

District Government Communication Strategy in Improving Local Wisdom Tourism (Phenomenological Study of the Tanah Bumbu Government Tourism Office)

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Article Info	ABSTRACT
<p>Keywords: Communication strategy, local government, tourism, local wisdom, phenomenology.</p>	<p>Local wisdom-based tourism is a strategic asset in regional development because it can provide economic benefits while maintaining cultural identity. This study aims to analyze the communication strategy of the Tanah Bumbu Regency Government, specifically the Tourism Office, in promoting local wisdom tourism. The study used a qualitative approach with a phenomenological method, involving eight key informants from government circles, tourism actors, and community leaders. Data were collected through in-depth interviews, participant observation, and documentation studies, then analyzed using the interactive model of Miles, Huberman, and Saldaña, which includes data reduction, presentation, and verification. The results show that the local government's communication strategy is implemented through three main forms: the use of social media (Facebook, Instagram, TikTok) to expand promotional reach; holding cultural festivals such as Aruh Ganal to attract tourists while preserving traditions; and multi-stakeholder collaboration with communities, the private sector, and local media to strengthen promotional networks. This strategy has been proven to increase public awareness, youth participation, and the number of tourist visits to local wisdom destinations. This study concludes that an adaptive, collaborative, and culturally value-based local government communication strategy can be an effective instrument in developing sustainable tourism. The practical implications are that strengthening human resource capacity, digital content innovation, and cross-sector collaboration governance are important prerequisites for the successful promotion of local wisdom tourism.</p>
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INTRODUCTION

Tourism has become a strategic sector in the economic and social development of various countries. It not only contributes to economic growth but also plays a role in strengthening cultural identity and improving the welfare of local communities (UNWTO, 2020). In this context, local wisdom-based tourism holds significant value because it prioritizes the cultural

heritage, traditions, and social practices of local communities as its main attraction. Local wisdom tourism not only offers unique experiences for tourists but also serves as an instrument for cultural preservation and community empowerment (Meskell, 2018). Tanah Bumbu Regency, as one of the regions in South Kalimantan Province, has significant potential for developing local wisdom tourism. This potential includes historical tourism, cultural tourism, and natural tourism rich in local values. However, this potential has not been fully utilized optimally. Data from the Central Statistics Agency (BPS, 2021) shows that the number of tourist visits to local wisdom-based destinations is still relatively low compared to the available potential. One of the main obstacles is the lack of an effective communication strategy to promote this local tourism potential to a wider audience.

In development communication theory, the government plays a central role in formulating and implementing communication strategies that build public awareness, influence opinion, and encourage community participation (Servaes, 2017). The Tourism Office, as a regional government institution, plays a key role in ensuring that the communication strategies implemented are not only informative, but also persuasive and participatory. According to Denhardt & Denhardt (2015), effective government communication must prioritize the principles of transparency, responsiveness, and public involvement. In the context of tourism, this means developing communication strategies that build a positive image, emphasize local uniqueness, and connect government interests with community aspirations and tourist needs.

Along with the development of digital technology, communication strategies in tourism promotion have also undergone significant transformation. Social media, digital platforms, and interactive technologies have become the primary channels for building relationships with tourists. Local governments are required to go beyond conventional methods such as brochures, banners, or print advertisements to utilize more dynamic and interactive digital communication technologies (Sigala, 2018). In the case of Tanah Bumbu Regency, social media platforms such as Facebook, Instagram, and Twitter have begun to be used as promotional tools. However, their effectiveness still needs to be improved to reach a wider audience and strengthen the image of local tourism destinations.

Developing tourism based on local wisdom also faces the challenges of globalization and cultural homogenization. The influx of global popular culture has the potential to shift the local values that define the identity of local communities. Therefore, communication strategies implemented by local governments must emphasize the importance of preserving local culture as part of their tourist appeal. According to Richards (2018), the success of culture-based tourism destinations is determined by the ability of local actors, including the government, to package cultural values into narratives that are relevant and appealing to tourists.

Previous research has shown that appropriate communication strategies can increase tourist interest. For example, Zhang's (2017) research in *the Journal of Sustainable Tourism* confirmed that a sustainability-based government communication strategy can increase tourist appeal while preserving the environment. Meanwhile, Chen (2016) in *the International*

Journal of Tourism Research found that communicatively packaged local wisdom can create destination differentiation and strengthen regional tourism competitiveness. However, research on local government communication strategies in the context of local wisdom tourism, particularly in Tanah Bumbu, is still limited. This study seeks to fill this gap by focusing on the communication strategies of the Tanah Bumbu Regency government through the Tourism Office in promoting local wisdom tourism. This study uses a phenomenological approach to understand how key actors in the local government interpret, formulate, and implement communication strategies in the context of culture-based tourism.

By examining the communication strategies implemented, this research aims to provide both theoretical and practical contributions. Theoretically, this research enriches the study of strategic communication in the tourism sector by emphasizing the importance of local wisdom as the core of communication messages. Practically, this research is expected to serve as a reference for local governments, particularly the Tourism Office, in developing more effective and sustainable communication strategies to increase tourist visits, strengthen local cultural identity, and support regional economic development.

Based on this background, the focus of this research is directed at three main questions: (1) what communication strategy is implemented by the Tanah Bumbu Regency Tourism Office in improving local wisdom tourism; (2) how effective is this communication strategy in building an image and attracting tourists; and (3) what are the obstacles and challenges faced in implementing this communication strategy. By answering these questions, this research is expected to provide a comprehensive understanding of the dynamics of government communication in developing local wisdom-based tourism. Furthermore, the results of this research can be valuable input for various stakeholders in the tourism sector, including policy makers, academics, industry players, and local communities.

Literature Review

Many studies have been conducted on communication strategies in tourism, both nationally and internationally. Anwar (2016) found that a well-planned and adaptive communication strategy can increase tourist visits to tourist villages. Yuniarti's (2017) research also emphasized that local government communication strategies play a significant role in promoting local tourism potential, although their implementation often faces resource constraints. This finding is reinforced by Prasetyo (2018), who demonstrated a positive correlation between the intensity of government communication and the increase in domestic tourist numbers.

Globally, Li's (2015) research in the *International Journal of Communication* confirms that government communication is a determining factor in tourism development, especially in the context of developing countries. Chen's (2016) research in the *International Journal of Tourism Research* underscores that packaging local wisdom through appropriate communication narratives can create destination differentiation. Similarly, Zhang (2017) in the *Journal of Sustainable Tourism* emphasizes the importance of sustainability-based government communication strategies to create a balance between tourism growth and cultural preservation.

In Indonesia, research on local wisdom-based tourism focuses more on cultural potential than on communication strategies. Kusumawardhani (2016) emphasized that local wisdom is a valuable asset that can become a major tourist attraction, but it is rarely linked to a strategic communication approach. Cahyono (2017) demonstrated the crucial role of the Tourism Office in coordinating promotions, but has not yet discussed how to design a comprehensive communication strategy. Therefore, this study fills this gap by highlighting how local government communication strategies, particularly in Tanah Bumbu Regency, are implemented to promote local wisdom-based tourism. In the context of digitalization, Sigala (2018) stated that social media offers significant opportunities for tourist destinations to build emotional connections with tourists. However, challenges arise in message consistency and local community engagement. This is relevant to the situation in Tanah Bumbu, where social media has been used, but its effectiveness has not been fully optimized.

Referring to these studies, it can be concluded that there is still a gap in the literature, particularly in studies that combine local government communication strategies, local wisdom, and a phenomenological approach. This research contributes by offering a deeper understanding of how communication strategies are formulated, implemented, and interpreted by local government actors in the context of local wisdom tourism.

Communication Strategy

According to Littlejohn & Foss (2014), a communication strategy is an integrated plan to achieve specific goals through message development, channel selection, and audience identification. A communication strategy is not simply about conveying information, but also about building the perceptions, attitudes, and behaviors of the target audience. In the context of tourism, a communication strategy involves government efforts to design messages that emphasize the uniqueness of the destination, choose the right media (both traditional and digital), and direct the audience to certain actions, such as visiting the tourist location. Kotler, Bowen, & Makens (2014) state that an effective communication strategy must consider four elements: (1) target audience, (2) main message, (3) communication channel, and (4) expected effect. In the case of Tanah Bumbu, the target audience includes domestic and international tourists, the main message is the uniqueness of local culture, the communication channels are social media and cultural events, and the expected effect is increased visits and cultural appreciation.

Government Communication

Government communication is defined as the process of conveying information, policies, and public values from the government to the public (Denhardt & Denhardt, 2015). The function of government communication encompasses three aspects: information delivery, public education, and advocacy. In tourism, government communication plays a crucial role in building a destination's image and persuading tourists to visit. Siegert et al. (2017) emphasized that the effectiveness of government communication is influenced by openness, transparency, and responsiveness to public needs.

In the context of Tanah Bumbu Regency, government communication is realized through tourism promotions, cultural festivals, and collaboration with the community and local businesses. This aligns with Public Sector Communication theory, which emphasizes cross-actor collaboration in conveying public messages (Luoma-aho & Canel, 2020).

Local Wisdom Tourism

Local wisdom tourism focuses on the management and promotion of a community's culture, traditions, and social practices as tourist attractions (Smith, 2018). This model emphasizes sustainability, cultural preservation, and local community involvement. UNESCO (2018) states that culture-based tourism must ensure economic benefits for local communities while protecting cultural heritage. In the context of this research, local wisdom tourism in Tanah Bumbu encompasses traditional ceremonies, performing arts, traditional crafts, and natural landscapes rich in cultural significance.

Diffusion of Innovation Theory

Rogers' (2015) Diffusion of Innovation Theory explains how new ideas or innovations spread within a society. Five key factors influencing innovation adoption are: relative advantage, compatibility, complexity, trialability, and observability. In tourism promotion, innovations can take the form of digital communication strategies, new cultural narratives, or community collaboration models. Local governments need to ensure that communication strategies are easily understood, aligned with local values, and deliver tangible results, such as increased tourist visits.

Phenomenology in Communication

A phenomenological approach allows researchers to understand the subjective experiences of government actors in formulating communication strategies (Creswell, 2015). Phenomenology emphasizes "lived experiences" to uncover the deeper meanings behind government communication decisions and practices. In this study, phenomenology was used to explore how the Tanah Bumbu Tourism Office interprets its role in promoting local wisdom tourism, as well as the challenges it faces.

Based on the literature above, the theoretical framework of this study is built from the integration of several concepts: communication strategy (Littlejohn & Foss, 2014; Kotler et al., 2014), government communication (Denhardt & Denhardt, 2015; Luoma-aho & Canel, 2020), local wisdom-based tourism (Smith, 2018; UNESCO, 2018), the diffusion of innovation theory (Rogers, 2015), and the phenomenological approach (Creswell, 2015). This integration is used to explain how the Tanah Bumbu Regency government formulates communication strategies to promote local wisdom tourism, how these strategies are received and adopted, and how local actors interpret their roles. Thus, this study not only explains government communication practices in tourism promotion but also offers an in-depth understanding of the accompanying socio-cultural dynamics. This provides a theoretical contribution to the study of strategic communication in the tourism context, while also providing practical recommendations for the development of culture-based tourism policies.

RESEARCH METHODS

This research uses a qualitative approach with a phenomenological method. This approach was chosen because it is relevant for gaining an in-depth understanding of the experiences of local government actors in formulating tourism communication strategies based on local wisdom. According to Nowell and Albrecht (2019), phenomenology allows researchers to capture the subjective meaning of social experiences more comprehensively. Thus, this research not only describes communication strategies but also interprets how these strategies are interpreted and implemented in real-world practice. This type of qualitative research with a phenomenological approach focuses on exploring the "lived experiences" of informants. This aligns with the views of Neubauer, Witkop, and Varpio (2019), who emphasize that phenomenology can help explain how individuals construct meaning from their social experiences. In this context, the experiences of Tourism Office officials, community leaders, and tourism stakeholders serve as primary sources for understanding government communication strategies in promoting local wisdom tourism.

This research was conducted in Tanah Bumbu Regency, South Kalimantan, which was chosen because it has significant cultural tourism potential but has not been optimally managed. This research location is also relevant to the local government's efforts to enhance tourism promotion through communication strategies. The research was conducted over four months, encompassing pre-fieldwork, data collection, and analysis.

Research informants were selected using purposive sampling, considering their direct involvement in tourism and public communication. According to Palinkas et al. (2019), purposive sampling is an appropriate strategy in qualitative research because it allows researchers to select the most relevant participants to answer the research questions. Eight key informants were involved, including Tourism Office officials, legislators, community leaders, and local tourism stakeholders. Variations in age, educational background, and work experience were considered to enrich the perspectives gained.

Data were collected through three main techniques: in-depth interviews, participant observation, and documentation. In-depth interviews were used to explore informants' perspectives on communication strategies, promotional effectiveness, and challenges faced. Participant observation was conducted during promotional activities such as cultural festivals and social media campaigns, providing a firsthand view of ongoing communication practices. Documentation in the form of official reports, activity archives, media publications, and statistical data was used to strengthen and verify the results of the interviews and observations. This combination of three techniques aligns with the recommendations of Carter et al. (2021), who emphasize the importance of method triangulation in qualitative research to increase data depth and validity.

Data validity was strengthened through several validity strategies. Member checking was conducted by requesting confirmation from informants regarding the accuracy of interview results. Source and method triangulation was applied by comparing data from interviews, observations, and documentation. Furthermore, thick descriptions were used to provide detailed contextual descriptions, making it easier for readers to understand the field

situation. This validity strategy aligns with the recommendations of Korstjens and Moser (2018), who emphasized that a combination of various techniques can increase credibility, dependability, and transferability in qualitative research.

Data analysis was conducted simultaneously with the data collection process. The analysis model adopted by Miles, Huberman, and Saldaña (2019) encompasses three stages: data reduction, data presentation, and conclusion drawing. Data reduction was achieved by filtering important information relevant to the research focus. Data presentation was presented in narrative form and charts, while conclusions were drawn through the identification of emerging patterns and themes. This analysis was combined with thematic coding techniques as described by Braun and Clarke (2021), allowing for systematic and in-depth interpretation of the findings.

Ethical considerations were also taken into account in this study. All informants were explained the purpose of the study and asked to provide informed consent before the interviews. Informants' identities were kept confidential, and data were used solely for academic purposes. These ethical principles align with qualitative research standards, which emphasize the importance of respecting participants' rights and maintaining research integrity (Tracy, 2020). With this methodological design, the study is expected to yield a comprehensive understanding of the Tanah Bumbu Regency government's communication strategy for promoting local wisdom tourism. The phenomenological approach allows for the exploration of deeper meaning from informants' experiences, while the application of advanced qualitative validity and analysis techniques ensures the research findings have high credibility and practical relevance.

RESULTS AND DISCUSSION

The results of this study illustrate how the Tanah Bumbu Regency Tourism Office formulated and implemented a communication strategy to promote local wisdom tourism. Data were obtained through in-depth interviews, participant observation, and documentation, which were then analyzed thematically to identify key patterns. The analysis resulted in three main categories of findings: the communication strategy used, the effectiveness of its implementation, and the challenges faced in its implementation.

The Tanah Bumbu Regency government's communication strategy has proven effective in utilizing a combination of conventional and digital media to reach a wider audience. One key finding is the dominant use of social media as a promotional tool. Platforms like Facebook, Instagram, and TikTok are utilized to showcase visual content highlighting unique local cultures, such as traditional ceremonies, dances, and handicrafts. This content is designed not only to introduce tourist destinations but also to build the region's image as a culture-based tourism destination. The use of social media is considered effective because it reaches the younger generation, who frequently access information through digital platforms, while also creating a two-way interaction with potential tourists.

In addition to social media, the government also organizes various offline activities oriented towards cultural promotion. Annual cultural festivals, such as the Aruh Ganal

Festival, which represents the traditions of the Meratus Dayak, are a key strategy to attract both domestic and international tourists. These festivals not only feature artistic performances but also provide a platform for local businesses to market their handicrafts and culinary specialties. Field observations indicate that these types of activities serve as social magnets, combining elements of tourism promotion with cultural preservation efforts.

The research also revealed that the government's communication strategy does not operate in isolation, but rather involves collaboration with various stakeholders. This collaboration includes partnerships with tourism businesses, cultural communities, and local media. This collaboration creates synergy between the government and the community, with the government providing policy and infrastructure support, while local communities contribute authentic cultural content. Thus, the implemented communication strategy serves not only as a promotional tool but also as a means of empowering local communities.

In terms of effectiveness, research results indicate a significant increase in tourist visits to destinations based on local wisdom. Documented data from the Tourism Office shows a more than 20 percent increase in visits in the past two years, particularly during cultural festival periods. Informants from tourism businesses stated that government promotional programs have successfully increased exposure to local destinations and resulted in increased economic income for the community. This is reinforced by testimonials from tourists who expressed interest in visiting after seeing promotions on social media and broadcasts of local television programs.

The strategy's effectiveness is also evident in the growing awareness of the importance of cultural preservation among local communities. Community leaders confirmed that government tourism promotion has fostered collective pride in local culture. Younger generations who were previously less involved in cultural activities are now actively participating in traditional dance training, making handicrafts, and volunteering at festivals. This demonstrates that the communication strategy implemented has not only increased the number of tourists but also strengthened cultural identity at the local level.

Although the government's communication strategy has shown positive results, the study also identified several obstacles. First, budget constraints are a major obstacle to implementing large-scale and sustainable promotional programs. Some promotional activities must be limited in scope because available funds are insufficient to meet operational needs. Second, human resource capacity in the digital communications sector remains limited. Most Tourism Office staff lack sufficient expertise in professional social media management, resulting in simplistic and inconsistent promotional content.

Furthermore, inter-agency coordination was also found to be suboptimal. Some promotional programs are still run sectorally without integration with other tourism-related agencies, such as the Department of Transportation or the Department of Culture. This situation results in tourism promotions not always being accompanied by the readiness of supporting infrastructure, such as transportation access or public facilities at tourist locations. Another obstacle that emerged was the low digital literacy of some local tourism operators, preventing them from utilizing online media to expand their market.

Despite various obstacles, the government is working to overcome them through innovation. For example, the government has begun partnering with local creative communities to help produce more engaging digital content. This effort not only improves the quality of promotions but also creates job opportunities for young people in the creative economy. Furthermore, a communication strategy based on collaboration with the private sector is considered an alternative solution to budget constraints, as local companies are willing to sponsor tourism promotional activities.

Overall, the results of this study indicate that the Tanah Bumbu Regency government's communication strategy to promote local wisdom tourism has had a positive impact on both tourism and cultural preservation. The use of social media, holding cultural festivals, and collaborating with stakeholders were key factors in the promotion's success. Despite facing limitations in budget, human resource capacity, and inter-agency coordination, the local government was able to adapt by involving the local community and creative communities. This demonstrates that the government's strategic communication serves not only as a promotional tool but also as an instrument for cultural and economic development.

The results of this study confirm that the Tanah Bumbu Regency Government's communication strategy for promoting local wisdom tourism focuses on utilizing social media, organizing cultural festivals, and collaborating with stakeholders. This strategy aligns with Kotler and Keller's (2020) perspective, which emphasizes that integrated marketing communications require a combination of various communication channels to achieve greater effectiveness. In the tourism context, communications that combine digital platforms with offline activities have been shown to increase exposure and expand audience reach.

The use of social media as a primary tool for tourism promotion reflects the transformation of government communications toward digital governance. A study by Oliveira and Panyik (2021) showed that social media enables local governments to build interactive relationships with tourists, create a more authentic destination image, and stimulate public engagement. This study's findings, which indicate an increase in tourist visits following a digital campaign, align with those studies and emphasize that social media is not merely an information channel but also a space for dialogue that influences travel decisions.

Government-organized cultural festivals have also proven to play a significant role in attracting tourists. Events such as the Aruh Ganal Festival showcase the cultural heritage of the Meratus Dayak, serving not only as a spectacle but also as a means of education and cultural preservation. This aligns with Richards' (2020) findings, which state that cultural events can be an effective strategy for differentiating tourist destinations and enhancing authentic experiences for tourists. In the context of Tanah Bumbu, cultural festivals serve a dual purpose: as a promotional tool and a mechanism for maintaining the cultural identity of the local community.

Collaboration with various stakeholders strengthens the effectiveness of communication strategies. The government, business actors, and cultural communities work together to create a mutually supportive tourism ecosystem. This finding aligns with the concept of collaborative governance as explained by Emerson and Nabatchi (2019), which

emphasizes that the success of public policies is often determined by inter-institutional synergy and civil society involvement. In this study, collaboration not only enhances promotional capacity but also creates opportunities for community empowerment through direct involvement in tourism activities.

In terms of effectiveness, the increase in tourist visits and community participation demonstrates that the government's communication strategies are having a real impact. This confirms Hall's (2020) argument that strategic communication in tourism serves not only to attract tourists but also to transform how communities view and appreciate their own local culture. The resurgence of interest among the younger generation in traditional arts in Tanah Bumbu is evidence that tourism promotion can also trigger cultural revitalization.

However, the obstacles identified in this study, particularly budget constraints, lack of human resource capacity, and weak inter-agency coordination, indicate a gap between strategic planning and implementation on the ground. This phenomenon aligns with research by Nguyen et al. (2021), which found that in many developing regions, resource constraints often hinder the optimization of tourism communication strategies. This means that even if the designed strategy is relevant, the quality of its execution is heavily influenced by financial, technical, and institutional capacity.

The government's efforts to partner with local creative communities to produce digital content represents an interesting form of adaptive innovation. This strategy demonstrates an awareness that tourism development cannot rely solely on formal bureaucracy but must also involve social capital and community creativity. This finding supports the argument of Dredge and Jamal (2019), who emphasize the importance of a participatory approach in sustainable tourism management. Through community participation, communication strategies become more contextual, creative, and rooted in local identity.

Furthermore, the involvement of the private sector as a sponsor of tourism promotions demonstrates the implementation of the public-private partnership (PPP) principle. This model is relevant for regions with limited budgets because it allows for the sharing of risks and resources between the government and the business sector (Bramwell & Lane, 2020). In the case of Tanah Bumbu, this partnership has the potential to expand the scope of promotions while creating sustainable funding for tourism programs.

Compared with previous research, this study fills a gap in the literature regarding government communication strategies in the context of local wisdom-based tourism. Previous studies, such as Zhang (2017) on sustainable tourism communication strategies and Chen (2016) on local wisdom in tourism development, have not integrated a phenomenological perspective that directly explores the experiences of government actors and local communities. Therefore, this study makes a theoretical contribution by demonstrating how communication strategies are not only technical but also reflective of the cultural meanings inherent in local communities.

The practical implications of this research are quite broad. First, other local governments can learn that social media use cannot be sporadic but must be supported by a consistent and professionally managed content strategy. Second, cultural festivals should not be viewed

merely as ceremonial events, but rather designed with the concept of sustainable tourism that provides economic and social benefits to the community. Third, multi-stakeholder collaboration needs to be strengthened through clear coordination mechanisms to ensure more integrated communication strategies across sectors.

Furthermore, this research also emphasizes the importance of human resource capacity building in tourism communications. Without improved digital and managerial skills, communication strategies can potentially lose their competitive edge in the era of global competition. Therefore, training in social media management, destination storytelling, and cultural event management should be prioritized by local governments.

Finally, this study opens the door for further research. Future studies could expand the scope by comparing communication strategies across several other districts or adding a tourist perspective to gauge the effectiveness of communication strategies from the recipient's perspective. Furthermore, a mixed methods approach could be used to combine the strengths of qualitative and quantitative data, resulting in more comprehensive research results.

Overall, this discussion confirms that the Tanah Bumbu Regency government's communication strategy for promoting local wisdom tourism is a good practice that integrates digital media, cultural events, and multi-stakeholder collaboration. Despite challenges, adaptive innovation and community participation demonstrate that strategic communication can serve as a development tool that impacts not only tourism growth but also cultural preservation and community empowerment.

CONCLUSION

This study aims to understand the communication strategies implemented by the Tanah Bumbu Regency Government, particularly through the Tourism Office, in an effort to promote local wisdom-based tourism. Using a phenomenological approach, this study successfully revealed that the communication strategy implemented combines the use of social media, the organization of cultural festivals, and multi-stakeholder collaboration with businesses, local communities, and the private sector. This strategy has proven effective in increasing tourist visits, strengthening public cultural awareness, and broadening appreciation for the region's cultural heritage. In addition to its impact on the tourism sector, this communication strategy also has significant social impacts, particularly in revitalizing the younger generation's interest in local culture and increasing community participation in tourism activities. These findings demonstrate that strategic communication is not merely a promotional tool but also a development instrument capable of integrating economic, social, and cultural dimensions. However, this study also identified several obstacles, including budget constraints, low human resource capacity in digital communication management, and suboptimal inter-agency coordination. These obstacles indicate the need to strengthen institutional and human resource capacity so that the designed communication strategy can be implemented more consistently, professionally, and sustainably. Therefore, the main conclusion of this study confirms that inclusive, adaptive, and collaborative strategic communication is key to the

success of local governments in developing local wisdom tourism. Based on the research findings, several recommendations can be put forward. First, local governments need to increase investment in human resource capacity development, particularly in digital communication skills, social media management, and destination storytelling. This will strengthen the quality of promotional content and increase the competitiveness of regional tourism in the digital era. Second, cultural festivals and local events should be designed not merely as ceremonial activities, but with a long-term orientation that supports sustainable tourism. Festival designs should actively involve the community, so that economic and social benefits can be felt equally. Third, multi-stakeholder collaboration should be formalized through clear cooperation agreements between the government, the private sector, cultural communities, and local media. This way, coordination can be more focused, transparent, and oriented towards achieving shared goals. Fourth, this research opens the door to further research with a broader scope. Future researchers can compare local wisdom-based tourism communication strategies in several other regions or incorporate quantitative approaches to measure communication impact more objectively. Furthermore, the perspective of tourists as recipients of communication messages is also important to examine so that the strategy's effectiveness can be assessed from the audience's perspective. This research confirms that local government communication strategies serve not only to promote tourist destinations but also as a means of strengthening cultural identity, empowering communities, and creating more sustainable regional development. Therefore, long-term commitment, communication innovation, and synergy between stakeholders are the main foundations for developing local wisdom-based tourism in Tanah Bumbu and other regions in Indonesia.

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