

ABSTRAK

Penelitian ini berjudul "Pola Komunikasi Partisipatif dalam Pengembangan Objek Wisata Bahari Pantai Bantayan (Studi Keterlibatan Pemerintah Gampong dan Masyarakat)". Penelitian ini bertujuan untuk mengkaji pola komunikasi partisipatif serta hambatannya dalam pengembangan Pantai Bantayan, Aceh Utara. Metode yang digunakan adalah deskriptif kualitatif, dengan data diperoleh melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa pola komunikasi partisipatif di Pantai Bantayan melibatkan dialog dua arah antara pemerintah desa, masyarakat, dan pelaku usaha. Hal ini mencakup pengambilan keputusan kolektif, penyusunan solusi melalui musyawarah, dan membangun kesepahaman yang meningkatkan rasa memiliki dan tanggung jawab bersama. Namun, penelitian ini menemukan hambatan seperti keterbatasan komunikasi lintas pihak dan perbedaan persepsi. Partisipasi aktif semua pihak, termasuk pemerintah daerah, terbukti penting untuk keberhasilan pengelolaan yang berkelanjutan.

Kata Kunci: Komunikasi Partisipatif, Pengembangan Wisata Bahari, Pantai Bantayan, Pengambilan Keputusan, Solusi, Membentuk Kesepahaman.

ABSTRACT

This study, titled "Participatory Communication Patterns in the Development of Marine Tourism at Bantayan Beach (A Study of Village Government and Community Involvement)", aims to examine participatory communication patterns and their obstacles in the development of Bantayan Beach, North Aceh. The research employs a descriptive qualitative method, with data collected through observation, interviews, and documentation. The findings reveal that participatory communication patterns at Bantayan Beach involve two-way dialogue between village officials, the community, and business owners. This includes collective decision-making, problem-solving through discussions, and fostering mutual understanding that enhances ownership and shared responsibility. However, challenges such as limited cross-party communication and differing perceptions were noted. The active participation of all stakeholders, including regional government support, proves crucial for sustainable management success.

Keywords: Participatory Communication, Marine Tourism Development, Bantayan Beach, Decision Making, Solutions, Building Consensus.