

ABSTRACT

The theory of participatory communication in community-based tourism (CBT) development emphasizes community participation in information exchange and communication processes. One example of CBT is the existence of tourist villages in Indonesia, one of which is the Bontang Kuala Tourist Village in East Kalimantan. This tourism village is directly managed by the community. However, it was found that the participation of some community groups was still insufficient, so this study aims to analyze community participatory communication in the development of marine tourism programs in Bontang Kuala Tourism Village. Using a qualitative method with a case study approach, data collection was conducted through semi-structured interviews with 9 informants, including village officials, managers, and community group members. The results indicate that there is a communication forum serving as the primary space for two-way dialogue between the community, managers, and government. Each community group is given equal opportunity to express opinions, though a disparity was found between older and younger generations in accepting opinions. Collaboration is built on trust, ensuring and safeguarding the right to freedom of expression for all parties involved in the forum. Post-event evaluations were conducted collectively to determine solutions, and problem-solving was carried out by classifying issues based on their impact and level of difficulty. This study underscores the importance of participatory communication in the development of community-based tourism.

Keywords: *Participatory Communication, Community-Based Tourism, Tourism Village, Bontang Kuala*