

***Analysis of Educational Communication in Conservation-Based Tourism
Management at Baluran National Park***

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ABSTRACT

Baluran National Park serves as both a conservation area and a tourism destination, requiring educational communication to convey information and conservation messages to visitors. This study aims to analyze the implementation of educational communication in conservation-based tourism management at Baluran National Park and to describe visitor perceptions regarding this implementation. A mixed methods approach with an embedded design was employed, utilizing a qualitative approach as the primary method, supported by a quantitative approach. Qualitative data was gathered through observation, interviews with 13 informants, and document analysis, while quantitative data were collected via questionnaires distributed to 46 respondents. The results indicate that educational communication has been implemented through both direct and indirect channels, utilizing various media to disseminate conservation information. This implementation is supported by a communication strategy emphasizing message clarity, appropriate media usage, repetitive information delivery, and periodic evaluation. However, implementation still faces challenges due to the diverse characteristics of tourists and low levels of visitor compliance. Quantitative analysis reveals an average visitor perception score of 4.31 categorized as very good on a scale of 1 to 5. The indicator with the highest average score was visitor assessment (4.39), while the indicator with the lowest average score was communication media (4.19). Overall, the findings demonstrate alignment between the educational communication implemented by management and visitor perceptions of that communication at Baluran National Park.

Keywords: *educational communication, tourism management, conservation area, visitors' perception, baluran national park*