

**ABSTRAK**

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Judul Laporan Skripsi: "Partisipasi Komunitas Couchsurfing Indonesia Dalam Mengkampanyekan Pariwisata Indonesia Kepada Wisatawan Mancanegara (Studi Kasus Komunitas Couchsurfing Indonesia dan Internasional Tahun 2023)  
Pembimbing : Dewi Sad Tanti, S. Sos, M. Si.

Laporan penelitian Tugas Akhir Skripsi ini berjudul "Partisipasi Komunitas Couchsurfing Indonesia dalam Mengkampanyekan Pariwisata Indonesia kepada Wisatawan Mancanegara", melalui studi kasus pada komunitas *Couchsurfing* Indonesia dan Internasional tahun 2023. *Couchsurfing* merupakan komunitas pelancong global yang dipertemukan melalui situs dan layanan jejaring sosial [www.Couchsurfing.com](http://www.Couchsurfing.com). Tujuan penelitian adalah, untuk mengkaji secara mendalam mengenai partisipasi komunitas *Couchsurfing* Indonesia dalam mengkampanyekan pariwisata Indonesia kepada wisatawan mancanegara selama tahun 2023; dan model komunikasi yang diimplementasikan oleh komunitas *Couchsurfing* Indonesia dalam mengkomunikasikan pesan mengenai wisata dan budaya Indonesia kepada wisatawan mancanegara.

Teori yang digunakan dalam skripsi ini antara lain teori komunikasi, *public relations*, partisipasi, komunitas, kampanye dan pariwisata, serta lima penelitian terdahulu sebagai perbandingan. Metode penelitian yang diterapkan adalah studi kasus dengan pendekatan kualitatif, di mana pengumpulan data dilakukan melalui wawancara mendalam (*depth interview*) terhadap informan-informan yang dipilih melalui teknik *sampling snowball*, dan dokumentasi dari website resmi *Couchsurfing*, media sosial, penelitian-penelitian terkait, serta artikel media massa.

Hasil penelitian menunjukkan bahwa anggota *Couchsurfing* Indonesia secara aktif dan sukarela mengambil bagian dalam mengkampanyekan pariwisata Indonesia kepada wisatawan mancanegara atau komunitas *Couchsurfing* internasional selama tahun 2023, melalui berbagai bentuk partisipasi dan interaksi sosial, baik secara tatap muka maupun *online*. Sementara, model komunikasi yang diimplementasikan dalam menyampaikan pesan mengenai wisata dan budaya Indonesia adalah: model komunikasi transaksional Barnlund yang bersifat kooperatif, baik pengirim maupun penerima pesan bertanggung jawab terhadap dampak dan efektifitas komunikasi; serta model komunikasi antar budaya sejalan dengan tiga konsep utama *Couchsurfing* yaitu *travel the worldwide*, *rediscover your city* dan *become a host* yang sarat akan interaksi sosial antar budaya.

*Keywords: partisipasi komunitas, Couchsurfing, pariwisata Indonesia, komunikasi transaksional Barnlund, komunikasi antar budaya*

**ABSTRACT**

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Study Program : Communication Science  
Thesis Report Title : "Participation of the Indonesia Couchsurfing Community in Campaigning for Indonesia Tourism to Foreign Tourists (Case Study of the Indonesia and International Couchsurfing Community in 2023)  
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This final thesis research report is titled 'Participation of the Indonesia Couchsurfing Community in Campaigning for Indonesia Tourism to Foreign Tourists,' conducted through a case study on the Indonesia and International Couchsurfing Community in 2023. Couchsurfing (CS) is a global tourist community united through social networking site and services at [www.Couchsurfing.com](http://www.Couchsurfing.com), with three main concepts: travel the world, rediscover your city, and become a host. The research aims to conduct an in-depth analysis of the involvement of the Indonesia Couchsurfing community in promoting Indonesia tourism to the international Couchsurfing community or foreign tourists in 2023. Additionally, it examines the communication model applied by Indonesia Couchsurfing to convey the information about Indonesia tourism and culture to foreign tourists.

The theories applied in this thesis include communication, public relations, participation, community, campaigns and tourism, along with five previous studies for comparison. The research methodology employs a case study with a qualitative approach. Data collection involves in-depth interviews with informants determined through snowball sampling techniques, as well as documentation from the official Couchsurfing website, social media, relevant research, and mass media articles.

The research findings reveal that Indonesia Couchsurfing members actively and voluntarily contribute to the campaign for Indonesia tourism to foreign tourists or the international Couchsurfing community in 2023. This contribution takes various forms, involving both face-to-face and online participation, as well as social interactions. In the context of disseminating information about Indonesia tourism and culture, the communication model employed for conveying messages about Indonesia tourism and culture encompasses: Barnlund's transactional communication model which is characterized by cooperation, with both the sender and recipient sharing responsibility for the impact and effectiveness of communication; as well as an intercultural communication model which aligns with the three core concepts of Couchsurfing—travel the world, rediscover your city, and become a host. This model fosters rich social interaction between cultures.

*Keywords: community participation Couchsurfing, Indonesia tourism, Barnlund transactional communication model, intercultural communication.*