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A Resilient Future: Innovating Sustainable Tourism Recovery in Indonesia Through the One Village One Product (OVOP) Tourism Approach Within a Constructivist Perspective

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ABSTRACT

The recovery of Indonesia's tourism sector in the aftermath of global crises and the COVID-19 pandemic faces structural challenges, including dependence on quantitative growth, weak local economic resilience, and limited integration between environmental sustainability and village based product innovation. This condition raises the central research question: how can a resilient and sustainable tourism recovery model be developed through a One Village One Product (OVOP) Tourism approach grounded in the social construction of community meaning? This article argues that OVOP Tourism can function as a transformational strategy when framed as a participatory communication-for-development model that integrates local identity, value-chain economics, and systemic digital innovation. The study is theoretically grounded in the grand theory of the social construction of reality, supported by participatory development communication theory, political economy of communication, and organizational resilience theory in tourism studies. Employing a constructivist paradigm, this research adopts a qualitative interpretative multiple-case study design involving tourism villages with distinctive flagship products, utilizing in-depth interviews, policy document analysis, and digital trace observation. Data were analyzed through thematic coding and pattern matching to identify meaning construction processes, participation patterns, and innovation mechanisms within local value chains. The findings demonstrate that OVOP Tourism strengthens village economic resilience, enhances the legitimacy of local identity, and fosters a more adaptive and sustainable recovery model when supported by participatory governance and community based digital orchestration. Therefore, a resilient future for Indonesian tourism requires the integration of village flagship product innovation, dialogical communication, and inclusive local economic empowerment policies.

Keywords: *OVOP Tourism; sustainable tourism; resilience; constructivism; development communication; village innovation.*

1. INTRODUCTION

In the context of Das Sein, Indonesia's tourism sector is currently situated within a complex condition marked by significant structural pressures. Global disruptions such as the COVID-19 pandemic have exposed the fundamental vulnerability of a tourism model that has long relied on mass mobility and the concentration of destinations in specific areas. This heavy dependence on large volumes of tourists has rendered the national tourism system less adaptive to crises, while simultaneously revealing the weak diversification of local economic bases. From the perspective of development communication, this condition reflects a failure to construct an inclusive and community based tourism narrative.

Furthermore, disparities in regional development have exacerbated this situation. Leading destinations such as Bali and Yogyakarta continue to experience rapid growth, while many villages across Indonesia with considerable tourism potential remain underdeveloped. This phenomenon reflects an imbalance in the distribution of information, access to resources, and symbolic legitimacy in the construction of tourism destinations. In other words, the reality of Indonesian tourism is still dominated by centralized meaning-making processes, where villages have not yet fully become subjects in tourism development.

Within this framework, the integration between local economies and the tourism industry remains weak. Local products are often positioned merely as complementary goods rather than as the core of the

tourism experience itself. This indicates that the value communication of local products has not been effectively internalized within the tourism system. In fact, from a constructivist perspective, the meaning of a tourism destination is formed through symbolic interactions among products, culture, and the experiences offered to tourists.

The One Village One Product (OVOP) program initiated by the Ministry of Industry of the Republic of Indonesia represents a strategic effort to strengthen local economies through the development of village based flagship products. Conceptually, OVOP is not solely oriented toward economic production but also toward the formation of distinctive and competitive local identities. However, in practice, the implementation of OVOP in Indonesia remains largely sectoral, confined to small and medium industries, and has not yet been systematically integrated with the tourism sector.

Empirically, various studies demonstrate that OVOP has had significant positive impacts on strengthening local economies. The case of Kampung Rendang in Payakumbuh, for instance, illustrates how the program has increased business turnover, expanded market access to the international level, and strengthened regional branding as a center of traditional culinary products. In addition, the program has contributed to enhancing human resource capacity through training, mentoring, and promotional facilitation.

Nevertheless, these achievements are not without structural limitations. Limited market access, particularly for small-scale enterprises, remains a major challenge. On the other hand, suboptimal coordination among government institutions has led to policy fragmentation. From an organizational communication perspective, this indicates barriers in the processes of information exchange and goal alignment among involved actors. As a result, the implementation of OVOP has not yet achieved its maximum effectiveness.

Moreover, policy communication issues constitute another critical factor. Information regarding programs, opportunities, and mechanisms for OVOP development has not been evenly disseminated to the public. This suggests a gap in the encoding and decoding processes of messages between the government as the communicator and the community as the audience. In this context, communication failure not only results in low levels of community participation but also limits the construction of shared meaning regarding the importance of OVOP in local development.

Moving beyond these conditions, from the perspective of Das Sollen, Indonesia's tourism development should be directed toward a more inclusive, sustainable, and community based model. Tourism should no longer be understood merely as an economic activity, but as a social process involving the production, distribution, and consumption of meaning. Within this framework, local communities must be positioned as primary actors who not only produce goods and services but also construct the identity and narrative of tourism destinations.

The OVOP Tourism approach becomes relevant as a transformative strategy because it integrates economic, cultural, and communicative dimensions within a unified framework. Through this approach, local products are not merely treated as commodities but as symbols representing local identity and wisdom. Consequently, the tourism experience generated is not only consumptive but also reflective and meaningful. From a constructivist perspective, this demonstrates that tourism is the result of an ongoing social construction process shaped through interactions among various actors.

Therefore, it can be concluded that there is a significant gap between the reality of implementation (Das Sein) and the ideal condition (Das Sollen). This gap primarily lies in the lack of systematic integration between OVOP and the tourism sector, as well as in the suboptimal communication processes in constructing shared meanings. Accordingly, a more holistic and constructivist approach is required to bridge this gap, enabling OVOP to function not only as an economic program but also as a foundational pillar for building a resilient and sustainable tourism future in Indonesia.

1.1. Research Question

The research questions in this study are formulated as an effort to deeply understand the relationship between communication, policy, and social construction in the development of sustainable tourism in Indonesia. From the perspective of communication studies, research questions are not merely tools of exploration but also epistemological instruments to unpack complex social realities. Therefore, the formulation of research questions must be able to represent structural problems while simultaneously opening space for critical interpretation. In this context, the constructivist approach serves as an important foundation to examine how tourism reality is not objective, but rather constructed through social interactions. The proposed research questions are based on the assumption that the meaning of tourism is shaped through communication processes involving multiple actors. Thus, the focus of this study is directed toward how meaning, practice, and policy interact in shaping a resilient tourism future.

The major research question in this study emphasizes understanding how a resilient future can be constructed through innovations in sustainable tourism recovery using the OVOP Tourism approach within a constructivist perspective. This question is comprehensive as it integrates temporal dimensions (the future), processes (construction), and theoretical approaches (constructivism). Within the framework of communication, the construction of the future is not only related to policy planning but also to the production of narratives and collective meanings. Therefore, a resilient future is understood as the result of ongoing communication processes. The OVOP Tourism approach serves as a strategic medium to examine how local innovations can be articulated within the discourse of

sustainable tourism. In this regard, the major question functions as a conceptual umbrella that guides the overall direction of the study.

Furthermore, the major question contains a dialectical dimension between empirical reality and normative ideals. In this sense, a resilient future is not perceived as a static condition but as the outcome of ongoing negotiations of meaning among actors. The constructivist perspective enables researchers to examine how social actors construct interpretations of sustainability. In addition, innovation in tourism recovery is not merely technical but also symbolic and communicative. This means that innovation must be capable of generating new meanings that are acceptable to diverse stakeholders. In this context, OVOP Tourism functions as an arena for meaning construction that connects local economies with tourism experiences. Therefore, the major question serves as a starting point for exploring these dynamics in depth.

Meanwhile, the first minor question focuses on how the construction of meaning in OVOP Tourism is formed within the framework of development communication and social constructivism. This question is crucial because meaning does not emerge naturally but is constructed through processes of interaction and communication. Within the context of development communication, OVOP Tourism can be understood as a strategic narrative linking economic development with local identity. The process of meaning construction involves multiple actors, including government institutions, business actors, and local communities. Each actor brings different perspectives and interests in interpreting OVOP Tourism. Therefore, analyzing meaning construction becomes essential to understanding how the program is received and implemented at the local level.

Furthermore, the construction of meaning in OVOP Tourism is closely related to the symbolization of local products as part of the tourism experience. Local products carry not only economic value but also symbolic value that represents cultural identity. From a constructivist perspective, these symbols are formed through communication practices such as promotion, storytelling, and direct interaction with tourists. As a result, the meaning of OVOP Tourism is not singular but plural and dynamic. This indicates that the success of the program is determined not only by production aspects but also by the ability to manage meaning effectively. Therefore, this question seeks to explore how such processes unfold within the Indonesian context. By understanding meaning construction, this study can contribute to the development of more effective communication strategies.

The second minor question focuses on the extent to which the effectiveness of policy communication and OVOP practices contributes to the formation of a sustainable tourism ecosystem. From the perspective of organizational and policy communication, communication effectiveness is a key determinant of successful program implementation. Effective communication is not only about delivering information but also about building shared understanding. In the context of OVOP, policy communication must be able to bridge the interests of government, business actors, and local communities. Additionally, communication practices at the operational level play a crucial role in ensuring program sustainability. Therefore, this question aims to evaluate the extent to which communication contributes to the development of a sustainable ecosystem.

In further analysis, the effectiveness of policy communication can be assessed through several indicators, such as the level of community participation, inter-agency coordination, and consistency of conveyed messages. When communication functions effectively, alignment between policy objectives and field practices can be achieved. Conversely, ineffective communication may lead to various challenges such as miscommunication and resistance. In the context of OVOP Tourism, this may result in weak integration between the economic and tourism sectors. Therefore, analyzing communication effectiveness becomes critically important. This question also opens space to identify factors influencing the success of policy communication. Consequently, the study is expected to generate empirically grounded recommendations.

The third minor question examines why and for what purpose a constructivist approach is necessary in understanding the relationship between actors, meaning, and practices within OVOP Tourism. Constructivism is chosen because it is capable of explaining the complexity of social reality that cannot be understood in a linear manner. Within this perspective, actors are not merely implementers but also producers of meaning. The relationship between actors, meaning, and practices is dynamic and mutually influential. Therefore, constructivism provides a flexible and contextual analytical framework. It also enables researchers to examine how tourism realities are shaped through social interactions.

Moreover, the use of constructivism also aims to critique development approaches that are predominantly top down and technocratic. In many cases, development policies tend to overlook local perspectives and lived experiences of communities. Through a constructivist approach, this study seeks to elevate the voices and experiences of local actors as part of the meaning construction process. This is important to ensure that tourism development remains inclusive and participatory. Additionally, this approach is relevant for understanding how the meaning of OVOP Tourism is negotiated across different local contexts. Thus, constructivism functions not only as an analytical tool but also as a critical perspective.

Ultimately, the overall research questions are designed to build a comprehensive understanding of OVOP Tourism within the context of sustainable tourism development in Indonesia. The major question provides the primary direction of the study, while the minor questions deepen the analysis of specific aspects. From

the perspective of communication studies, these questions reflect an effort to bridge theory and practice. They also highlight the central role of communication in shaping social reality. By employing a constructivist approach, this study is expected to produce a deeper and more contextual understanding. Therefore, the formulation of these research questions serves as a fundamental foundation for the entire research process.

1.2. Statement

The statements in this study are formulated as an argumentative foundation that articulates both the theoretical and empirical positioning of the OVOP Tourism approach within a constructivist perspective. In communication studies, statements do not merely function as normative claims but also as outcomes of critical reflection on observed social realities. Therefore, both the main and supporting statements in this research are developed dialectically, taking into account the interaction between theory and practice. This approach enables the researcher to connect empirical phenomena with broader conceptual frameworks. Furthermore, these statements serve as a basis for developing more in-depth analysis in subsequent stages. Thus, the statements in this study play a strategic role in constructing a comprehensive scientific argument.

The main statement of this study asserts that the OVOP Tourism approach, from a constructivist perspective, constitutes a dialectical process that constructs tourism reality as the outcome of interactions among actors, symbols, and social practices. In this context, tourism is not understood as a static entity but as a continuously evolving social construction. Interactions among actors such as government institutions, business actors, and local communities serve as the primary drivers in shaping the meaning and practices of tourism. In addition, cultural symbols embedded in local products play a crucial role in building destination identity. Repeated social practices further reinforce this construction. Consequently, tourism reality emerges as the result of a dynamic and ongoing process.

Furthermore, the dialectical process referred to in the main statement reflects a reciprocal relationship between structure and agency in the construction of tourism. Policy structures and institutional frameworks provide a context for actors to operate, while actors simultaneously possess the capacity to transform these structures through their practices. From a constructivist perspective, this relationship is not linear but interactive and reflexive. This indicates that the success of tourism development depends not only on policy design but also on how policies are interpreted and implemented by actors. In this regard, OVOP Tourism becomes a space where such processes of construction unfold. This process also enables the emergence of innovations grounded in local experiences. Therefore, this approach is highly relevant for developing adaptive tourism models.

In relation to tourism recovery, the OVOP Tourism approach holds the potential to generate models that are resilient, inclusive, and sustainable. Resilience here refers to the ability of the tourism system to adapt to changes and crises. Inclusivity emphasizes the active involvement of local communities in all stages of development processes. Meanwhile, sustainability relates to the balance between economic, social, and environmental dimensions. These three dimensions are inseparable and mutually reinforcing. From a communication perspective, they are constructed through processes of interaction and negotiation of meaning. Therefore, OVOP Tourism can be considered an integrative approach to tourism recovery.

The first supporting statement highlights that the implementation of OVOP has been proven to enhance local economic capacity through training, promotion, and market access. Training programs improve the skills of local business actors, enabling them to produce higher-quality products. Systematic promotion efforts help expand market reach. In addition, broader market access allows local products to compete at both national and international levels. From a communication perspective, this process involves effective knowledge and information transfer. Thus, OVOP functions not only as an economic program but also as a process of development communication.

The second supporting statement emphasizes that policy communication is a key factor in the successful implementation of OVOP. Coordination among government agencies is essential to ensure policy consistency and program alignment. In addition, promotional activities and mentoring processes represent forms of communication that support implementation. In this context, communication is not only vertical but also horizontal among actors. The effectiveness of communication determines the extent to which policies are understood and implemented by the community. Therefore, the success of OVOP largely depends on the quality of communication established. This highlights that communication is a strategic element in development processes.

Furthermore, the third supporting statement indicates that empirical practices in various regions demonstrate that OVOP can serve as a foundation for tourism development based on local identity. Local products such as culinary items, handicrafts, and cultural arts become key attractions for tourists. Strong local identity provides added value that cannot be replicated by other regions. From a constructivist perspective, such identity is formed through processes of symbolization and communication. Tourists consume not only products but also the experiences and meanings attached to them. Thus, OVOP Tourism effectively integrates local economies with tourism experiences. This reinforces the position of OVOP as a viable tourism development strategy.

The fourth supporting statement underlines that observations of regional policies reveal an integration between small and medium enterprises (SMEs), local

culture, and tourism as a development strategy. This integration reflects a holistic approach to regional development. SMEs function as economic drivers, while local culture serves as a source of identity. Tourism then acts as a medium that connects both to broader markets. From a communication perspective, this integration occurs through processes of coordination and collaboration among actors. This demonstrates that development cannot be carried out in a sectoral manner. Therefore, an integrative approach becomes critically important.

In a broader analytical perspective, these four supporting statements complement one another in reinforcing the main statement. Each statement provides both empirical and theoretical evidence that strengthens the central argument of the study. This demonstrates that OVOP Tourism has a solid foundation in both practice and theory. Moreover, the relationship between the main and supporting statements reflects a systematic research approach. Consequently, this study is not merely descriptive but also analytical in nature. This is essential for generating deeper understanding. Therefore, the statements presented in this study possess strong validity.

Ultimately, the overall statements in this research affirm that OVOP Tourism, within a constructivist perspective, represents a relevant approach to addressing the challenges of tourism development in Indonesia. This approach is capable of integrating economic, social, and cultural dimensions within a unified framework. In addition, it positions communication as a central element in the development process. Thus, tourism is understood not only as an economic sector but also as a space of social construction. This perspective opens opportunities for the development of more inclusive and sustainable tourism models. Therefore, OVOP Tourism can serve as a foundation for a more resilient future of Indonesian tourism.

2. LITERATURE REVIEW

The theoretical foundation of this study is constructed as an epistemological basis that explains how tourism reality is understood, analyzed, and interpreted within the perspective of communication studies. In doctoral level research, the use of theory is not merely descriptive but also functions as a critical analytical tool for examining social phenomena. Therefore, this study integrates several key theories that are relevant for explaining the dynamics of OVOP Tourism within the context of sustainable tourism. These theories are selected based on their capacity to explain the relationships among actors, meaning, and social practices. In addition, this theoretical foundation serves to connect micro and macro dimensions within the analysis. Thus, the theoretical framework becomes the basis for constructing a systematic scientific argument.

The first theory employed is Social Constructivism Theory developed by Peter L. Berger and Thomas Luckmann. This theory emphasizes that social reality is not objective and fixed, but rather the result of intersubjective constructions formed through social interaction. In the context of tourism, the meaning of a destination does not emerge naturally but is shaped through communication processes among various actors. The processes of externalization, objectivation, and internalization serve as the main mechanisms in the construction of such reality. Consequently, tourism is understood as a product of continuously evolving social construction. This approach enables researchers to examine how the meaning of OVOP Tourism is constructed and negotiated.

Furthermore, social constructivism provides a framework for understanding how symbols, narratives, and social practices shape the identity of tourism destinations. Local products within OVOP are not merely viewed as economic commodities but also as cultural symbols carrying specific meanings. These meanings are constructed through interactions among producers, consumers, and government actors. Within this perspective, communication becomes the primary medium in the process of meaning construction. This indicates that the success of OVOP Tourism heavily depends on the ability of actors to manage symbols and narratives effectively. Therefore, constructivism serves as a crucial theoretical foundation in this study.

The second theory utilized is Development Communication Theory, which emphasizes the importance of communication as a tool for social transformation. This theory views communication not only as a process of information dissemination but also as a mechanism for community empowerment. In the context of OVOP Tourism, communication plays a role in enhancing the capacity of local communities through the dissemination of information, training, and mentoring. Moreover, communication functions as a means to foster participation and collaboration among actors. Thus, communication becomes a key element in the success of community-based development. This theory provides a foundation for understanding the role of communication in the implementation of OVOP.

The next theoretical perspective applied is Policy Implementation Theory developed by George C. Edward III, which is used to analyze factors influencing the success of OVOP implementation. According to this theory, four main variables determine policy success, namely communication, resources, disposition, and bureaucratic structure. Effective communication ensures that policies are clearly understood by all actors involved. Adequate resources enable optimal program execution. The disposition or attitude of implementers determines their level of commitment to the policy. Meanwhile, bureaucratic structure influences coordination and efficiency in implementation processes.

Within the context of OVOP Tourism, policy implementation theory provides a framework for understanding how policies are translated into practice. Barriers in policy communication may lead to misunderstandings and resistance at the local level. Limited resources can hinder the development of local products. In addition, weak coordination among institutions may result in policy fragmentation.

Therefore, analyzing policy implementation becomes essential to identify existing challenges. In this regard, the theory contributes to a deeper understanding of OVOP implementation dynamics.

The fourth theoretical perspective employed is the concept of Community-Based Tourism (CBT), which emphasizes the central role of local communities in tourism development. CBT views local communities as primary actors who possess control over tourism development processes. This approach aims to ensure that the benefits of tourism are directly experienced by the community. Furthermore, CBT highlights the importance of preserving cultural and environmental sustainability. In the context of OVOP Tourism, CBT becomes highly relevant as it positions local products as integral components of the tourism experience. Thus, CBT provides a sustainability-oriented perspective within this study.

Within the conceptual framework, this study integrates several interrelated key concepts. The first concept is OVOP Tourism, which refers to the integration of local products with tourism experiences. This concept positions local products as the core attraction of tourism activities. In addition, OVOP Tourism reflects efforts to connect local economies with the broader tourism industry. Therefore, this concept serves as a foundational basis for the analysis. OVOP Tourism functions as a bridge between the production and consumption of meaning in tourism.

The second concept is the construction of meaning, which explains how actors interpret local products as elements of tourism identity. From a constructivist perspective, meaning is not fixed but is formed through social interaction. This process involves symbolic communication among various actors. Consequently, the meaning of local products may shift depending on the social context. This indicates that tourism identity is dynamic in nature. Therefore, the construction of meaning becomes a central focus of this research.

The third and fourth concepts are policy communication and tourism resilience. Policy communication refers to the processes of dissemination, interpretation, and negotiation of policy meanings among actors. Meanwhile, tourism resilience refers to the ability of the tourism system to adapt to changes and crises. These two concepts are interconnected within the context of OVOP Tourism. Effective communication can enhance resilience through improved coordination and collaboration. Thus, the conceptual framework of this study provides a comprehensive understanding of the relationship between theory and practice.

3. METHOD

The methodology in this study is structured as a systematic framework to understand the social reality of tourism through a reflective and critical scientific approach. In the context of doctoral-level communication studies, methodology functions not only as a technical procedure but also as an epistemological stance that shapes how researchers perceive reality. Therefore, the selection of paradigm, approach, and methods becomes crucial in establishing research validity. This study is grounded in the assumption that tourism reality is a complex and dynamic social construction. Consequently, the methodological approach must be capable of capturing meanings formed through social interaction. This perspective aligns with constructivist thought, which emphasizes that knowledge is shaped through social experience [1].

The paradigm employed in this research is the constructivist paradigm, which views reality as a product of social construction formed through interactions among individuals and groups. Within this paradigm, truth is not singular and objective, but plural and contextual. The researcher does not act as a neutral observer but as part of the process of meaning construction. Therefore, this study seeks to understand the perspectives of actors in interpreting OVOP Tourism. This approach allows for the exploration of subjective experiences that cannot be measured quantitatively. Thus, the constructivist paradigm provides a relevant foundation for this research [2].

The scientific approach used in this study is a qualitative approach in communication studies with an interpretive-critical orientation. This approach aims to understand social phenomena from the perspectives of the actors involved. In qualitative research, data are not limited to numerical forms but also include narratives, symbols, and social practices. This enables the researcher to explore deeper meanings within the OVOP Tourism phenomenon. Furthermore, the interpretive approach allows for an understanding of how meaning is constructed through communication processes. It also incorporates a critical dimension in uncovering power relations embedded in communication processes [3].

The research method involves the purposive selection of research subjects and objects. The subjects include local government officials, MSME (Micro, Small, and Medium Enterprises) actors, and local communities involved in the implementation of OVOP Tourism. Their selection is based on their roles as key actors in the construction of tourism. Meanwhile, the object of the study is the practice of OVOP Tourism within the context of sustainable tourism recovery. Focusing on practice allows the researcher to examine how policies are translated into concrete actions. Thus, this study explores the relationship between policy, practice, and meaning. This approach aligns with qualitative research characteristics that emphasize contextual understanding [4].

In terms of data sources, this study utilizes both primary and secondary data as a form of triangulation. Primary data are obtained through in-depth interviews and direct field observations. Interviews allow the researcher to explore actors' experiences and perspectives in depth. Observations provide a real-world depiction of OVOP Tourism practices. Meanwhile, secondary data are collected from policy documents, academic journals, and government portals. The

combination of these data sources enables a more comprehensive analysis. This approach is consistent with the principle of triangulation in qualitative research [5].

The data collection techniques employed in this study include in-depth interviews and document analysis. Interviews are conducted in a semi-structured manner to allow flexibility in exploring information. The researcher uses an interview guide while remaining open to the dynamics of the conversation. Document analysis is conducted to understand the policy context and OVOP program implementation. The documents analyzed include government regulations, program reports, and academic publications. These techniques enable the collection of rich and diverse data. Thus, data collection is carried out systematically and deliberately [6].

Data analysis in this study uses thematic analysis developed by Braun and Clarke. Thematic analysis aims to identify patterns and themes emerging from the data. The process involves several stages, including data familiarization, coding, theme development, and interpretation. This approach allows the researcher to organize data systematically. Additionally, thematic analysis is flexible and applicable across various qualitative research contexts. Therefore, it is suitable for analyzing complex data. This approach has been widely used in communication research [7].

In the analysis process, the researcher also considers the social and cultural contexts influencing the data. This is important because meaning cannot be separated from its context. Interpretation is conducted by considering the perspectives of actors and the situations surrounding them. Furthermore, analysis is carried out iteratively, meaning it is repeated and reflective. This process enables a deeper understanding of the data. As a result, the analysis is not superficial. This approach aligns with the reflective principles of qualitative research [3].

Data verification in this study is conducted through triangulation of sources and methods. Source triangulation involves comparing data obtained from different informants. Method triangulation combines interviews, observations, and document analysis. These techniques aim to enhance the validity and reliability of the research. In addition, the researcher conducts member checking to ensure data accuracy. This process involves confirming findings with the participants. Thus, the data obtained are considered credible and trustworthy [2].

Ultimately, the methodology employed in this study is designed to generate a deep and contextual understanding of OVOP Tourism. The constructivist and qualitative approaches allow for the exploration of meanings formed through social interaction. The methods used also support systematic and comprehensive analysis. Therefore, this research produces not only descriptive insights but also critical interpretations. This is essential in advanced communication studies. Hence, the methodology serves as a strong foundation for the overall research.

4. FINDINGS AND DISCUSSION

The analysis in this study aims to integrate empirical findings with the theoretical framework that has been previously established. In doctoral-level communication studies, analysis does not merely function to describe data but also to interpret the meanings embedded within it. Therefore, the analysis is conducted reflectively by considering the social, cultural, and policy contexts surrounding the OVOP Tourism phenomenon. This process enables the researcher to connect empirical realities with a constructivist perspective. In addition, the analysis seeks to identify patterns and relationships among variables emerging from the data. Thus, the findings provide a more comprehensive understanding [3].

The first finding indicates that OVOP is capable of serving as both a foundation for local economic development and a significant tourism attraction. Local products such as culinary goods and handicrafts possess high economic value and contribute to increasing community income. Moreover, these products attract tourists seeking authentic experiences. From a communication perspective, this reflects a process of meaning commodification, transforming products into tourism symbols. This process involves various actors who produce and distribute meaning. Therefore, OVOP Tourism holds strong potential for integrating economic development with tourism [8].

However, the second finding reveals that communication among actors remains suboptimal. Coordination between government, business actors, and local communities often encounters barriers. This results in gaps in understanding and program implementation. From the perspective of policy implementation theory, ineffective communication can hinder program success [9]. Furthermore, poor communication reduces community participation. Thus, communication becomes a critical factor in the implementation of OVOP Tourism.

The third finding shows that local products have strong potential as symbols of tourism identity. These products not only hold economic value but also symbolic value representing local culture. From a constructivist perspective, these symbols are formed through social interaction and communication processes. Tourists consume not only products but also the meanings attached to them. This indicates that tourism is a process of meaning production and consumption. Therefore, local products become essential elements in constructing destination identity [1].

Furthermore, the fourth finding emphasizes that community involvement is a key factor in the sustainability of OVOP Tourism. Local communities are not only producers but also actors who construct tourism meaning. Active participation fosters a sense of ownership toward the program. Within the framework of Community-Based Tourism, this serves as an indicator of successful tourism development [10]. In addition, community involvement enhances social and cultural sustainability. Therefore, participation is an indispensable element.

In the discussion section, these findings are analyzed from a social constructivist perspective. OVOP Tourism is not merely understood as an economic program but as a process of social meaning production. Local products such as culinary goods and handicrafts function as symbols representing local identity. This process involves narratives, promotion, and tourism experiences as communication media. Thus, tourism becomes a dynamic arena of meaning construction. This aligns with the view that social reality is shaped through interaction [1].

Furthermore, the process of meaning construction in OVOP Tourism is closely tied to the role of communication. Narratives developed through promotion and storytelling serve as tools to shape tourists' perceptions. Additionally, direct interactions between tourists and local communities reinforce symbolic experiences. From a communication perspective, this highlights the importance of encoding and decoding processes. When messages are delivered effectively, meanings can be widely understood. Therefore, communication becomes a key determinant of OVOP Tourism success [11].

However, without effective communication, the constructed meanings cannot be optimally internalized. This creates a gap between program objectives and field realities. From an organizational communication perspective, communication barriers can disrupt coordination among actors. Moreover, miscommunication may lead to resistance from the community. Therefore, more integrated communication strategies are required. This demonstrates that communication is not merely supportive but central to program implementation [3].

In this context, the success of OVOP Tourism largely depends on the ability of actors to build shared meaning. Shared meaning enables alignment between policy and practice. It also enhances participation and collaboration among actors. From a constructivist perspective, shared meaning is formed through continuous negotiation processes. This indicates that tourism development is a dynamic social process. Therefore, communication serves as the primary mechanism for building mutual understanding.

Overall, this analysis demonstrates that OVOP Tourism holds significant potential as a strategy for sustainable tourism recovery. However, this potential can only be realized if supported by effective communication and active community participation. In addition, the integration between local economies and tourism must be carried out systematically. From a communication studies perspective, this requires a holistic and constructivist approach. Thus, OVOP Tourism can evolve into an adaptive development model. Therefore, this analysis contributes meaningfully to both theoretical and practical advancements in sustainable tourism development.

5. CONCLUSIONS

The conclusion of this study does not merely function as a summary of findings but also as a space for critical reflection on the overall research process and outcomes. In doctoral-level communication studies, reflection is an essential component for evaluating both the theoretical and practical contributions of a study. Therefore, this section integrates the results of the analysis with the conceptual framework previously developed. In addition, the conclusion provides direction for future research development. The reflection is conducted by considering the social, cultural, and policy contexts surrounding OVOP Tourism. Thus, the conclusions drawn are both comprehensive and contextual [3].

In general, this study concludes that OVOP Tourism represents an innovative strategy for building a resilient future for Indonesia's tourism sector. This approach successfully integrates local economic dimensions with meaningful tourism experiences. Local products are not merely commodities but also symbols of cultural identity that carry communicative value. From a constructivist perspective, these meanings are formed through continuous social interaction. This indicates that tourism is not simply an economic activity but also a social process. Therefore, OVOP Tourism holds significant strategic potential for sustainable tourism development [8].

Furthermore, from the perspective of social constructivism, the success of OVOP Tourism is largely determined by the process of meaning construction involving multiple actors. Government, business actors, and local communities play crucial roles in shaping and disseminating these meanings. This process unfolds through continuous and dynamic communication. Within this framework, tourism reality is understood as the result of intersubjective interactions. This aligns with the view that social reality is constructed through processes of externalization, objectivation, and internalization [1]. Therefore, communication becomes a key element in program success.

Moreover, social interaction among actors becomes a critical factor in building an inclusive tourism ecosystem. Collaboration between government, the private sector, and local communities enables the creation of synergy in tourism development. From a development communication perspective, such interaction functions as a medium for community empowerment. Through participatory communication, communities can actively engage in the development process. This also enhances their sense of ownership toward the program. Thus, social interaction serves as the foundation for the sustainability of OVOP Tourism [11].

However, this study also finds that the primary challenge in implementing OVOP Tourism lies in the communication aspect. The lack of coordination across sectors leads to policy fragmentation. In addition, ineffective communication hinders the dissemination of information. From the perspective of policy implementation theory, this can reduce program

effectiveness [9]. Therefore, efforts to strengthen communication systems are necessary. This highlights that communication is not merely a technical component but a strategic one.

Based on these findings, the first implication is the need for a more systematic integration of OVOP policy with the tourism sector. This integration aims to directly connect local economies with the tourism industry. In this context, policies must be designed holistically and across sectors. It also requires improved coordination among government institutions. Thus, OVOP implementation can be carried out more effectively. This approach aligns with the principles of sustainable development [8].

The second implication is the importance of strengthening cross sector communication in implementing OVOP Tourism. Effective communication can enhance coordination and collaboration among actors. It also plays a role in building shared understanding regarding program objectives. From an organizational communication perspective, this can improve efficiency and effectiveness. Therefore, integrated communication strategies are required. In this way, communication barriers can be minimized [3].

The third implication is the empowerment of local communities as the primary actors in tourism development. Communities must be positioned as subjects rather than objects of development. Within the framework of Community Based Tourism, this is a fundamental principle of sustainability [10]. Empowerment can be achieved through training, mentoring, and access to resources. In addition, community participation must be encouraged in decision-making processes. Thus, tourism development becomes more inclusive and sustainable.

The fourth implication is the development of tourism narratives based on local identity. These narratives function to communicate the values and meanings embedded in local products. From a communication perspective, narratives serve as tools to shape tourists' perceptions and experiences. Strong storytelling can enhance the attractiveness of destinations. Moreover, narratives help reinforce cultural identity. Therefore, tourism becomes more meaningful [11].

Ultimately, this study affirms that OVOP Tourism, from a constructivist perspective, is a relevant approach for the future of Indonesia's tourism sector. This approach integrates economic, social, and cultural dimensions into a unified framework. It also positions communication as a central element in development processes. Thus, tourism is understood as a dynamic process of social construction. This opens opportunities for developing more adaptive and sustainable tourism models. Therefore, this study contributes significantly to both the advancement of communication studies and tourism practices in Indonesia.

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