



Village Economic Revitalization Through Technology-Based OVOP Approach

Beatrice Nathania¹, ^{2✉}Sarida Sirait, ³Arifin Tua Purba

Indonesian Business Polytechnic, Indonesia

Article Information Abstract

History of Article

Received July 2022

Accepted September 2022

Published November 2022

Keywords:

Revitalization of tourist villages, technology-based OVOP

The technology-based One Village One Product (OVOP) is a program that aims to create superior village products through technology-based marketing management. This research used a qualitative analysis and produced a digital marketing application that is ready to be used by users. The stages of the research started from data reduction, data display, verification/ conclusion drawing. Data design was done by making computer-based software. The software used in the application development process was XAMPP Control Panel for database management and website configuration, PHP MyAdmin to handle MySQL administration, Visual Studio Code as source-code editor in programming languages. A qualitative analysis was used to analyze the technology-based applications OVOP approach in Horsik Village and the follow-up was to build digital marketing applications according to village needs. The samples and data sources for this research were village officials, farmer groups, village communities, and all parties who became the data sources. The results of this study explained that the application of technology-based OVOP was very appropriate and feasible in Horsik Village. The researchers have re-verified the research results and conducted trials and training regarding the use of the application. The conclusion from this study is that the application of the technology-based OVOP in Horsik Village has a very high chance of succeeding and improving the village economy through increasing sales of the village's superior products. The collaboration of the government, village officials, farmer groups and institutions through the results of this research will facilitate the revitalization of Horsik Village into a productive tourism village.

INTRODUCTION

A strong national economy begins with a strong village. Villages that have the ability to survive when a shock occurs must have a good economic condition of the community (Farida *et al.* 2021). This is evidenced by the number of villages experiencing problems with economic security, food, and other economic conditions during the COVID-19 pandemic. On the basis of this understanding, the researchers chose village as the most appropriate place to analyze the application of the One Village One Product (OVOP) approach.

OVOP program was analyzed because it is not something new. Many regions have used the OVOP approach in optimizing village potential. Based on data from the Ministry of Industry, there are several villages that are assisted with the implementation of OVOP, namely Manggis Ganting Village, Mandiangin Regency, Bukit Tinggi City, West Sumatera Province. This was the reason for using the OVOP program for the revitalization of Horsik village. From the results of the initial survey conducted by the research team, it was found that in Horsik village there were many people who experienced economic difficulties, farmers who experienced decreased yields, fishermen who lost their livelihoods because of controlling cages in Lake Toba as a tourist area by the Government, and other difficulties faced by the government. Given Horsik Village is a village on the coast of Lake Toba and has its own potential, it was very necessary to revitalize this village so that this village can be more productive and have superior village products that can increase people's income.

Horsik Village is one of the tourist villages around Lake Toba, North Sumatra. Village Development is one of the government's focuses. OVOP is a method used as a medium for village development. This is why the main focus of this research was the analysis of revitalization in the village. The reason for choosing Horsik Village as the focus of this research was because this village is one of the villages on the coast of Lake Toba which has tourism potential and agricultural

products. However, based on the results of interviews with village officials and farmer groups, it was very difficult to sell agricultural products because the method was still traditional. The reason for choosing Horsik village as the research site was because from the results of the initial survey the researchers found that Horsik Village has natural potential with abundant natural resources, but facts show that Horsik Village is a village with a lower standard of living and the economy of its people. Apart from getting disadvantaged by inadequate human resources and government management, the main reason was that the community could not take full advantage of the potential of the village's natural resources was there was no single superior product from this village that could be used as a source of community income. Agricultural products in the form of coffee, rice, corn, sweet potatoes, and other horticultural crops as well as fishery products are usually only sold at the time of harvest to producers in the city.

Horsik village does not have MSMEs and there are only 2 farmer groups, namely the Gabe farmer group and the new Saurma farmer group. This condition made the community's economy low. The low economy of the community made the village's economic resilience weak (Farihiyyah and Musthofa 2020; Susanti, Syairozi, and Lukman 2021). As a result, when uncertain conditions occur, such as the COVID-19 pandemic, it will weaken almost all sectors of the village economy. All villages have their respective potentials and if the management is maximized, each village will have its own advantages and uniqueness that can generate income (Pradani, 2020; Santosa & others, 2020).

The One Village One Product (OVOP) approach is a solution offered to revitalize the village economy. The OVOP concept is still very popular today. The implementation of the OVOP program also continues to grow and gets the government's attention. Minister of Industry Regulation Number 14 of 2021 also confirms the implementation of the development of Small and Medium Industries through the One Village One Product (OVOP) Program. With this program approach, each village will have its own superior

product that can be a characteristic of the village, especially Horsik Village which is one of the tourist destination villages (Ardiansyah, Firdaus, and Muhtadi 2021; Palani and others 2018).

Village economic revitalization is an effort to manage and redevelop village potential that is vital and important for improving the economy and a better standard of living of the community (Kasim and Murianto 2021; Rusdiyana and Permatasari 2021). One of the obstacles to implementing a sustainable modern economy for small and medium enterprises is the application of technology that is still lacking and ineffective policies (Khanzode *et al.* 2021). Steps to revitalize the village economy (Putri, Sinyor, and Putri 2018; Soleh 2017) are to conduct comprehensive data collection on village potential or village resources that can be developed and optimized for management, ascertain and map out which areas or resources will be prioritized to be addressed and facilitated, conduct further analysis of the village potential data that has been obtained and verify the results of the analysis to obtain accurate data, determine the priority scale regarding the current most prioritized village potential and the most important to be developed according to community needs and available costs, formulate designs and strategic plans oriented towards empowering rural communities, implement designs and strategies, and evaluate performance.

The revitalization of the village economy will be carried out properly if there is a synergy between the government and the community. Efforts that can be made so that the revitalization process runs optimally are by socializing the potential of the villages found and involving community leaders, institutions, business actors, development of human resources, innovative technology investors, and all parties in socializing the potential of the village (Yang *et al.* 2021)(Li and Qin 2022). Before implementing programs for revitalization, it is very necessary to carry out a SWOT analysis so that all parties are aware of the strengths, weaknesses, threats, and opportunities that the village has (Fitriani and Savira 2020; Lestari and Tripalupi 2021).

The OVOP program is a village economic revitalization program to find something that will become the advantage and uniqueness of the village as a great potential that becomes the pride of the village and deserves to be developed until finally these advantages can be accepted by the surrounding community and other parties globally (Murti and Harianto 2019). The rules for implementing OVOP in a village are to ensure the availability of facilities and infrastructure, adequate human resources, government intervention, sources of funds, and willingness to be assisted by related parties. The stages of developing the OVOP program cannot be separated from the cooperation of all parties. Research on the OVOP program, is not new. The implementation of the OVOP program has already been done in China (Chen *et al.* 2019; Yang and Zhang 2021). However, researches on OVOP conducted by other researchers only discuss the effect of its application.

The novelty in this research is that the researcher focused on the technical implementation of technology-based OVOP. Many previous studies on the OVOP program have been carried out, as in a research by (Novita *et al.*, 2021). Their research described the implementation of OVOP in SMEs. Likewise is a research conducted by (Murti & Harianto, 2019), namely policy analysis related to the implementation of OVOP. In contrast to the previous studies, in this study the researchers analyzed the application of technology-based OVOP. The use of technology differed this research from the previous researches. The Government's role in the implementation of the OVOP program is very important in accordance with the Regulation of the Minister of Industry of the Republic of Indonesia Number 14 of 2021 concerning the Development of Small and Medium Industries in IKM Centers through One Village One Product. The One Village One Product (OVOP) program is highly recommended to be implemented as a policy recommendation (Novita, Saputra, and Cholillah 2021; Saputra 2021). The stages of developing the OVOP program are as illustrated in the following chart.

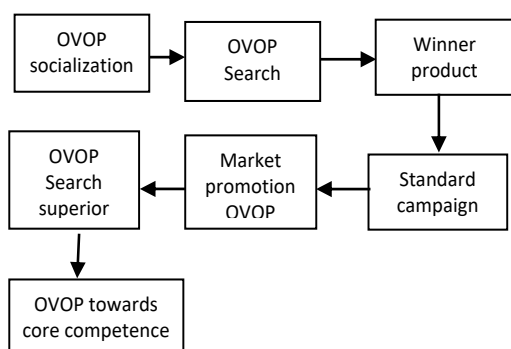


Figure 1. Stages of program development OVOP
Source: Data Processed, 2022

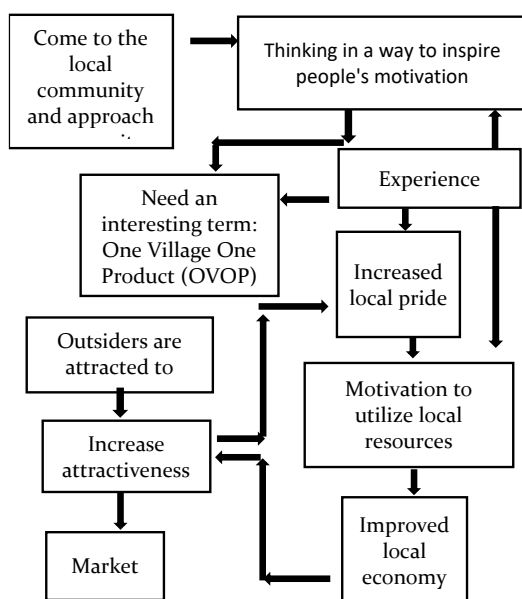


Figure 2. The role of government in program implementation OVOP
Source: Data Processed, 2022

The novelty in this research is that the researcher focused on the technical implementation of technology-based OVOP.

RESEARCH METHODS

This research was conducted with a qualitative approach and system design. The data obtained from the field were processed and analyzed with a qualitative approach. The researcher himself was the research instrument. The research stages started from data reduction, data display, verification/ conclusion drawing. Data design was done by creating computer-based software. The software used in the application development process was XAMPP

Control Panel for database management and website configuration, PHP MyAdmin for handling MySQL administration, Visual Studio Code as source-code editor in programming languages. Samples and data sources were obtained directly from survey results and field observations. The numbers of key respondents from this study were approximately 70 people consisting of village officials, business actors, farming communities, fishermen, and all parties encountered in Horsik village who became the main source of informants.

The analysis technique used was qualitative analysis and information system design according to user needs. Data processing was done with a qualitative approach. The system design was computer-based. The system to be designed was in accordance with the results of an in-depth analysis model related to user needs. In terms of designing this system, the system need analysis in Horsik village was first carried out, followed by the system design, implementation, testing, and evaluation. All system design activities were carried out by computer programming by the research team.

The analysis of the implementation of One Village One Product in Horsik Village was divided into 3 revitalization concepts, namely hamlet product revitalization, community revitalization, and village digital revitalization. Hamlet product revitalization is an effort to maximize the utilization of the village's agricultural potential. Community revitalization is an effort to utilize and empower the community through skills and abilities. Digital village revitalization is an effort to use digital programs and technology to boost trade. Qualitative approach has been widely used in socio-economic studies, for example (Karim et al. 2021; Putro et al. 2021) in his research entitled Development Strategy for Micro, Small and Medium Enterprises (MSMEs) in Purun Village. The research was conducted with an approach approach. In social research, the approach approach is more effective because the research instrument is the researcher himself so that the discussion is deeper.

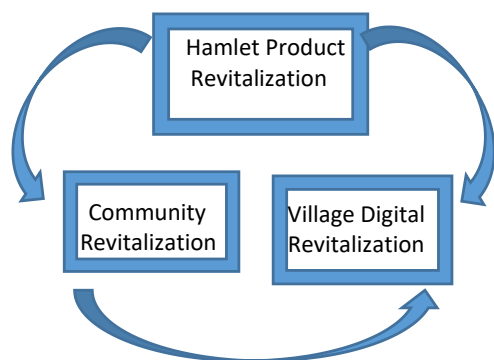


Figure 3. Revitalization Concept
Source: Data Processed, 2022

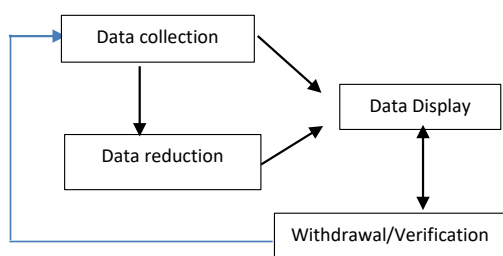


Figure 4. Qualitative Research Flow
Source: Data Processed, 2022

In a qualitative research, the research instruments and tools are the researchers themselves. This research began with the collection of complete data and information. The collected data were classified and grouped. This stage is called the reduction process. Data reduction is an analytical process that summarizes and sharpens the data to be analyzed further. In this process, unnecessary or unimportant data are reduced (discarded). The next stage is the process of presenting the data. In this process, the data that have been condensed are presented in the form of narratives, graphs, tables, and so on. The last stage of this qualitative analysis is the process of drawing conclusions. The information that is the conclusion of the research is verified again in the field. If the researcher did not find something that refutes or something new that can change the conclusion, then the results of this study are declared credible.

RESULTS AND DISCUSSION

Horsik Village is one of the tourist villages around Lake Toba, North Sumatra. The reason for choosing Horsik village as a research location

was because from the results of the initial survey the researchers found that Horsik Village had natural potential with abundant natural resources, but the facts show that Horsik Village is a village with a low standard of living and the economy of its people compared to other villages that around Lake Toba.

Apart from getting disadvantaged by inadequate human resources and government management, the main reason was that the community could not take full advantage of the potential of the village's natural resources although the background of community activities is the majority of farmers, planters, and fishermen. There was no single superior product from this village to be used as a source of community income. Agricultural products in the form of coffee, rice, corn, sweet potatoes, and other horticultural crops as well as fishery products were only sold at the time of harvest to producers in the city. In addition, Horsik village did not have MSMEs and there were only 2 farmer groups, namely the Gabe farmer group and the new Saurma farmer group.

This condition caused the community's economy to be low. The low economy of the community made the economic resilience of the village weak. As a result, when uncertain conditions occur, such as the COVID-19 pandemic, almost all sectors of the village economy were weakened. All villages have their respective potentials and if the management is maximized, each village will have its own advantages and uniqueness that is able to generate income.

The One Village One Product (OVOP) approach is a solution offered to revitalize the village economy. With this program approach, each village will have its own superior product that can be a characteristic of the village, especially Horsik Village which is one of the tourist destination villages.

Horsik Village is one of the villages around Lake Toba. Its position is in the highlands of the hills. Based on the data collected, the livelihood of the Horsik village community was farming. Agriculture in this village has not been managed effectively.

Horsik Village is one of the villages that were proclaimed by the government as a tourist village because it is located on the coast of Lake Toba. However, until recently, Horsik village was still behind with other villages located on the shores of Lake Toba. This was the basis and focus of this research. If Horsik village starts to build an economy by utilizing agricultural products as superior products, the application of technology-based OVOP will be the solution. The farmers can plant according to their wishes and there is no uniformity of time and type of crop. The two farmer groups in this village have tried to provide guidance, but their agricultural processing techniques were still not productive.

Agricultural products produced by the Horsik village farm were shallots, coffee, candlenut, mango prawns, durian, avocado, and secondary crops. This plant diversity caused no agricultural product to be properly managed as the characteristic of the village. Horsik village has 4 hamlets, namely Hamlet I, Hamlet II, Hamlet III, Hamlet IV. Based on information obtained from the Village Apparatus and the Horsik Village Farmer Group, each hamlet produced its own agricultural products as showed in the following table:

Table 1. Agricultural Products

| Hamlet Name | Agricultural Product |
|-------------|--------------------------|
| Hamlet I | Coffee, Chocolate |
| Hamlet II | Coffee, Chocolate, Onion |
| Hamlet III | Coffee, Onion, Candlenut |
| Hamlet IV | Coffee, Onion |

Source: Data Processed, 2022

Village revitalization with OVOP is strongly influenced by the ability of the community to accept change. The condition of the Horsik village community was still closed with new things. The concept of agriculture believed by its community today was still classified as traditional, namely that a plot of land will be maximized if it is planted with various types of plants, for example, one land is planted with cocoa, coffee, a little corn, a little sweet potato, a little chili, and a little peanut. This made its farming communities never became the pioneers in cultivating certain crops. Based on the

data and information found by researchers, the community has been in agriculture for decades and has been hereditary, but it was still very necessary to provide assistance related to this OVOP program Sarip *et al.*, (2020).

Community empowerment must be carried out optimally. Communities must be grouped according to their abilities and skills in managing agriculture (Suminartini and Susilawati 2020). In this case, the researchers divided the community into 3 groups, namely level 1 farming community groups, level 2 farming community groups, level 3 farming community groups. Level 1 farming community groups consisted of farmers who managed agricultural land directly, for example onion farmers, corn farmers, cocoa, and others. This community group was set to be the spearhead of agriculture. They must receive special training and assistance regarding proper farming practices. Level 2 farming community groups covered creative farming communities, namely farmers who with their creativity could produce derivatives from agricultural products, for example, derivative products from the shallot plant will be processed in such a way as fried onions. This production will promote the creativity and innovation of the community. In this case, consistent and sustainable community assistance and training was needed. Level 3 farmer community groups included digital marketing users in terms of product marketing. In the current era of globalization, the use of technology is very important, especially in terms of marketing agricultural products and derivative products from agricultural products. This is in line with the results of a research conducted by (Muafani 2021; Rosmadi 2021), that the application of technology in product marketing is very important. Based on the information obtained, Horsik Village already has an internet network that reaches all villages. This strongly supports the implementation of the digital marketing process, especially in terms of making buying and selling applications or online-based sales information systems. These three farming community groups must work together and be integrated with each other so that village

revitalization can be successful through the technology-based OVOP program.

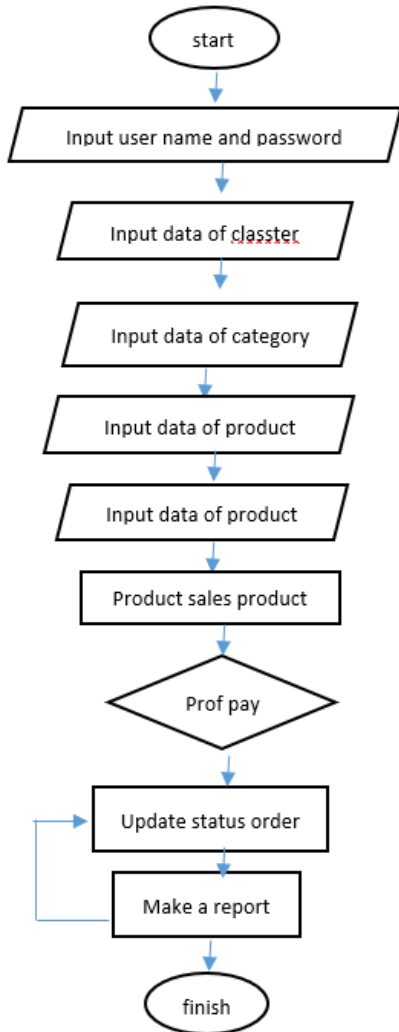


Figure 5. Digital Marketing Application Design
Source: Data Processed, 2022

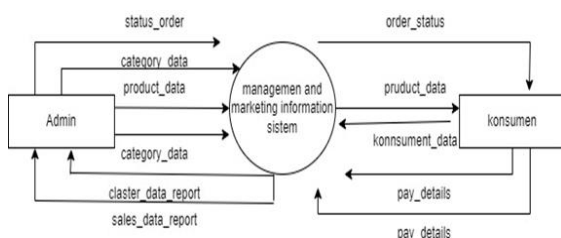


Figure 6. Context Diagram of Applications built
Source: Data Processed, 2022

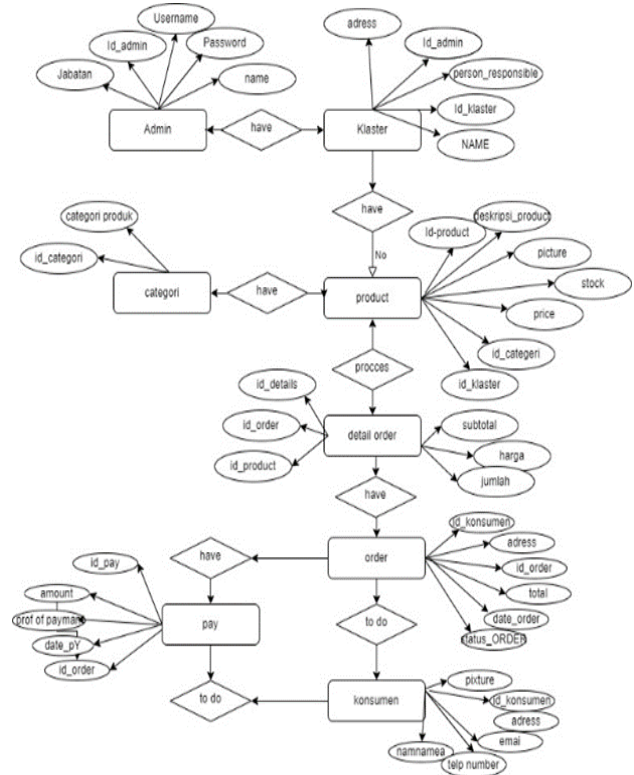


Figure 8. Entity Relationship Diagram
Source: Data Processed, 2022

This image on figure 8 shows all the entities that will be interconnected in a single designed application. The program database will be built as shown in the image above. This diagram also describes the relationship between the entities used, for example admin, cluster, and product. Each of these entities has their own attributes, namely the attributes for admin have a position and a username. Thus, the program was built based on the diagram. The application designed for digital marketing in Horsik Village was made practical, but includes online management and sales. This was attempted to facilitate the community in marketing their agricultural products. This application was also designed with modern and attractive features so that users can use the application with full comfort.

The implementation of this OVOP program cannot be separated from the support of many parties, including the government, farming communities, customers or potential users of the product. The government, in this case is the Horsik village apparatus is obliged to provide

support to the community or farmer groups in the form of funds and various other forms of facilities. It must also be able to bridge the community to receive training and assistance from various parties so that the potential of the village community can be maximized.

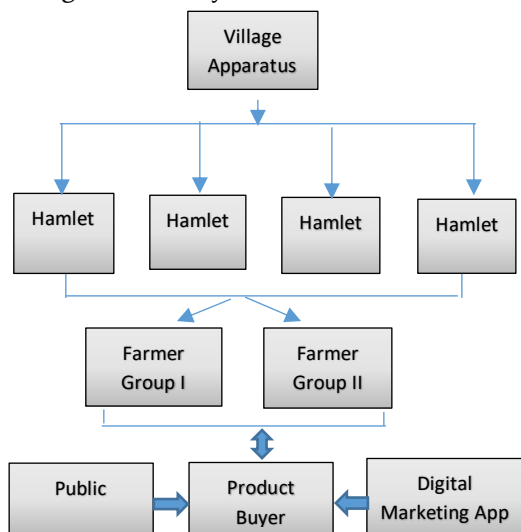


Figure 9. Stages and Process of implementing technology-based OVOP
 Source: Data Processed, 2022

The stages of OVOP implementation can be seen from the picture above. This program will run well if the government performs their role thoroughly. The village should provide moral and material contributions to the farming community according to the funds budgeted by the village for the improvement of the community's economy.

The government plays a role in facilitating farming communities to be able to continue to improve the quality of agriculture in the village. Based on information obtained from interviews, the government provided plant seeds to farmers. The goal was that farmers can get superior seeds from certain plants and the results were expected to more satisfying.

Government participation will be very real if this OVOP stage is implemented. Horsik village is divided into 4 hamlets, in which each of those is led by a hamlet head (Kadus). Through this hamlet, a farmer group was formed. Currently there are 2 farmer groups that are running, namely the Gabe and Saurma farmer

groups. This farmer group will bridge the implementation of this OVOP program.

The Digital Marketing application that has been designed will be used by the Horsik Village Farmers Group. Excellent products from each village will not be formed just like that. Cooperation from all parties is needed. In terms of improving the quality of agricultural products, the role of the government in providing training and assistance is very important so that the quality of agricultural products produced by each hamlet can be improved. For example, coffee is a plant that is produced by every hamlet, so the government must be responsive to improving the quality of coffee by providing farmers with coffee cultivation so that the coffee is of good quality and worth selling. In the process of selling and marketing, this digital marketing application is expected to be able to provide opportunities so that the superior products of Horsik Village can be known by outsiders.

The purpose of implementing OVOP is to provide opportunities for each village to create superior products that characterize the village. It is in line with researches conducted by (Ardiansyah *et al.* 2021; Pradani 2020), which state that the purpose of implementing OVOP is to empower village communities. In fact, this program is not something new to implement, but often the implementation of this OVOP program is not accompanied by improved management and application of technology. Each village has its own peculiarities so that in implementing this technology-based OVOP, it is necessary to pay attention to superior products to be promoted according to local culture and wisdom. This is in line with researches conducted by (Murti and Harianto 2019; Shen and Chou 2022). In this study, technology-based OVOP means changing traditional management patterns into modern ones. Horsik village is one of the villages far from the city center but has internet connection at various points. Apart from the distance, road infrastructure is also still in the process of being developed. This is what mad this village difficult to reach by outsiders. Based on the analysis carried out, this can be solved by implementing the digital marketing application. Through this

application, managers will find it easier and more focused to disseminate information to outside parties.

This application was also created for the online sales process so that outside parties or buyers feel comfortable and have no trouble. The application created has been tested directly by users, especially farmer groups. In addition to testing, the researchers have also conducted training for the managers of this application. The goal was that they can use the application well. From the results of testing and training, this application is very easy to use and runs perfectly.

CONCLUSION

Based on the results of the analysis carried out, it can be concluded that the application of technology-based OVOP in Horsik Village has the potential to be successful. The participation and enthusiasm of the farming community are very high. The government is also very responsive and gives a good response to the implementation of digital marketing for agricultural products in Horsik Village. The researchers realize that the process of changing from traditional to modern management is not easy and requires a long process, but if it is carried out with a strong commitment, this program will be successful. Currently, the agricultural products in Horsik Village are still in the form of agricultural products and there are no derivatives. For example, from coffee agricultural products, farmers only sell cherry coffee and coffee beans and have not sold coffee grounds. Likewise with onions, farmers only sell onion crops and cannot sell fried onions or other derivatives.

REFERENCES

- Ardiansyah, Firman, Nabila Yuli Firdaus, and Ridan Muhtadi. 2021. [Optimalisasi BUMDES Berbasis OVOP (One Village One Product) Concept Di Kabupaten Pamekasan]. *Implementasi Manajemen & Kewirausahaan* 1(2):153–64.
- Chen, Si, Chen Zhao, Yan Cao, Chen Chen, Catherine E. Snow, and Mai Lu. 2019. “Long-Term Effects of China’s One Village One Preschool Program on Elementary Academic Achievement.” *Early Childhood Research Quarterly (Elsevier)* 49:218–28.
- Farida, Farida, Mery Wanialisa, Nursina Nursina, and Nur Wahyuni. 2021. [Optimalisasi Pemanfaatan Dana Desa Untuk Mewujudkan Desa Mandiri]. *IKRA-ITH ABDIMAS* 4(1):65–73.
- Farihiyyah, Farihiyyah, and M. Bahri Musthofa. 2020. [Penerapan Analisis SWOT Sebagai Strategi Dalam Menghadapi Dampak Perekonomian Masyarakat Di Era Pandemi]. *Jurnal Manajemen Dan Inovasi (MANOVA)* 3(2):43–54.
- Fitriani, Aprilya, and Amelia Savira. 2020. [Strategi Pengembangan Potensi Wisata Desa Bone-Bone Kabupaten Enrekang Provinsi Sulawesi Selatan]. *Jurnal Al-Hikmah* 18(2):135–50.
- Karim, Abdul, Chalid Imran Musa, Romansyah Sahabuddin, and Muhammad Azis. 2021. The Increase of Rural Economy at Baraka Sub-District through Village Funds. *The Winners* 22(1):89–95.
- Kasim, Sunardy, and Murianto Murianto. 2021. [Perancangan Revitalisasi Rumah Adat Sembalun Untuk Memunjang Destinasi Wisata Budaya Di Lombok Timur]. *Jurnal Pendidik Indonesia (JPIn)* 4(1):149–57.
- Khanzode, Akshay G., P. R. S. Sarma, Sachin Kumar Mangla, and Hongjun Yuan. 2021. Modeling the Industry 4.0 Adoption for Sustainable Production in Micro, Small & Medium Enterprises. *Journal of Cleaner Production (Elsevier)* 279:123489.
- Lestari, Luluk, and Lulup Endah Tripalupi. 2021. [Analisis SWOT Potensi Dan Daya Tarik Wisata Osing Kemiren Dalam Rangka Pengembangan Desa Adat Osing Kemiren Kecamatan Glagah Kabupaten Banyuwangi Tahun 2021]. *Jurnal Pendidikan Ekonomi Undiksha* 13(2):328–39.
- Li, Guangqin, and Jiahong Qin. 2022. Income Effect of Rural E-Commerce: Empirical Evidence from Taobao Villages in China. *Journal of Rural Studies* 96:129–40.
- Muafani, Muafani. 2021. [Pemanfaatan Teknologi Informasi Di Tengah Pandemi Covid-19 Dalam Pemberdayaan Masyarakat]. *Jurnal Penelitian Dan Pengabdian Kepada Masyarakat UNSIQ* 8(2):134–39.
- Murti, Endang, and Harianto Harianto. 2019. [Pendekatan One Village One Produk (OVOP) Dalam Pemberdayaan Ekonomi Desa]. Pp. 1779–90 in *Seminar Nasional Sistem Informasi (SENASIF)*. Vol. 3.
- Novita, Widya, Putra Pratama Saputra, and Jamillah Cholillah. 2021. [Implementasi Program One Village One Product (Ovop) Terhadap Kehidupan Sosial Ekonomi Di Kabupaten Bangka Tengah]. *Jurnal Sosial Sains* 1(9):1–119.
- Palani, Herman, and Others. 2018. [Potensi Inovasi Pembiayaan Ekonomi Kreatif Di Kawasan Madura Berbasis Village Sharia Investment System Sebagai Penopang Ekonomi Baru Jawa Timur]. *JIET (Jurnal Ilmu Ekonomi Terapan)* 3(1).
- Pradani, Rizki Febri Eka. 2020. [Pengembangan Badan Usaha Milik Desa (Bumdes) Berbasis Potensi Lokal Sebagai Penggerak Ekonomi Desa]. *Juornal of Economics and Policy Studies* 1(1):23–33.
- Putri, Rizky Atika Salsabila Ivabianca, Elizabeth

- Puspaningrum Sinyor, and Annusha Chandrika Putri. 2018. [*Strategi Pengembangan Potensi Desa Wisata Berbasis Analisis Swot Desa Sidomekar Dan Penggunaan Aplikasi Tour Guide Online Kabupaten Jember*]. *UNEJE-Proceeding*.
- Putro, Herry Porda Nugroho, Rusmaniah Rusmaniah, Jumriani Jumriani, Muhammad Rezky Noor Handy, and Mutiani Mutiani. 2021. Business Development Strategies for Micro, Small and Medium Enterprises (UMKM) in Kampung Purun. *The Innovation of Social Studies Journal* 3(1):23–32.
- Rizkia, N. D. 2022. [*Konsep Daya Saing*]. *Manajemen Strategis* 17.
- Rosmadi, Maskarto Lucky Nara. 2021. [*Penerapan Strategi Bisnis Di Masa Pandemi Covid-19*]. *IKRA-ITH EKONOMIKA* 4(1):122–27.
- Rusdiyana, Eksa, and Putri Permatasari. 2021. [*Peningkatan Pemahaman Masyarakat Untuk Mendukung Pengembangan Desa Wisata Giripurno*]. *JMM (Jurnal Masyarakat Mandiri)* 5(5):2681–92.
- Santosa, and Others. 2020. [*Analisis Pengelolaan Pariwisata Dalam Upaya Meningkatkan Kesempatan Kerja Masyarakat (Studi Pada Wisata Pantai Serang, Desa Serang, Kecamatan Panggungrejo, Kabupaten Blitar)*].
- Saputra, Umar Reza. 2021. [*Analisis Kebijakan Pengentasan Kemiskinan Di Kabupaten Brebes Melalui Pengembangan Industri*]. *Jurnal Manajemen Publik Dan Kebijakan Publik (JMPKP)* 3(2):22–36.
- Sarip, Sarip, Aip Syarifudin, and Abdul Muaz. 2020. [*Dampak Covid-19 Terhadap Perekonomian Masyarakat Dan Pembangunan Desa*] *Al-Mustashfa: Jurnal Penelitian Hukum Ekonomi Syariah* 5(1):10–20.
- Shen, Jing, and Rung-Jiun Chou. 2022. Rural Revitalization of Xiamei: The Development Experiences of Integrating Tea Tourism with Ancient Village Preservation. *Journal of Rural Studies* 90:42–52.
- Soleh, Ahmad. 2017. [*Strategi Pengembangan Potensi Desa*]. *Jurnal Sungkai* 5(1):32–52.
- Suminartini, Suminartini, and Susilawati Susilawati. 2020. [*Pemberdayaan Masyarakat Melalui Bidang Usaha Home Industry Dalam Meningkatkan Kesejahteraan Masyarakat*]. *Comm-Edu (Community Education Journal)* 3(3):226–37.
- Susanti, Ike, Muhamad Imam Syairozi, and Hefrin Yunifa Winda Lukman. 2021. [*Analisis Sistem Manajemen Dalam Pengelolaan Bumdes Di Desa Bluluk*]. *Jurnal Sains Sosio Humaniora* 5(2):701–10.
- Yang, Jun, Ruxin Yang, Ming-Hsiang Chen, Ching-Hui Joan Su, Yin Zhi, and Jianchao Xi. 2021. Effects of Rural Revitalization on Rural Tourism. *Journal of Hospitality and Tourism Management* 47:35–45.
- Yang, Qi, and Daojun Zhang. 2021. The Influence of Agricultural Industrial Policy on Non-Grain Production of Cultivated Land: A Case Study of the 'One Village, One Product' Strategy Implemented in Guanzhong Plain of China. *Land Use Policy (Elsevier)* 108:105579.