

## BUKIT LAWANG ECOTOURISM DIGITAL CAMPAIGN IN CULTIVATING ECOCENTRISM ETHICS FOR MEDAN CITY RESIDENTS

Dzulhaji 'Aeyn Abe Siregar

Universitas Sumatera Utara, Indonesia

Corresponding author: [sirtondi@gmail.com](mailto:sirtondi@gmail.com)

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### ABSTRACT

*Bukit Lawang of Gunung Leuser National Park characterized by its ecocentrism way of life has a potential to influence urban society through Social Media. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), TNGL is home to 10,000 plant, 580 bird species and key mammals such as pongo, tigers, rhinos, elephants, and sun bears (UNESCO, 2024). This research using interpretative paradigm. Data were gathered by content analysis method, and literature review. Latest research directly and indirectly related to object destination namely Bukit Lawang, Instagram, YouTube, and websites were observed thematically through out the descriptive presentation. There are several travel agent service blogs such as sumatra-orangutan-explore.com, bukitlawang.com, bukitlawangguide.com, orangutan-trekking.com, etc. These travel agents are professionals who understand marketing communications. These agents package information about Bukit Lawang to successfully encourage potential foreign service users to buy their services.*

**Keywords:** Orang Utan, Ecocentrism, Urban Society, New Media, Communication.

## 1. INTRODUCTION

There are two gems of North Sumatra land whose sparkle outshine the ecuador, namely Lake Toba and Bukit Lawang. Both are still in the same administrative area, as the provincial government is based in Medan - also - as a bussiest international hub of western Indonesia, it also facilitates access for multinational travelers (Departemen Perhubungan, 2022).

Start at the arrival gate of Kualanamo International Airport, the tourists were advertised with posters of several tourist destinations such as the Toba Caldera which is ranked 1 out of 5 Super Priority Destinations in Indonesia according to Government Regulation – Peraturan Pemerintah – (PP) No. 50 of 2011 (Peraturan Pemerintah, 2011). Much simpler, Bukit Lawang were listed as a tourism village that was nominated

for the 75 best tourism villages according to the 2023 Indonesian Tourism Village Award –Anugerah Desa Wisata Indonesai (ADWI). Although Bukit Lawang's status as a village, this area is part of the Gunung Leuser National Park – Taman Nasional Gunung Leuser (TNGL). As a wildlife sanctuary for flora and fauna including one of the world's three Orang Utan species, Bukit Lawang is also a national and international destination of choice.

High humidity with 172 rainy days during 2023 (BPS Kabupaten Langkat, 2024) and access that can only be passed by pedestrians adding up its rarity. Bukit Lawang is naturally a green area with low pollution levels maintained by the local community. Sensorially, it can be seen that some residents speak with the Malay, Karo, Javanese, Pakpak, Dairi, Mandailing, and Toba speech codes. The initial assumption is that a homogenic culture without predominated by a particular ethnic group embodies varied local wisdom, synergizes between humans and nature as a shared moral.

Distinctly apart from several cities in North Sumatra, modernity and development by city dwellers does not environmentally oriented as element of life quality. Quick observation can provides assumption of this irresponsibility manner of city dwellers upon environmental quality. Families with small incomes are assumed to continue this bad culture as a domino effect of bad education access, housing, clean water, and good sanitation facilities, etc. In other sectors – middle/upper class residents – have similar egocentrism. Often seen, luxury four-wheeled owner drops household waste bags on the side of public roads without getting any sanctions

In fact, Indonesia State Law Number 32 of 2009 about Environmental Protection and Management Article 65 reclaims a good and healthy environment as part of human rights. Article 67 requires every element to control environmental pollution, with consequences of administrative sanctions, fines and even criminal sanctions as stated in Articles 76, 81, and 100 (Peraturan Pemerintah, 2009). This law was reinterpreted by the Medan City Government – Pemerintah Kota (Pemko) – into City Law – Peraturan Wali (Perwal) – Number 6 of 2015. Ideally, these rules provide improvement, but there is no environmental violation reported and firmly applied sanctions.

Through literature review and content analysis, this article briefly collects some facts from several previous and current researches from journals and textbooks, several blogs that focus on certain fields of science and the author's observations on two objects of supervision, namely; Bukit Lawang and Medan City. We also try to formulate a communication model based on various government programs in overcoming national problems such as nature conservation, eradication of Human Trafficking – Tindak Pidana Perdagangan Orang (TPPO) – stunting, online gambling, etc. which not only act as legal executors but carry out communication functions from various directions. Communication models that successfully approach the program's goal – such as counseling, Forum Group Discussion (FGD), and mediated communication – will be offered as replicative steps towards the topic "Bukit Lawang Ecotourism Digital Campaign in Cultivating Ecocentrism Ethics for Medan City Residents".

### Ecotourism Concept

The ecosentric sustainable development of nature involves the tourism sector with attention to ecological impacts since the 70s. The international world through the establishment of the United Nation World Tourism (UNWTO/UNTourism 2023), European Environment Agency (EEA) in 1990. The concept of Ecotourism is in line with the 17 Sustainable Development Goals (SDGs) such as;

- 1) Goal Sixth Ensure availability and sustainable management of clean water and sanitation;
- 2) Goal Seventh Ensure access to clean, affordable, reliable, sustainable and modern energy for all;
- 3) Goal Twelveth Ensure sustainable consumption and production patterns;
- 4) Goal Thirteenth Take urgent action to combat climate change and its impacts;
- 5) Goal Fourteenth Conserve and sustainably use the oceans, seas and marine resources for sustainable development, and;
- 6) Goal Fifteenth Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

The above objectives pay good attention to the preservation of nature for the benefit of human needs. In line with the Eighth Goal of Promoting sustainable, inclusive and sustainable economic growth, full and productive employment and decent work for all. The concept of Ecotourism as an applicative action of the Goals mentioned (United Nation, 2023).

It was Kenton Miller – known as Father of Ecotourism – introduced the concept of Ecotourism was. For Miller, ecotourism must have an educational aspect with a natural area. Some definitions of Ecotourism by experts:

1. (Kutay, 1989): Ecotourism is a socio-economic sector model by developing and planning natural areas as a basis for tourism.
2. (Ziffer, 1989): Ecotourism is tourism based on the culture and natural history of an area without prioritizing consumerism towards animals or natural resources. Instead, it contributes both manpower and finances to conservation and the local economy.
3. (John. & Pang, 2002): A journey in a natural, fragile, protected area, where the journey is carried out by minimizing impact, providing education to visitors, contributing funds for conservation and other direct and indirect economic benefits, political empowerment, and providing appreciation for culture and human rights (Rhama, 2019).
4. (Muntasib, 2007): Ecotourism is the use of biodiversity services by minimizing interruptions to biodiversity so that it

becomes an alternative for conservation (Sya & Said, 2020).

The basic principles of ecotourism aim at environmental conservation, community development, so that all aspects go hand in hand with sustainable tourism activities. The eight principles of ecotourism are as follows:

- a) Keeping psychological, physical, social and behavioral impacts low;
- b) Encouraging for environmental awareness, culture and respect;
- c) Providing a positive experience for both visitors and hosts;
- d) Providing direct financial benefits for environmental conservation or preservation;
- e) Generating financial benefits for local communities, industry and the private sector;
- f) Providing a memorable interpretive experience for visitors to increase sensitivity to the political, environmental and social climate of the destination;
- g) Building, operating facilities or infrastructure with minimal environmental impact, lastly;
- h) Recognizing the rights, spiritual beliefs of indigenous communities, culture and empowering them.

Village area in Indonesia with its natural potential can change the definition of Ecotourism which is strongly rooted from community-based. The involvement of every social element has responsibility to emphasizes the role of the community to help increase knowledge about nature and cultural promotion to become a selling point. Policies to empower the rural community can be delivered in the form of tasks, regulations, and incentives to encourage household-based micro-enterprises, partnerships, market access, and bussines funding. On the contrary, community participation in nature tourism programs in planning, direct involvement, implementation, evaluation, and supervision. Community empowerment for the development of nature tourism also involves a series of communication actions (Kissinger et al., 2021).

### **Antroposentrisme**

Anthropocentrism is an ideology positioning moral values of the environment polarized into humans (human centered ethic) while other ecosystems are considered as supporting infrastructure for human civilization. Douglas John Hall sees human interests as the main mode in the Anthropocentrism ideology and the utilization of natural resources despite its bad impact. Hall sees this ideology as very traditional (Wardani, 2024).

The mezzo and micro levels state similar things. The daily lives of people, especially in big cities, do not uphold biological values. The lack of morals also distorted the behavioral system so as crime rate escalation that also detrimental to nature, such as illegal logging, poaching, narcotics cultivation, water mitigation areas exploitation, sewage blocking, etc. This moral decadence is contradict to Pancasila – philosophy

amandement of Indonesia – as low faith which should ideally be upheld in the first Sila (Herman et al., 2023).

This ongoing environmental crisis is believed caused by a wrong understanding of the anthropocentric paradigm that leads humans to behave in a current way towards each other and nature. This paradigm is considered a shallow environmental ethic (shallow/narrow environmental ethic) that was first coined by Aristotle on his opinion "vegetation is an object that fulfills the needs of animals, and so are animals to humans". The submission principle of simple life forms to complex life forms makes humans the top of the chain. Thomas Aquinas, Rene Descartes and Immanuel Kant also viewed human attribution to language, conscious and free will, and reason as supremacy. This philosophical opinion underlies Anthropocentric error:

- a) Humans are merely considered as social animals, that existed, identified, and determined by the social community. Humans are not considered as ecological creatures,
- b) Ethics only apply to human social communities. Moral norms and values are only limited in their applicability to humans,
- c) The error in the Anthropocentric view is reinforced by the modern Cartesian – follower of Descartes – scientific and technological paradigm with its main mechanistic-reductionist characteristics.

Anthropocentrism has received a lot of criticism due to its excessive implementation, even though it is defended by its adherents (Sahfutra, 2021).

### **Ecosentrism**

The contemporer ecology interdisciplinary views that there is a connection between everything on earth and everything else around it, creating an ecosystemic interdependency connection. In early 1949, Aldo Leopold adopting Land Ethic with a broader term that includes the meaning of ecological communities that focused on elements of soil, water, plants, animals, etc. The first environmental philosophy conference was held at the University of Georgia, United States in 1971, which two years later prompted Richard Routley's writing entitled "Is There a Need for a New Environmental Ethnicity?". In 1973 the concept of Deep Ecology found its form after being proposed by Arne Naess from Norway (Suwantara, 2022).

Principally speaking, Ecocentrism is the opposite of Anthropocentrism. Ecocentrism supports the human ecological mind that is interconnected and dependent on all living things. The Connectedness Model will give affection to the human anthropocentric attitude (Barman, 2022). A mitigation approach capable to maintaining the environment to a stable level without draining natural resources or causing ecological damage gave birth to the concept of Sustainable Development. Efforts to deal with the dynamics of technology, economy, and population growth (Nnaemeka et al., 2016).

## **2. RESEARCH METHODE**

This research was approached by qualitative method in frame with interpretative paradigm. Using an inductive logic, data were gathered by content analysis method,

literature review, and definitively interpreted. Literature sourced from latest research directly and undirectly related to object destination namely Bukit Lawang, Instagram, YouTube, and websites were observed thematically through out the descriptive presentation. Several cases studies using communication approaches analyzed to concluded fit design to solve the problem, some of them are; (1) Media Management in the Implementation of the Eradication of Human Trafficking in West Java, Indonesia by Mulyana & Mirawati (2017), (2) Counseling on the Potential of Information Media and the Internet for the Development of MSME Businesses in Bukit Lawang Village by Tommy et al. (2020), (3) Analysis, Discussion and Providing Suggestions for Tourism Area Introduction Strategies with Tourism Area Management Actors in Bukit Lawang by Tampubolon et al. (2023). These research conclusion replicate to influence urban society with ecocentrism way of life by the people of Bukit Lawang through Social Media.

### **3. RESULT AND DISCUSSION**

#### **Village of Pongo Habitation**

The first Orangutan rehabilitation center in the world was established in Ketambe, Southeast Aceh, Aceh initiated by Herman D. Rijksen, a professor from Wageningen University, Netherlands in 1971. In 1972, the second Orangutan rehabilitation center was established in Bukit Lawang, which is part of the eastern TNGL. This was followed by the establishment of Orangutan rehabilitation center in Tanjung Putting National Park – Taman Nasional Tanjung Putting (TNTP) in Central Kalimantan initiated by Dr. Birute Galdikas in 1997 (YOSL-OIC, 2009). In 1980, Ketambe rehabilitation center was handed over to the Directorate General – Direktorat Jenderal (Dirjen) – of Forest Protection and Nature Conservation – Perlindungan Hutan dan Pelestarian Alam (PHPA). Some Orangutans were also transferred to the Bukit Lawang rehabilitation center, Langkat, North Sumatra (Hanafiah, 2018).

TNGL with its natural contour includes the Bahorok River as a source of life for the surrounding customs, this bring TNGL directly related to the village community as a daily life support or even a disasters cause. In 2003, Bukit Lawang experienced a flash flood catastrophe that destroyed the Bahorok River Buffer – Daerah Aliran Sungai (DAS) – settlements and killed 200 people (Ginting & Pratama Putra, 2019).

After several rehabilitation centers were handed over to the government in the 80s, Bukit Lawang became a ecotourism industry and even became a favorite object for the Langkat Regency government which could contribute to the Regional Original Income – Pendapatan Asli Daerah (PAD). In the early 2000s, there was a post confiscation Orang Utans rehabilitation center. This rehabilitation center became an attraction for both local and international tourists. Feeding activities (feeding time) which made for memorable interaction. Approximately 30 meters from rehabilitation center located an area inhabited by newly released Orang Utan usually seeking for food where the tourist can interact with. More so, this activity must obtain permission from the Bukit Lawang TNGL Center which will issue a Conservation Area Entry Permit – Surat Izin Memasuki Kawasan Konservasi (SIMAKSI) – at a cost of IDR 20,000,- per person/day. The profit is allocated to the central government by 30%, the level I government by 30%, and the level II government by 40% (Siburian, 2006).

Bukit Lawang is a nominee for the 75 best tourist villages according to ADWI 2023, an award event held by the Ministry of Tourism and Creative Economy – Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf). Bukit Lawang is under administrative area of Langkat Regency, Bahorok District. There are 23 districts with Bahorok as the largest district at 17.59% equivalent to 1,101.83 km<sup>2</sup> of the district total area (BPS Kabupaten Langkat, 2024). Bukit Lawang is the 5th largest village with an area of 21.69 km<sup>2</sup> or 1.97%. As a self-sufficient village, Bukit Lawang is a village with 27 hotels/lodging units (BPS Bahorok, 2023). The population density of 41 people/km<sup>2</sup> against the area makes it the village with the lowest density in Langkat Regency (Disdukcapil Kabupaten Langkat, 2022).

As the part of the TNGL, Bukit Lawang area reserved by many parties, both government and non-government, both foreign and domestic. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), TNGL is home to 10,000 plant species including 17 endemics, more than 200 mammal species, 580 bird species including 21 endemics, around 22 endemic to the Southeast Asian archipelago and 15 of them are limited to Indonesia including the Orang Utan. In addition to pongo there are key mammals such as tigers, rhinos, elephants, and sun bears (UNESCO, 2024).

The 6A Framework in the tourism component, namely; Attractions, Accessibility, Amenities, Available Packages (availability of tour packages), Activities, Ancillary Services (additional services) founded in Bukit Lawang. Attractions, Bukit Lawang and TNGL as one of the natural habitats of Pongo that only Indonesia has become a world attraction. Accessibility, Medan as the international gateway to North Sumatra is the initial access to the Bukit Lawang Tourism Village and TNGL. Amenities, accommodation and entertainment Bukit Lawang Tourism Village adapt local wisdom with the concept of solitude (retreat) in the hustle and bustle of the forest. Available Packages, many private company focus on offering services for local and international visitors with complete transportation, accommodation, attractions such as spending the night in the forest, food, and other entertainment. Activities, in addition to the packages offered by travel services in Bukit Lawang, there are also additional activities such as research, village tour, painting classes, carving classes, cooking classes, used tire rafting, etc. Although there was no cultural creation performance displayed at the hall, the activities that existed were very impressive. Ancillary Service, there is a week of 15 minutes from Bukit Lawang Tourism Village which provides money exchange services, telecommunications, health facilities, etc. Ease of digital technology can be used in additional transactions outside the package fee (Kissinger et al., 2021).

Khairuddin Tampubolon et al. in their community empowerment program carried out in 2023 provided input to tourism local business managers on marketing strategies, including:

- a) Building the destination identity for tourism: identity is related to the historical formation of the destination with its uniqueness that is worthy of visit,
- b) Determining the target market: determining the market segmentation could precisely inform the target regarding the identity of the tourist attraction that has been built,
- c) Setting price: price is a reflection of services. Set the price according to the market segmentation and appropriate facilities. It is also important to provide promotional packages,

- d) Formulating a Unique Selling Proposition (USP): Formulating a USP for goods/services, strategies, practical techniques that are all persuasive,
- e) Marketing: it can be done through various forms of communication, especially the use of New Media which can reach tourists at efficient costs (Tampubolon et al., 2023).

The involvement of Bukit Lawang village community will share values, traditions, feelings, loyalty, obedience, and common responsibilities. Collaboration achieves a balance of social and economic factors. This tourism area also creates occupations independently for local youth. Reducing unemployment rates and the possibility of criminal acts caused by weak economy. The unemployed residents still can explore their skills in the fields of culinary, handicrafts, tour guides, waiters, rentals, etc. There are also several accommodations, such as:

- a) Accommodation: There are several cottages with an Ecolodging concept in the Bukit Lawang river buffer with a price range of Rp. 100,000,- to Rp. 2,500,000,- depending on capacity and facilities.
- b) Restaurant: A variety of local and western style gastronomic dishes are also available as accommodation facilities or on their own,
- c) Travel Agency: A travel agent that offers information, transportation, accommodation, guides with relatively the same services and prices,
- d) Supporting facilities such as; mosques, churches, rafting equipment, photo studios, domestic motorcycle taxis, carving and painting studios, clothing and souvenir shops (Ramadhan & Imsar, 2023).

### **Changing Attitudes with Digital Ecological Literation Campaigns**

The reason New Media is a foremost choice among other modern communication device is the ease of effort with more coverage and low time consumption than books, newspapers, radio, even television. Without any significant barriers making social media as a place to express minor voices. As many movements are mobilized through social media (Van Bavel et al., 2024). Deep Ecology also can be transmitted more quickly through the use of digital media, especially among the youngster as future catalyst.

Environmental Communication is often linked with Health Communication because its historically campaign against the negative impacts of chemical use in agriculture from the 1960s. As a derivative of Development Communication, Environmental Communication includes a comparative analysis of social and cultural processes related to global environmental issues that can be translated into changes at the household level (Ardian, 2018).

Communication has several functions including; 1) Provides information, 2) Education, 3) Entertainment, and 4) Influencing. Contexts related to communication functions including ecology can be accommodated in messages. In the ecological context, messages planning applied in one continuous thread. Utilizing internet-based media, messages are created by information gathering, education, and entertainment in order to achieve planned effect. There are at least four communication objectives, including; 1) Attitude change, 2) Encourage opinion, 3) Behavior change, and 4) Social



change. The sequence that has been conveyed is also a hierarchy where messages are able to change attitudes that encourage opinions. Communication target will established certain opinions and act according to the principles that have been built from the communication process. The main goal is to change society involving all levels of society. The approach can be taken persuasively or coercively by sharing legal standing understandig from both the central and regional levels (Effendy, 2009).

### **Replicating Previous Studies**

There are counseling studies using various communication strategies that have high success rate regading interdisciplinary problems. Such as the study conducted by Nova Ahmed who conducted a study on cases of sexual violence in Bangladesh in 2012 to 2017. Nova gathered information from victims of sexual harassment who faced silence due to trauma. Nova took interpersonal communication carried out face-to-face, group communication through FGD, communication through diaries, online surveys, posters, engineering discussions with female members, social media to eradicate sexual violence, and anti-sexual violence community movements. Nova also took direct and indirect techniques, where she did not lead to traumatic questions but prioritized trust and bonding to ensure that the information received was used to solve the problem. For Nova, there is no best communication model, communication according to context can have an impact and even change a person's attitude (Servaes, 2020).

An exploratory case study entitled Media Management in the Implementation of the Eradication of Human Trafficking in West Java, Indonesia by Mulyana & Mirawati in 2017 is an observation of the Human Trafficking Eradication Program – Tindak Pidana Perdagangan Orang (TPPO) – carried out by a joint Task Force – Satuan Tugas (Satgas) – of the West Java Government, the Ministry of Manpower, the Cirebon Capital City Government, and the Indramayu Capital City Government. This program initially used brochures because they were considered capable of conveying messages to target groups. The brochures were entrusted to 1,300 village heads who would forward the message to residents. The groups were students from elementary to high school levels, housewives – Ibu Rumah Tangga (IRT), members of religious studies, members of the Family Empowerment and Welfare – Pemberdayaan dan Kesejahteraan Keluarga (PKK), NGO administrators, and Indonesia migrants workers agents such as the Indonesian Migrant Worker Services Company – Perusahaan Jasa Tenaga Kerja Indonesia (PJTKI). One of the external obstacles to the program was the target's lack of understanding of the topic of TPPO so that the Task Force had to carry out the function of bridging information, therefore planning for media use must be good. Message production is considered according to the target's absorption ability, so the language used must be easy to understand. The Task Force also conducts FGDs, counseling, and monitored training, the communicator's skill factor as the program presenter is also determining. Mass media such as newspapers, radio, and new media are also used (Mulyana et al., 2017).

The next is community-service-based research conducted by Tommy et al. in 2020 which was reported under the title Counseling on the Potential of Information Media and the Internet for the Development of MSME Businesses in Bukit Lawang Village. This activity prioritizes seminars (group communication) held in one of the cottages called Tiga Dara. The message conveyed is about the use of information media and the internet as a supporter of the business activities of MSME residents. Through

this seminar, residents understand the existing virtual civilization, the use of social media as an image builder, and digital stalls with minimal costs and a wider flow of potential buyers as well as payment technology with digital money (Tommy et al., 2020).

The next latest research conducted by Tampubolon et al. is in the form of community service. The report of this activity is listed under the title "Analysis, Discussion and Providing Suggestions for Tourism Area Introduction Strategies with Tourism Area Management Actors in Bukit Lawang" in 2023. Tampubolon defines tourism based on the legal basis of Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism. That Bukit Lawang Village is a Destination as well as a Strategic Tourism Area that has a tourism function or potential that influences the economy, social and culture, empowerment of natural resources. This destination is located in one or more administrative areas that have facilities, accessibility, and community roles. This service aims to provide strategic advice in determining the priorities of area development and marketing. Tampubolon et al. took several communication strategies such as; observation, interviews, counseling, and suggested a Word of Mouth strategy in tourism promotion actions. Four aspects that must be strengthened; (1) Building a Tourist Destination Identity, (2) Determining the Target Market, (3) Setting Prices, and (4) Formulating a Unique Selling Proposition (USP) (Tampubolon et al., 2023).

### **Bukit Lawang Through Gadgets**

As stated by the Regulation of the Minister of Culture and Tourism Code Number PM.04/UM.001/MKP of 2008 about Tourism Awareness, a Guidebook for the Implementation of Tourism Awareness is included. It states "Participation and support of all components of society in encouraging the realization of a conducive climate for the growth and development of tourism in a region" to define Sapta Pesona. The description of Sapta Pesona is realized through the seven elements of Sapta Pesona, namely; Safe, Orderly, Clean, Cool, Beautiful, Friendly and Memories. These seven elements are realized both directly and through written links, images, and videos on several social media such as; YouTube, Instagram, TikTok, Facebook, and blogs.

The attraction of Bukit Lawang is able to attract both local and foreign tourists. Tourists immortalize their experiences through video reports uploaded to their respective YouTube accounts. Likewise, the Instagram and TikTok platforms display establishment shots uploaded by local/foreign visitors, tour guides or service providers, and Non-Governmental Organizations that show the same concern for the potential of Bukit Lawang as a tourist destination. There are also several non-governmental organizations based on environmental cleanliness such as the Sumatera Trash Bank, Bukit Lawang Trust in education, to Arras Adventure which has held three marathons. The latest agenda of Arras Adventure was only implemented on May 11-12 this year, which was attended by runners from North Sumatra itself, outside the city, and even abroad. The echo of this activity can be seen from the good coverage on their Instagram account.

There are several travel agent service blogs such as [sumatra-orangutan-explore.com](http://sumatra-orangutan-explore.com), [bukitlawang.com](http://bukitlawang.com), [bukitlawangguide.com](http://bukitlawangguide.com), [orangutan-trekking.com](http://orangutan-trekking.com), etc. These travel agents are professionals who understand marketing communications. These agents package information about Bukit Lawang to successfully encourage potential foreign service users to buy their services. Bukit Lawang Tourism Village since it was designated as a tourism area has always tried to fulfill the Kemenparekraf

guidelines, especially in the aspect of Tourism Awareness with the elaboration of Sapta Pesona. All activities, whether tourism, research, community service, and sports, if related to Bukit Lawang, visitors will see the implementation of Sapta Pesona from the community as well. They often remind visitors not to damage nature by leaving trash in the TNGL area or the villages surrounding it.

#### 4. CONCLUSION

Four previous studies that successfully implemented several communication strategies and were able to change the attitude of the communicant. As done by Nova in dealing with victims of sexual harassment in Bangladesh, together with her team, Nova managed to foster a sense of trust and change the silence of the victims into openness. Tampubolon et al. conducted counseling as a means of providing advice to Bukit Lawang tourism business actors as done by Tommy et al. who focused on SME digital business activities. Finally, it is a study on the implementation of the West Java TPPO Eradication Task Force program which was scientifically evaluated by Mulyana and Mirawati. The TPPO Eradication Task Force carried out an internal communication process with meetings (group communication) and external communication to targets with printed communication strategies such as brochures or flyers, FGDs, counseling, newspapers, radio, and Word to Mouth.

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Unplanned New Media can influence and change attitudes and even the culture of netizens. Bukit Lawang with its charm that is often immortalized with smart devices often decorates social media screens. Including promotional content of Bukit Lawang on the target's screen-time is expected to trigger curiosity about the destination. The presence of the target in the Bukit Lawang Tourism Village area and the experience of accompanying its residents in synergy with nature will be the door to understanding the ecocentrism paradigm that will be brought home.

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