Digital transformation to hack the revival of tourism amid a pandemic, (2). Tourist friendliness through the latest digital technology. This shows that social media, according to Baudrillard, is a representation of community conversations that have not maximally discussed the narrative of smart community-based tourism. Even from official/official accounts like @kominfoMagelang, they haven't brought up and started talking about themes like this in their posts. Plus the engagement rate of the official account is low at 0.13%. This result is calculated by the formula  $ER = \text{Total engagements per post} / \text{Reach per post} \times 100$ .

To reach an agreement, there are conditions for claiming validity which is the core of Habermas' competence contained in Poespowardojo, which include: (1) Comprehensibility; (2) Truth; (3) Normative Rightness, and (4) Truthfulness (Poespowardojo & Seran, 2016). The concept is about understanding the meaning, clear argument, and reaching understanding. Habermas said that discourse will be accepted by the interlocutor in addition to his ability to capture information, but also that the conversation is carried out daily. Regarding the discourse on the concept of smart community-based tourism on social media that has not been seen in a complex manner, it will be difficult to get mutual expectations from the community.

Habermas's concept provides a plot when someone criticizes is basic and normative because it is based on interaction. This means that someone will respond freely to a statement that has a new meaning which goes through the process of justifying, accepting, or rejecting this claim of validity. This concept is used to try to connect a decision from one party to social interaction, namely the communicative dimension in a rational dialogue or conversation. So, in this case, communicative action by using dialogue or rational conversation is nothing but reaching a mutual agreement that is public.

This finding shows that for the concept of smart community-based tourism to be known by the public or become a mainstream conversation, maximum effort is needed in improving the narrative on social media. The narrative or topic can be a driving force for the community to know more

about smart community-based tourism in Magelang Regency. In claiming rightness, a new concept will be achieved if both agree with each other. The government needs more efforts to be active in introducing each new concept so that it will bring up people's attitudes to exchange ideas and reach a common understanding. Official local government accounts have not been found that discuss the concept of smart community-based tourism, but some narratives have been found that lead to smart community-based tourism.

The claim of rightness in this finding can be seen when there is no provision of appropriate information and narrative for the new policy, namely the concept of smart community-based tourism to the community. So that the practice and discussion of the new concept make people not care because of the lack of mass information delivery on social media. Whereas social media is believed to be a representation of people interacting, sharing information, and bringing up warm conversations on social media (Aufa et al., 2019).

The data in table 1.1 and table 1.2 shows that the concept of smart community-based tourism has not become a hot topic of discussion and has not even reached mainstream discussion by the public in virtual world communication. Whereas social media currently has a very important role in supporting a narrative that can influence public discourse and opinion in the mass media. So according to this finding, the discourse in social media about smart community-based tourism in Magelang Regency is considered not to have corresponded with each other.

## **Conclusion**

From the results of the research, some narratives have begun to be discussed by the community about the Magelang Regency tourism system through mass media and social media. However, there is a gap that the narratives that appear in the mass media have not been discussed massively, which means that the community in Magelang Regency itself has not been widely discussed on social media. In addition, narratives and discourses regarding smart community-based tourism have not appeared on social media, both official accounts, namely from the government, and unofficial

ones from the community. Moreover, the Magelang district as a super-priority area that has been declared nationally, should be conveyed information so that the public has awareness and the government actively participates in one of the components of sustainable development. This indicates that there is a gap between the narratives of policymakers and implementers or the community in the field.

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