

THE ROLES OF HIGHER EDUCATION IN FORMULATING COMMUNICATION STRATEGIES FOR RURAL RESOURCE MANAGEMENT (A COMPARATIVE STUDY OF INDONESIA AND MALAYSIA)

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ABSTRACT

Bokoharjo Village, Prambanan District, Sleman Regency, DIY is a village with a lot of potential resources, and is designated as a National strategic area village. The purpose of this study is to mapping the potential of village resources that have not been optimally managed and to examine a communication strategy model for managing the potential resources in Bokoharjo Village. This research is a descriptive research conducted using a qualitative approach. Research subjects as primary data sources are village leaders, community leaders and residents determined by purposive techniques. Data collection techniques include in-depth interviews and documentation. The data validity utilized source triangulation. The results are; 1) Bokoharjo village already recognize its potential resource in natural tourism and cultural tourism ; 2) the intensification of social media usage in order to promoting Bokoharjo village's natural tourism and cultural tourism; 3) as stakeholder, university should train Bokoharjo village's youngsters through social media management workshop.

Kata Kunci: *communication strategy model, resource management, natural tourism, cultural tourism*