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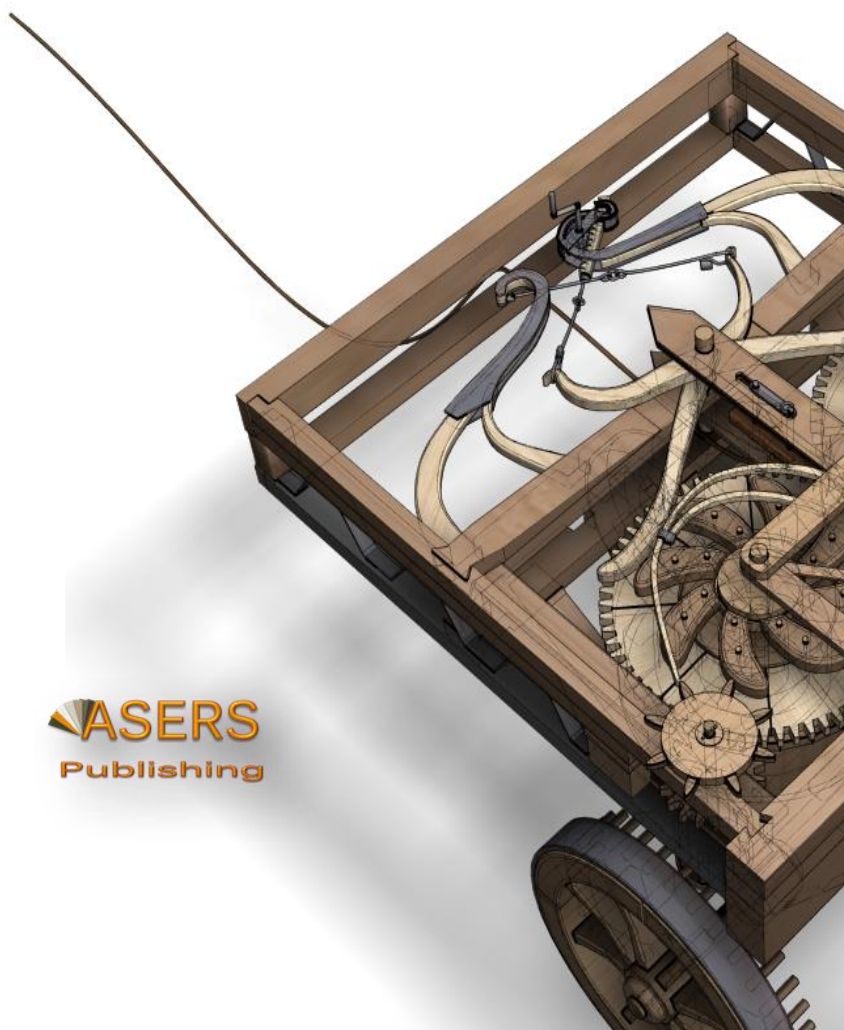
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# Call for Papers Fall Issue 2025

## Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

Also, this journal is committed to a broad range of topics regarding Tourism and Travel Management, leisure and recreation studies and the emerging field of event management. It contains both theoretical and applied research papers and encourages obtaining results through collaboration between researchers and those working in the tourism industry.

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## **Sustainable Ecotourism Communication Framework Based on Social and Cultural Capital to Build Community Engagement in Ecotourism Practices Rutong Tourism Village, Indonesia**

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**Abstract:** Rutong Tourism Village in Ambon has rich cultural and natural tourism potential, but its management is traditional and pays little attention to sustainable ecotourism. Sustainability communication practices, which leverage social and cultural capital, are essential to building community involvement in sustainable ecotourism in Rutong tourism village. This research will examine community and culture-based sustainable tourism communications to build involvement in sustainable ecotourism practices in Rutong village. The study uses qualitative methods to analyze community-based and culturally sustainable tourism communication in Rutong. The results of the study show that Rutong tourist village development is based on customary and traditional values, with community participation through social networks, trust and cooperation. Traditional values are guidelines in community life and tourism development, such as the Sasi traditional system of managing seas and forests implementation of Saniri for joint decision-making. Masohi's value is to build togetherness and cooperation. Tourist activities showcase Rutong cultural authenticity, starting from staying in a homestay, traditional welcoming, cultural attractions in dance, music, and games, traditional sago processing, and traditional food and drink preparations. Sustainability efforts are carried out through community-based waste management, environmental education, Integrating environmental education into the school curriculum, alternative energy development, plastic reduction campaigns, and tumbler use. Communication is carried out in an informative, transparent, and persuasive manner through dialogue, training, awards, and cooperation with NGOs and universities. This Communication is effective in creating community awareness and participation in sustainable tourism development.

**Keywords:** sustainability communication; ecotourism; social capital; cultural capital; community involvement.

**JEL Classification:** Q01; Z32; R11.

### **Introduction**

Developing tourist villages according to tourism objectives in Law No. 10 of 2009 concerning tourism aims to increase economic growth and people's welfare, eradicate poverty, and overcome unemployment. Preserving nature, the environment, resources, and advancing culture. Encouraging social, cultural, and economic transformation of villages. Each region develops its potential to provide benefits and increase community

productivity (Badan Pariwisata dan Ekonomi Kreatif, Rencana Strategis Kementerian Pariwisata dan Ekonomi Kreatif, 2020). A healthy and strong village economy will be achieved if public awareness grows to develop their village. Villages as a base for tourism must be made into good and attractive tourist destinations.

Rutong Village offers natural tourism in the form of white sandy beaches with pebbles, clear water with coral reefs inhabited by various types of marine biota, hills, and mountains with sago and fruit trees, food, and horticultural gardens. Rutong tourist village develops sago forest ecotourism (Leitimur Selatan Ambon Pemerintah Negeri Rutong, 2023). The obstacle to developing tourist villages is the lack of coordination between stakeholders. Communication determines the success of developing tourist destinations. Tourism communication requires an active role from the community (Yasir 2021).

Community support is important in developing the tourism industry. Communities supported by leadership, innovation, and social capital are important in building smart tourist destinations (Boes 2016). The community is a mayor stakeholder in sustainable tourism development (Lundberg 2017). The development of tourism communication must be based on local culture and wisdom supported by environmental conservation and sustainable development (Bakti *et al.* 2018). Local wisdom provides an alternative in choosing destinations that tourists will visit (Nugraha *et al.* 2017).

Tourist villages must be developed through innovative communication to win the hearts of tourists because tourist demand is increasingly varied from year to year (Genç, E.A. & Genç, R. 2017). The new trends for tourists today are tourism and the creative industry. Sustainable tourism communication is needed in the development of cultural tourism destinations (Swift 2024). Sustainable communication involves the dissemination of information and strategic actions related to sustainability, goals, initiatives, and performance of tourist destination (Purvis & Mao 2019, Tiago *et al.* 2021).

The development of culture and community-based tourism still experiences obstacles, including inadequate infrastructure and unskilled tourism workforce, limited capital, and conflict within the community (Wang *et al.* 2009). Coordination between stakeholders such as government, managers, and communities is weak (Sumarjiyanto 2020). Building a sustainable tourism communication model based on community and local knowledge is important to develop tourist villages. Research that has been widely studied is community-based tourism communication (Widaningsih & Diana 2020), local wisdom (Rahayunianto *et al.* 2019), and culture (Murtiningsih & Putranto 2019). Development of tourism based on local knowledge (Tanjung & Tanjung 2021). Tourism communication and the development of ecotourism (Bogren and Sörensson 2021). This research will examine sustainable tourism communication based on social and cultural capital to build community engagement in Ecotourism practices in Rutong Tourism Village, Ambon, Maluku.

## 1. Literature Review

Sustainable development aims to ensure that the benefits of natural resources are maintained so that future generations do not face scarcity and extinction of natural resources. An important principle for achieving sustainability goals is to integrate three pillars, namely economic, social, and environmental (Purvis 2019). The tourism development that has been carried out has increased the number of tourist arrivals. Local communities will react according to their ability to adapt in the economic, social, and cultural fields (Pitana and Diarta 2019).

Sustainable development includes three pillars that mutually support each other, namely improving the economic welfare of the surrounding community, and maintaining the sustainability of the social and cultural life of the community. Maintaining the sustainability of the community's environment (Erviyanto 2019). Sustainable tourism development is not only ecological and economic but also culturally sustainable because culture is an important resource in tourism development (Suwena 2010). The sustainable tourism model integrates the physical environment (place), cultural environment (host community), and tourists (visitors) (Burn & Holden 1997).

Sustainable tourism must be formed based on three dimensions to be long-term sustainable: utilizing environmental resources. Respect the socio-cultural and host community authenticity. Provides long-term economic benefits. Environmental aspects are highly prioritized and are an important pillar of sustainable tourism (Gunawan and Ortis 2012).

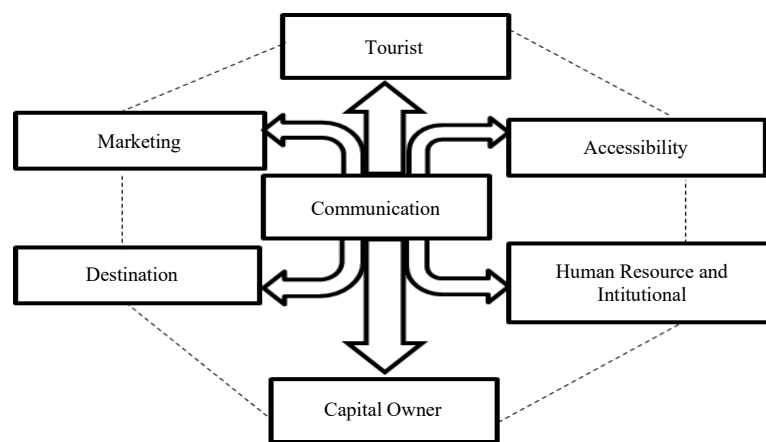
**Social capital** is a way that society is structured which is characterized by networks, norms, and social trust that facilitate coordination and cooperation to achieve certain goals (Putnam 2000). Social capital refers to the characteristics of social organizations such as networks, norms, and trust that facilitate coordination and performance for mutual benefit. Social capital is a capability that arises from general beliefs or certain parts of a society and can be institutionalized within social groups. Important concepts in social capital (1) values and norms as the background for the formation of trust. (2) trust which functions as a tool to measure social capital. (3) social

networks which function to create trust through interaction and sharing information among members of community groups (Fukuyama 1996).

**Cultural capital** includes knowledge, values, norms, customs, language, and local traditions that are shared by society or embedded in the community. Cultural capital can be a unique attraction for tourists such as cultural heritage, local wisdom, traditions, and art. Cultural tourism is the traditions and culture passed down from generation to generation and are marketed to tourists (Smith 2012). Cultural tourism focuses on cultural identity heritage whose uniqueness is sold to tourists (Smith & Robinson 2006).

**Tourism communication** is the process of sending or transferring meaning from the sender to the receiver, which occurs when carrying out tourism activities. There are seven components of tourism communication, namely communication, tourists, marketing, accessibility, destinations, capital owners, and institutional Human Resources (HR). Tourism communication can be interpreted as the exchange of messages and meanings carried out by institutions with capital owners, managers, and tourist awareness groups in marketing destinations to tourists.

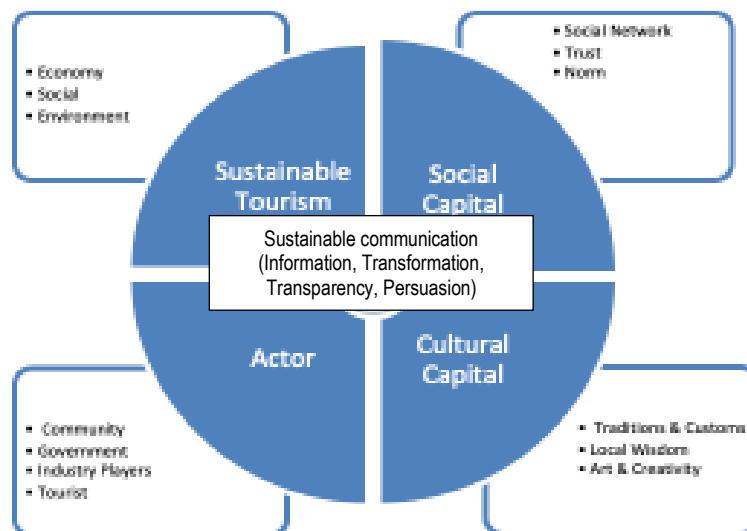
Figure 1. Tourism Communication Components



Source: Bungin 2015

Ecotourism is sustainable nature-based tourism with a focus on experiences and education about nature, managed with a certain management system and has the lowest negative impact on the environment, is non-consumptive and locally oriented. The community can take control and benefit from tourism business activities. Sustainable tourism focuses on helping increase understanding, appreciation, and conservation of the environment and culture (Moore and Drumm 2005).

Figure 2. Framework of Thought



**Sustainability communication** encompasses a variety of communication media, ranging from formal sustainability reports and environmental, social, and governance communications to social media messages that



emphasize clear objectives regarding sustainability commitments and social engagement (Swift 2023). Sustainability communication helps tourism managers with the proactive steps they are taking. Dispel prejudices and myths, clarify environmental claims, and help achieve sustainable development goals. An analysis of research related to sustainable communication, identifying sustainability communication (SC), namely the transmission of information about sustainability, deliberative communication, and critical transformation. Openness of information, honest and non-misleading communication, and persuasive communication (Golob, Podnar and Zabkar 2023).

The research is based on the idea that building sustainable tourism (Purvis & Mao 2019) based on social capital (Fukuyama 2012) and cultural capital (Smith 1989) to encourage community participation (Bungin 2017) can be done through sustainable tourism communication (Golob, Podnar, and Zabkar 2023).

## 2. Research Method

This research uses qualitative methods. Qualitative research is naturalistic research because the research is carried out in natural conditions. The implementation of research occurs naturally, as it is, in normal situations, without being manipulated by circumstances and conditions, emphasizing natural descriptions (Creswell 2018). Research is carried out by exploring and photographing social situations in a comprehensive, broad, and in-depth manner. Data analysis is carried out to organize, sort, group, code mark, and categorize so that findings are obtained based on the focus and research problems. Data analysis was carried out with stages of data reduction, data presentation, data collection, verification, and conclusions.

## 3. Studies

Research by collecting and studying various to compile a research proposal. Continued by compiling research instruments including observation forms, FGD instruments, coding tables, and various forms for data recording and interview guidance. Determining informants involved in the development of Rutong tourism village. Consisting of various elements including local government, tourism office, tourism village managers, village communities, cultural actors and business actors, and tourism. Collecting data by observation, interviewing the head of the tourism office and secretary of the Ambon tourism office, the king of Rutong village, the head of tourism, the village secretary, village manager, homestay managers, tourism awareness group, education and family welfare group, and youth group leaders. Conducting FGDs with various elements of village government, tourism village managers, students, academics, and the community.

The result of data collection conducted by interview, FGD, audio, and video recordings are made in the form of transcripts. In the form of text. Then content analysis is carried out, to analyse the text and identify patterns and themes. The steps taken are to code each part of the data to facilitate analysis. Data is selected that is relevant and summarizes complex data. Then coding with keywords. Dodes are grouped into categories. Data is visualized in table form. The data found is presented by creating a descriptive narrative and providing an interpretation that describes the themes that emerge from the data. Discussion of data findings with research questions and theoretical frameworks. Ensuring validity and reliability is done with data triangulation.

## 4. Research Results

Rutong Village is a traditional village located in South Leitimur District, Ambon City.

Figure 3. Rutong Village



Foundation for developing a country and society based on love. Three pillars of development in Rutong Village, namely traditional customs, religion, social life, and technology. Three pillars of social and cultural capital are used as the basis of ecotourism practices. Rutong Village's vision is to become a Village and Society that is a blessing to others. The mission is to carry out the physical, mental, and spiritual development of the community. The strategy for development is to empower the country's children to be *Masohi*.

#### 4.1. Social Capital for Sustainable Tourism Development

Social network development was carried out, including establishing a Joint Business Group (JBG). JBG consists of several individuals who work together to achieve common goals. This group is related to agricultural activities such as sago farmers, fisheries, and other small businesses. JBG was formed to strengthen community solidarity. Profit sharing is arranged to avoid conflict.

The development of women's networks is carried out through Family Welfare Education (FEW) and several groups. The group was formed to empower women. FEW and the Rutong state government collaborate to create prosperity in the main program, "Family Resilience". Through the family, a society that is faithful, responsible, and full of love will be created and become a channel of blessings for others.

Youth group called Jojaro Mongare. Plays a role in promoting tourism by creating creative content in the form of short videos and photos to promote the natural beauty and culture of Rutong. Participation in various tourism activities and events to introduce the Rutong tourist village. Creating new tour package developments by creating unique and attractive tour packages. Get involved in campaigns to preserve the environment, such as reducing the use of plastic by bringing tumblers. Conduct cultural arts training such as dance, singing, and games and make it a tourist attraction.

Sago forest management is carried out by groups of sago farmers, carried out through cooperation. The process starts from planting, and crop rotation with other crops. Prune regularly to stimulate shoot growth. The traditional harvesting technique uses a traditional tool called a Nani or Pangkur tool. In principle, sago processing is carried out using a conservative or traditional pattern.

Sago forests are considered shared property of all village communities. The customary system used in managing sago forests is sasi. Sasi is a prohibition or limitation on the use of forest resources. Sasi aims to preserve the sago forest. Increasing productivity, preserving biodiversity and strengthening social values, strengthening the values of cooperation and community concern for the environment.

A group of craftsmen or sago processors was formed. Then this group was developed into a micro, small, and medium enterprise (MSME) group. The Rutong government is a catalyst in improving the economy of sago craftsmen by providing support through training programs, access to capital, and product promotion. Government support can improve the quality of sago products, production efficiency, and product diversification which can increase people's income and profitability.

Figure 4. Ecotourism Sagu



Tourism awareness groups (Pokdarwis) as the spearheads in tourism development at the village level. Pokdarwis play a role in maximizing local tourism potential and actively involving the community. Pokdarwis as community mobilizers and facilitators through community mobilization, training, and capacity development as well as community empowerment. Pokdarwis play a role in managing tourist destinations through destination maintenance by maintaining the cleanliness and beauty of the destination as well as preserving nature and culture. Pokdarwis plays a role in preserving the environment and culture by educating the community. Pokdarwis involve and empower village communities as a source of labor. Community involvement in tour guides, homestay



managers, sellers of typical Rutong food and drinks, providing transportation services, and making and selling souvenirs. Tourist attraction with dances, and music and is involved in tourist events and traditional ceremonies.

#### 4.2. Cultural Capital for Sustainable Tourism Development

Local culture is the main key to developing tourist villages. Uniqueness is one thing that attracts tourists to visit tourist villages by promising authentic and interesting experiences. Showing the authenticity of local culture is done through tourists' stay experience through homestays. The homestay location is in the middle of a tourist village making it easier for visitors to interact with residents—homestay manager for residents with a local food menu.

Through a local guide who can tell you the history and culture of Rutong Village. Holding cultural festivals such as traditional festivals, art performances, and cultural competitions. Develop cultural tourism such as history, religion, and culinary. The dance performances shown include the Tali dance and Katerji dance. These traditional dances are performed in school art performances. Opening traditional food cooking classes, holding weaving competitions, learning the process of making sago flour, and various other cultural activities. By showing its authenticity, Rutong is not only an attractive tourist destination but also one that maintains and preserves culture.

Figure 5. Musical Attraction



Welcoming guests traditionally with the Chicken Feather Cakalele dance. The welcoming continued with the giving of gandong cloth by Mama Mata Ina to take the guests to the traditional house accompanied by the singing of traditional songs. Elders welcome guests using traditional language and perform traditional rituals as a sign of introduction. Guests will be treated to traditional drinks as a sign that visitors are part of Rutong Village.

Figure 6. Guest Welcome Ceremony



The efforts made to preserve the environment are by conducting environmental education Carrying out waste processing, saving energy, and preserving nature. Integrating environmental education into the school curriculum. Campaigning to reduce the use of single-use plastic with the "bring your own tumbler" campaign. Create small gardens around the village using local plants. Organize a competition to make handicrafts from recycled materials. Holding regular beach and river clean-up activities every Saturday. Create environmentally friendly tracking routes. Developing alternative energy sources. Maintaining clean water resources is also done by regulating the flow of water to residents' homes.

Baileo is a traditional house used for Village activities in the form of the Saniri Besar Negeri, the King's Inauguration ceremony, and a place for deliberation for the Village community. Baileo has an emotional value, a symbol of community pride. Built by the people who are Soa children from Soa Makatita, Soa Maspaitella, Soa Lawalata, and Soa Talahatu. There is a value of togetherness in this Baileo.

Each Soa has a teong stone. Teong stone symbolizes each existing Soa and a gathering place for the people of each Soa when traditional activities are carried out. Each Soa highly respects Teong Stone and has sacred value for Soa children who will go abroad. The King's inauguration ceremony has an important value for society, recognition as a power respected by society, and is a symbol of the King being recognized and accepted by the Ancestors.

The decision-making system is carried out by Forum or Discussion through Saniri. Saniri is a people's representative body at the state level, whose task is to assist the king of the country in running the government and making important decisions concerning the interests of the community. Rutong has a Saniri, institutionally, in the government structure, Rutong village has a Village Consultative Body (VCB). The VCB plays an active role in drafting village regulations relating to tourism development in Rutong village. Apart from drafting regulations, the VCB also supervises the implementation of tourism activities and development in Rutong village. Saniri explained that the community was invited to consult in determining the direction of tourism development, the attractions to be offered, and the management of tourism products.

Sasi is a traditional natural resource management system. This system regulates the use of certain natural resources within a certain period for conservation purposes. Sasi is a traditional rule that is respected by the people of Rutong Village. Violations of sasi can bring social consequences such as fines, excommunication, and cancellation of rights. The spiritual sanction is in the form of a curse and a cleansing ceremony must be carried out. Customary legal sanctions include being removed from the village or losing one's social status. Sanctions given to violators are adjusted to the level of the violation committed. and decisions with the community.

#### 4.3. Sustainable Ecotourism Communication

Sustainable tourism communication requires the active participation of local communities in creating authentic and sustainable tourism narratives. Local communities have in-depth knowledge of the history, culture, and tourism potential of their area. Community involvement will make tourism promotions more authentic and attractive to tourists.

The #CintaNegeriRutong campaign is one of the tourism communications that involves the community to encourage people to create creative content about Rutong Village and share it on social media using the hashtag #LoveNegeriRutong. Holding an annual cultural festival involving the entire community.

The traditional media used is face-to-face such as deliberation to convey information and make joint decisions. Through Morinyo to convey decisions. The slap or gong is a traditional communication tool used to gather people or convey important messages via loudspeakers from churches or placed on tall trees. The language used is a regional language.

The modern media used is cell phones. Applications used are short messages (SMS), and instant applications such as WhatsApp, Telegram, and Line for personal and group communication. The social media used are Facebook, Instagram and TikTok. The digital platform developed by the Rutong tourist village is Rutong.id. Radio communication is an important source of information for the community. The village government uses village digital platforms, social media, social media Instagram, Facebook, TikTok, and YouTube, and the village website is used to promote the tourism potential of Rutong Village to domestic and foreign tourists. Promotion is carried out through printed brochures, pamphlets, and promotional videos.

A volunteer network was built with a spirit of togetherness and concern for the development of Rutong Village tourism. Activities carried out by volunteers are creating creative content, sharing interesting content, and participating in tourist events. Get involved in protecting the coastal ecosystem by planting mangroves and taking part in campaigns to protect the environment in the community.

The development of the Rutong tourist village impacts the physical landscape of the village and transformation occurs in changes in mindset and attitudes. People are increasingly becoming aware of the tourism potential their villages have, from natural beauty, and cultural riches to local products. There has been a shift in orientation from the traditional sector to the tourism sector. Socio-cultural changes occur with society becoming increasingly concerned about preserving nature and culture.

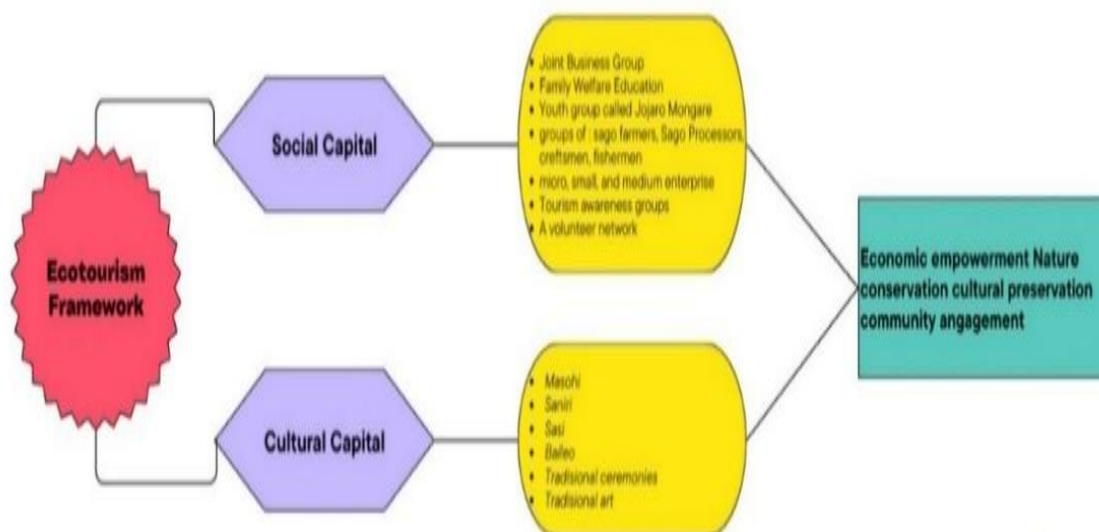
Financial management is carried out transparently. Financial reports are made in detail and can be understood by the public. Conduct regular financial audits to ensure good and accountable financial management. The funds obtained from tourism are used effectively following the stated objectives. Innovation is encouraged to develop new ideas in developing tourist villages. The distribution of benefits is carried out fairly and does not favor certain groups. The development of tourist villages can improve the economic and social welfare of the community.

Transparency is the key to success in tourism development. Community involvement and openness in Rutong village occur at every stage of development. The process of making important decisions must be taken through village deliberations and meetings of the entire community. The community participates actively and is allowed to provide input and suggestions in every decision-making. Transparency increases trust in village institutions and tourism village managers. Prevents corruption and abuse of authority, and the community participates more actively in the development of tourist villages. Improves the quality of tourism, management of tourist villages becomes better and more sustainable. Transparency is the foundation for building a successful and sustainable tourist village.

Persuasive communication is the main key to encouraging active community participation and can convince the public of the benefits of developing a tourist village. Persuasive communication is carried out through regular meetings. Information is conveyed in clear language using the local language. Communication channels other than meetings also utilize traditional and modern communication media. Traditional communication through Saniri, three-burner worship, and village meetings. Traditional media uses loudspeakers through churches, loudspeakers placed on trees, and community radio. Print media for banners, leaflets, and posters. Modern media such as social media, and websites.

Conduct comparative studies of other tourist villages and provide testimonials from village residents who have experienced the benefits of developing tourist villages. If a conflict occurs, immediately carry out mediation to find a joint solution. Involving community and religious leaders to resolve problems and build consensus. Persuasive communication aims to build consensus and create a shared understanding of the vision and mission of developing the tourist village. Encourage the community to be active in developing tourist villages. Changing people's perception of tourism from just a side activity to a promising economic opportunity. Strengthening the sense of togetherness and cooperation among the community. The research results can be briefly described as follows.

Figure 6. Results of research in Rutong Village





## 5. Discussions

The development of the Rutong Village is carried out based on three pillars, namely customary order, religion, social life, and technology. Three pillars help Rutong Village achieve prosperity for its people (Dumalang 2022). The three pillars are social and cultural capital in developing sustainable tourism. Social capital is developed through networks with the formation of Pokdarwis, MSME, sago farmer groups, and various other groups that support tourism development and improve the community's economy. Social capital can facilitate problem-solving and solutions as well as achieve common goals (Coleman 2021).

The life of the Rutong community is based on masochistic life and Christian religious values. Village development that adheres to the norms that apply in society can foster community trust (Field 2010). Community relations based on trust, networks, values, and norms make it easier to achieve goals (Vipriyanti 2011). The readiness of tourist villages to respond to changes in tourism activities needs to be encouraged by identifying problems in developing tourism potential (Verawati, Achsa and Novitaningtyas 2022). Optimizing tourism excellence is carried out by improving services through the cleanliness and beauty of the tourist environment (Bagus and Rujito 2019).

Tourism management is carried out using local culture and local wisdom. Natural resource management using sasi. Sasi is a controller of community behavior in preserving the environment (Karepesina, Susilo and Indrayani 2013). The application of sasi is appropriate as a means of managing natural resources, both land and sea. Traditional institutions have the authority to implement sasi. Saniri Negeri is a traditional institution that has the authority to make decisions and carry out supervision.

The head of the Soa is the leader or representative of a Soa whose function is to accommodate and channel the aspirations of the Soa he leads. Kewang is a representative of each Soa and has the function of state police because it has the duty and authority to guard and supervise the sasi area, prevent people from committing violations, and destroy natural resources. Marinyo has the task and authority to convey news from the king or traditional leaders and other institutions to the community. Information is conveyed both verbally and in writing. Sasi as local wisdom becomes capital and a model for environmental management and protection where the use of natural resources must pay attention to sustainability (Nurfani *et al.* 2021). The development of culture-based tourism has the potential to support sustainable tourism by promoting environmentally friendly activities and sustainable products (Prasetyo 2023). Sustainable tourism development in Rutong village is carried out to ensure the sustainability of natural and cultural resources as well as socio-economic sustainability. Sustainable tourism development has an impact on economic growth, environmental preservation, and natural resources as well as the social life of local communities (Meutia, Yulianti and Tryatmaja 2019).

Community-based tourism is more effective in developing small-scale tourist objects and attractions with community management and local entrepreneurs so that the social and cultural impact is small (Utami 2023). Sustainable tourism development indicates a commitment to maintaining natural harmony, preserving cultural wisdom, and developing the local economy in a balanced way (Hastuti *et al.* 2024). Sustainable tourism village development is needed to improve the performance of tourist villages and be able to compete with other tourist villages (Verawati and Suharnomo 2023). Sustainable tourism village development is carried out with professional management, determining destination excellence, good human resource management, involving the community, and collaboration between various stakeholders (Hutajulu and Verawati 2024). The application of sustainable tourism principles not only increases economic growth but also environmental sustainability and community welfare (Widiati 2022).

Development communication involves the role of all parties in tourism development. The aim is to improve the welfare of the community and society as tourism actors (Daud and Novrimansyah 2022). Collaboration is very important in the development of sustainable tourism, communication helps create dialogue and cooperation (Newig *et al.* 2018). Communication channels used in Rutong Village are mass media, social media, public campaigns, formal and informal education, and traditional media. Informative, attention-grabbing messages. accurate and easy to understand. The use of good communication channels can increase public awareness to take real action to protect the environment.

Communication plays a role in encouraging changes in people's values and behavior, increasing people's understanding of complex environmental issues. Forming sustainable habits so that they have a significant impact on environmental protection by saving energy, reducing water and plastic use, and processing waste. Mobilize joint action and encourage the community to participate in cleaning the environment, and planting trees. The application of sustainable communication in tourist villages can lead to positive changes in people's understanding and awareness regarding the concept of sustainable tourism (Juliana 2023). Effective

communication ensures that relevant and correct information is available for decision-making. Creative and innovative communication campaigns can encourage behavior change (Nasution 2024).

### Conclusions and Further Research

Rutong Village is one of the old villages in the city of Ambon. The customary system is implemented in the management of natural resources and other ecosystems. Customary systems are also used in managing local economic resources. Village governance is carried out using a three-hearth system, namely state government, church and educators, and Saniri institutions which color and shape the social system and characteristics of Rutong Village.

Social network development is carried out by establishing a Joint Business Group. Establishment of Family Welfare Education, Small Micro and Medium Enterprise Groups. Jojaro Mongare youth network, sago farmer groups, fishermen groups, sago craftsmen groups, tourism awareness groups, and other groups. Group formation fosters a spirit of togetherness, trust, and solidarity.

Traditional values are used as guidelines in the lives of the Rutong people. The Sasi customary system is used in marine and forest management. Masohi or the spirit of cooperation and innovation can encourage economic growth and preserve Rutong culture. The Saniri Institution, the Rutong King, and the village secretary regulate the running of the Rutong country government. Assisted by the head of Soa as a channel for Soa's aspirations. Kewang acts as a guard or policeman and Morinyo is a transmitter of information.

Tourist activities showcase the uniqueness of Rutong culture through the experience of staying at a homestay. The Baileo or traditional house carries out the traditional welcoming ceremony for guests. Traditional dances, songs, and games. Cultural events such as the inauguration of the King, Saniri, or State Conference, cultural festivals, and various events were created to attract tourists. Offering tourism by opening traditional food cooking classes, weaving competitions, learning to make sago flour, and various other cultural activities. Tourists can also get food, processed food, and traditional Rutong drinks which can be enjoyed in Rutong village or taken home as souvenirs.

Rutong Village makes various efforts to preserve the environment, by conducting environmental education, and outreach to the public about the importance of protecting the environment and the impact of environmental damage on tourism. Carry out community-based waste processing. Integrate environmental education into the school curriculum. Recycle organic and inorganic waste. Developing solar energy for lighting and biogas as an alternative energy source. "Bring your own tumbler" campaign to reduce single-use plastic bottles. Preserving local culture makes Rutong Tourism Village an attractive and sustainable tourist destination.

Communication is carried out by building an inclusive dialogue with the community. Providing training, utilizing Communication new media and traditional media for communication. Giving awards to people who contribute to tourism development. Collaborate with the government, NGOs, and academics. The availability of information to both tourists and tourist actors is adequate. Communication can create dialogue and cooperation between stakeholders, encourage community involvement, and change people's values and behavior towards environmental sustainability. Increase awareness and understanding of sustainability issues, and the importance of protecting the environment. Forming environmentally friendly behavior.

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### Credit Authorship Contribution Statement

**Dharma Oratmangun:** conducting data collection, becoming an FGD facilitator, analyzing data, compiling research findings, compiling articles, and disseminating material.

**Themotia Titi Widaningsih:** Coordinating all research activities, smooth and successful achievement of research target, arranging mobility of personnel and resources in the field, and arranging the implementation of FGD. Compiling research reports and scientific articles.

**Bertha Sri Eko Murtiningsih:** liaising with resource person, analyzing data, FGD facilitator compiling research report, drafting scientific articles.



### Declaration of Use of Generative AI and AI-Assisted Technologies

AI tools do not assist this research. AI is used in writing articles; specifically, tools like Grammarly and Google Translate are utilized to understand the context, nuances, and structure of a language, thereby producing more accurate and natural writing.

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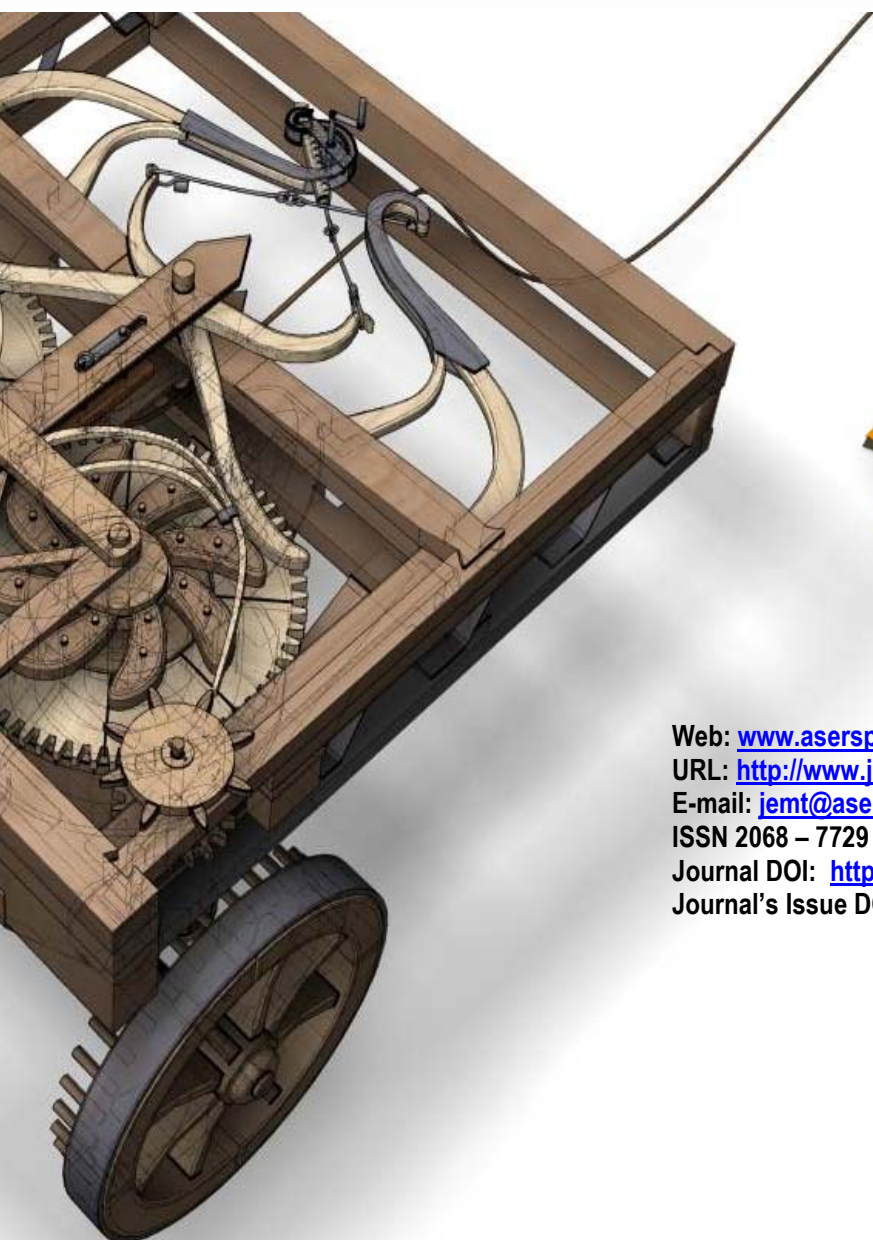
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