



Local Wisdom-Based *Ecotourism* Development Strategy for Lolong Adventure Area, Pekalongan Regency

Firman Affandi^{1✉}, Sucihatiningsih DWP², Arief Yulianto³

Economic Education Department, Postgraduate, Semarang State University

Article Info

Article History
Received : April
2023
Accepted : May 2023
Published : June 2023

Keywords:

*Ecotourism Development,
Lolong Adventure strategy,
Pekalongan*

Abstract

The development of tourist destinations in Lolong adventure Pekalongan has several factors that support efforts development in building a tourism economy based on *local wisdom*, and the community can maintain local culture or wisdom. This development will have a positive impact on society such as improving the economy of communities. The regional potential is the ability of an area in the form of resources that can be used, exploited, and benefited for further development so that it is can increase and create regional capabilities. This research is descriptive qualitative research that emphasizes a field survey approach, interview, and observation, as data collection methods. Data analysis used data reduction, data triangulation, and data synthesis to reinforce the conclusions obtained. The result of this study is expected to contribute to the development of tourism, especially on local wisdom-based ecotourism on "Local Wisdom-Based Ecotourism Development Strategy for Lolong Adventure Area, Pekalongan Regency". The research results show that the most prioritized criteria in the development strategy of local wisdom-based ecotourism are providing business capital assistance with a value of 0.648. The second priority is institutionalization with a weight value of 0.230, and the third criterion is human resources with a weight value of 0.122, based on the results of the Analytical Hierarchy Process (AHP) using the Expert Choice 11 program. The obtained inconsistency ratio is 0.035, which means that the answers given by the key persons are consistent. Conclusion: The results of the Analytical Hierarchy Process (AHP) calculations can be used as a basis for developing local wisdom-based ecotourism in the Lolong Adventure tourism area.

© 2023 Universitas Negeri Semarang

* Correspondence : Postgraduate, Universitas Negeri Semarang

Kelud Utara Iii, Semarang 50237 Indonesia

E-Mail: jee@mail.unnes.ac.id

P-ISSN 2301-7341

E-ISSN 2502-4485

INTRODUCTION

Indonesia is a developing country that has very potential natural resources with a diversity of ethnicities, religions, customs, races, and cultures. This diversity is an advantage in advancing and developing the Indonesian government. Natural resources are the main asset that must be managed in such a way because of the wealth and beauty that Indonesia has, now it can become one of the sectors that can contribute income to the country.

Law of the Republic of Indonesia Number 10 (2009) concerning Tourism Development, states that tourism development is realized through the implementation of tourism development plans by taking notice of the diversity and uniqueness of natural culture, as well as human needs for travel. Tourism activities are carried out voluntarily and without coercion to enjoy tourist objects and attractions. The development of the tourism industry can play a role as a source of state income.

The development of tourism in an area can bring various benefits to the surrounding communities, both socially, economically and culturally. If the development is not managed and not prepared properly, it will bring up many problems that are detrimental and make it difficult for the community. It needs to be an effort to minimize the negative impacts that may arise so that the tourism development process runs well and is sustainable. Tourism development needs to be preceded by an in-depth study, through research on all supporting resources (Wardiyanta, 2006)

From an economic point of view, tourism activities can contribute to regional revenues from parking fees, taxes, tickets or bring in foreign exchange from foreign tourists. The existence of tourism will also grow economic businesses that connect and support their activities so as to increase people's income.

The area of the district Pekalongan covers an area of 836.13 km² with 285 villages/kelurahan and consists of 19 districts. The growth of Central Java economic in general has increased that was initially 5.31%, and increased 5.41% in 2020. Pekalongan's economic growth has slowed down in 2020 compared to previous years. Economic growth in 2020 was 5.355%. It was lower than the previous year was equal to economic growth of 5.76%. The economic structure in Pekalongan Regency in 2016-2020 is dominated by the following business field, such as: Agriculture, Processing Industry; Fishery; Wholesale and Retail Trade, Forestry, Motorcycle & car repair; Education Services, and Construction. This is known based on the role in each business field in the formation of GRDP in Pekalongan Regency.

There are many tourist attractions in Pekalongan Regency, one of them is the Lolong Adventure tourism development area in Karanganyar Regency. This natural tourist attraction has the various tourism potentials: culinary tourism, nature, culture, or history. Lengkung Bridge and Durian Festival are the icons of the tourist area.

Lolong Adventure is one of the regions in the Pekalongan Regency area which has the potential for nature-based tourism which requires development. MSMEs and tourism development should be more directed towards regional development. Identification of tourism development potential must prioritize the development of existing potentials in each region by focusing on thoughts of providing support for the development of tourism potential in the surrounding area. The concept of synergy and integration between regions are key in efforts for developing MSMEs and tourism sustainably.

The Lolong community and its surroundings, after the Lolong Adventure tour opened in 2000 up to now, there has been an increasingly dynamic economy. The community gets benefits from Lolong Adventure and create many jobs as tour

service providers or staff. (Disbudpar Kabupaten Pekalongan, 2019: 15).

accompanied by management from tourism managers and the community.

The number of Lolong Adventure visitors in 2019-2021 has increased. Based on the results of observations, the existence of the Lolong Adventure tourist attraction actually has many positive sides. The local community does not only rely on agricultural products but also the community can take the advantage of the Lolong Adventure tourist attraction as a place to open new businesses. The existence of this phenomenon increases the income of the Lolong Adventure community open businesses, both in the culinary field, homestay, souvenirs, alternative photo spots, and so on.

In research conducted by Heny Marlina in 2015, the results stated that the existence of a tourist village encouraged changes in the community to become more prosperous, this was known based on the economic level of the community and the level of community participation. The Kandri government needs to partner with local actors, this is one of the efforts to develop a tourism village.

Based on Budiarjo's research in 2017, the following results were obtained: The invention of ICT has changed the way of human life. The application of ICT in the tourism sector has a huge impact on tourists, tourism businesses, and the government. This benefits the government as it saves the cost of organizing the exhibition and requires only the use of a site that is less expensive and requires less money.

The local potential of the Lolong Adventure tourism object needs to be further developed so that Lolong tourism can be made the main tourist destination in Pekalongan Regency and can increase the economy of the surrounding community. For this reason, a tourism economic development strategy is needed that is carefully prepared and

RESEARCH METHODOLOGY

This study uses a qualitative approach by adopting an interpretive paradigm. This paradigm requires researchers to understand the way of thinking of the actors studied (Denzin and Lincoln, 2011; Veal, 2006; Jennings, 2010). In this case, actors are people who are involved in the research object and are related, involving the community in the management of tourist villages, tourism village managers, and stakeholders. Considering that similar research on community participation in tourism management is still small, the existing research is still in the exploratory stage, so more in-depth primary information is needed through direct discussion with local communities to obtain a more comprehensive understanding..

This study aims to examine the development of ecotourism based on local wisdom by taking the case study of the Lolong Pekalongan adventure. Data collected from research objects with the grid described below were analyzed using the Analysis Hierarchy Process (AHP).

The understanding is done using a qualitative approach, namely understanding by collecting data through in-depth interviews. The reason for choosing a qualitative approach is that this approach fits the interpretive paradigm (Cresswell, 2009). This method is specifically determined to help understand how interactions occur between group members (Veal, 2006).

The research that will be carried out for six months which located in Lolong Pekalongan adventure tour which is located in Karanganyar sub-district, Pekalongan district. Beside that, the target for the research to be carried out in Lolong Pekalongan adventure is regarding the regional potential-based tourism development strategy carried out by the UPTD and the Tourism Awareness Group

(POKDARWIS) or the people in Lolong Adventure Pekalongan.

This study examines the strategy for developing ecotourism based on local wisdom in the Lolong Adventure area, with types including artificial tourism, natural tourism, historical tourism, and MSMEs actors. The focus of the research is on increasing the development of ecotourism based on local wisdom in the Lolong Adventure area, with the hope of being able to increase the development of ecotourism based on local wisdom in the Lolong Adventure area. This research was conducted at the Lolong Adventure tour which is located in Lolong Village, Karanganyar District, Pekalongan Regency, Central Java. In this research plan, the authors will use qualitative data, namely data in the form of expressions, descriptions, and descriptions obtained from interviews, observations, and other written or oral sources. Sources of data were obtained from primary and secondary data sources as well as data validity techniques using triangulation.

The Analytical Hierarchy Process (AHP) method is a comprehensive decision-making model taking into account qualitative and quantitative matters. The AHP method can arrange a priority or goal from various options using several criteria. to determine the priority of elements in a decision problem is to make pairwise comparisons, in which each element is compared in pairs against a specified criterion. The form of pairwise comparisons is the matrix. Fill in the pairwise comparison matrix, using numbers that describe the level of the relative importance of an element to other elements (Aaty in Prajanti, 2013).

RESULT AND DISCUSSION

There are many tourist attractions in Pekalongan district and one of them is the Lolong Adventure tourism development area. Based on RTRW Pekalongan District in 2011-2031, the location of the Lolong Adventure is in Karanganyar District. This natural tourist

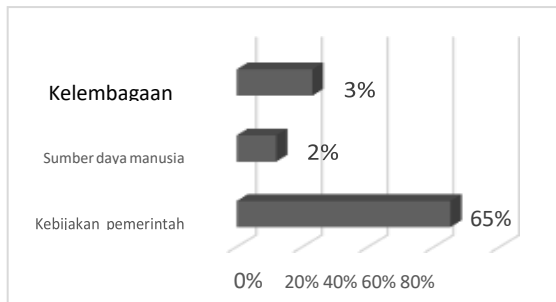
area has various tourism potentials, such as: culinary tourism, nature, culture, or history. The Lengkung bridge and the durian festival are icons of the tourist area. The potential of the MSMEs development around there or the development of the Lolong tourist area has not in strong synergy. The potential for the development of tourist area and MSMEs development has not provided optimal benefits yet for the surrounding community and MSMEs.

Lolong adventure is in Pekalongan District has the potential for nature-based tourism which requires development. MSMEs development and tourism should be more directed at regional development. The identification of tourism development potential must prioritize the development of existing potential in each region by focusing on the idea of providing support for the development of tourism potential in the surrounding area. The concept of synergism and integration between regions is key in efforts for developing MSMEs and tourism in a sustainably.

The main potentials in Lolong are: agro tourism, natural tourism, historical tourism, especially durian, and culinary tourism. Durian from Lolong Village is known to have a distinctly legit taste and it is ripe from the tree. Local wisdom that is formed by maintaining the quality of durians with the guarantee that durians originating from Lolong Village are durians that are ready to be consumed and ripen on trees. The community adheres to their ancestors traditions, in which the community does not pick durian before the stalk is naturally detached from the tree. This phenomenon shows that people have a strong commitment to their culture. Lolong Adventure Tourism has an attraction that comes from 3 types of tourism, namely natural tourism, artificial tourism, and historical tourism.

Based on calculations from the hierarchy of the analysis process on all criteria for the development strategy of Local

Wisdom-Based Ecotourism in the Lolong Adventure area, Pekalongan Regency with the expert choice 11 program, the following results are obtained:



Picture 1. Output AHP All Criteria for Local Wisdom-Based Ecotourism Development Strategy in the Lolong Adventure Area, Pekalongan Regency

Based on the table above, it can be seen that the criteria for Ecotourism based on Local Wisdom that are most prioritized in the Lolong Adventure area of Pekalongan Regency are government policy criteria with a weight value of 0.648. Then the second priority is institutional criteria with a weight value of 0.035 > 0.1. These results can be used as a reference for developing Ecotourism based on Local Wisdom in the Lolong adventure area, Pekalongan Regency.

Government policy is the most prioritized criteria in the strategy for developing Local Wisdom-Based Ecotourism in the Lolong Adventure area of Pekalongan Regency. Government policy is an important element in supporting the development of Ecotourism based on Local Wisdom in the Lolong Adventure area, Pekalongan Regency. Government policies can be in the form of programs that can overcome the problems faced by tourism actors or managers in order to realize the development of Ecotourism based on Local Wisdom in the Lolong adventure area of Pekalongan Regency. the most prioritized alternative in the Government Policy criterion is the provision of business

capital needs with alternative financing models and with soft interest.

There is a problem that they often face is the difficulty of obtaining capital loans so that their business is difficult to develop. Responding to these problems, the Pekalongan Regency Government tried to provide alternative capital through soft interest loans. This program synergizes with several local banks and financial institutions. However, it turns out that many artisans have difficulty enjoying this program because the process is rather complicated and requirements are not met. Even though the cost is low, the existence of this credit is not accessible to all craftsmen because some craftsmens cannot fulfill requirements such as administration and business feasibility. Thus, it becomes a separate obstacle that must be immediately found a solution, so that all craftsmen can obtain capital loans that are not burdensome to their business.

The second priority alternative is to provide easy access to information and communication technology for tourism managers and MSMEs. Then the third is the provision of assistance with vital production equipment such as rotary machines/machines, drying machines, combustion machines/ovens, and mills. providing information, promotion and market guarantee facilities for tourism managers and MSME actors as well as providing training and facilitating business licensing and IPR procurement. Most of the business actors in Lolong still have difficulty obtaining IPR business permits. This right certainly has an impact on the difficulty of accessing credit and ease of marketing, especially on an export scale, considering that credit requirements also require administration in the form of a business license.

The criteria that are the second priority in the *Local Wisdom-Based Ecotourism* strategy in the Lolong adventure area of Pekalongan Regency are institutional criteria. One that cannot be missed in the development of

Ecotourism based on *Local Wisdom* is institutions. Institutional elements will greatly influence the development of *Ecotourism* based on *Local Wisdom*. Within these institutional criteria there are four alternatives that will be analyzed using the Analytical Hierarchy Process (AHP).

Improvement Enhancement of business partnerships between cooperatives of MSME actors and entrepreneurs/investors. This alternative is an alternative strategy that is urgently needed by tourism managers and MSMEs but has not been realized to date because the existing cooperatives do not yet have business partnerships with other entrepreneurs. In Lolong Tourism Village there is a cooperative for MSMEs, namely the Lolong Sejahtera Cooperative. Increasing the capacity and quality of special institutions to assist tourism managers and MSME actors as well as training for cooperative management and tourism management organizations and MSME actors. forming group organizations or associations to establish cooperation between tourism managers and MSME actors.

This problem will certainly lead to unfair business competition which will harm the craftsmen themselves. Therefore, the local government plans to form an association of craftsmen to establish mutually beneficial cooperation. This effort is supported by the tourism industry clustering program in Lolong so that every craftsman can work together more easily.

The criterion that becomes the last priority or the third priority is human resources. Human resources are an important aspect that cannot be ignored in the effort to develop Ecotourism based on Local Wisdom in the Lolong adventure area, Pekalongan Regency. Human resources are directly related to the tourism business starting from the process of making MSMEs souvenirs to the process of marketing tourism products and MSME. The higher the quality of human resources managing tourism and MSME actors, the more developed the Ecotourism

business based on Local Wisdom in Lolong will be. The obstacles faced in improving the quality of human resources are relatively low so that they have an impact on their skills and competencies. Even though they are experts in making souvenirs and managing tourism, they are not able to think far ahead to keep up with the times yet, both from the aspect of production innovation and marketing innovation.

In addition, many MSME actors come from other regions so that their skills in making souvenirs are more than the local population. However, currently the craftsmen from the area are returning to their regions considering that the wages they receive are felt to be insufficient. The output of craftsmen who have qualified skills is decreasing. Therefore, several human resource development programs are needed for MSMEs.

The alternative that has the most priority on the human resource criteria is marketing promotion and training using information and communication technology with a weight value of 0.290. Promotion and marketing are important elements for a business, including tourist attractions and MSMEs . So far, tourism managers and MSMEs in Lolong market their products only in traditional markets, middlemen, and also based on orders from consumers. In addition, there are also those who go through exhibitions and also export, but even then only a few, considering the costs required to participate in exhibitions are relatively small and the export process is also not easy.

Improving the managerial capabilities and management of the surrounding MSMEs. This alternative strategy emerged when researchers made initial observations with MSME actors and other stakeholders. This alternative is urgently needed because so far the business being run is still simple and has not implemented proper business management making it difficult to develop. The majority of the educational backgrounds of MSME actors are elementary and junior

high school graduates so that their ability to manage and manage is not maximum.

Increasing the capacity of craftsmen in utilizing production tools based on renewable technology is an alternative in this aspect. Technological advances provide many benefits in the field of business and industry, especially tourism managers and MSMEs. The process of making UKM souvenirs has many stages that require many different production tools. The Pekalongan Regency Government has provided assistance in the form of modern souvenir production equipment using technology such as rotary machines, dryers, incinerator/oven machines, and mills.

Continuous coaching and training for the community create existing local potential innovations. This alternative strategy was obtained based on the results of initial observations with Siawata stakeholders and business actors around the tourist attraction. These alternatives exist because the innovation of souvenirs and tourist objects is currently important in marketing considering the increasing number of competitors for souvenirs and tourism products both from abroad and abroad.

The last alternative criterion for human resources is to motivate the community to increase their abilities and skills in producing local potential. Skilled and professional human resources will produce products that are in great demand and have an impact on their craft business (Hastuti, 2010). So far, the abilities and skills of the craftsmen in Lolong have been qualified. But most of them do not want to improve their skills because there is no encouragement and motivation. If in entrepreneurship someone does not have a strong entrepreneurial motivation base, does not take action in the form of innovation, then it is unlikely that a business will develop. (Yunal & Indriyani, 2013). Management of the tourism industry requires a development strategy to manage the tourism industry so that the development of

the tourism industry is maximized. The following strategy is applied in developing tourist attractions based on Cooper (1993) in Suwena (2010) stating that to meet services and needs in tourist areas, 4 (four) main components of tourism are needed to support or known as "4A", namely: accessibility, attraction, ancillary, & amenities. The implementation of the components contained in the Lolong Adventure tourist attraction are:

a. Attractions are a very important component, which contains their own uniqueness that can attract tourists to visit these tourist attractions. Lolong Adventure has a variety of unique tours including rafting tours and tours picking durian straight from the tree. Besides that, every year there is a durian festival that is attended by various regions and there are cultural arts performance activities that make visitors interested.

b. Amenities (facilities) are the facilities and infrastructure needed by tourists when they are at tourist attractions. Lolong Adventure tourism facilities and infrastructure are adequate, starting from ticket booths, parking lots, and clean toilet facilities. Moreover, infrastructure facilities at tourist attractions are also available, such as safety equipment for rafting activities and camping or other activities.

c. Accessibility is the most important thing in tourism activities. All transportation or transformation services are important access for tourism. In the area of the Lolong Adventur tourist attraction, road access to the tourist attraction is good, but there is no safety on the side of the road which is directly adjacent to the ravine. In the surrounding area, public transportation is also available to get to tourist areas and access from the parking lot to tourist attractions is decent.

d. Ancillary (Additional Services) must be provided by the local government in a tourist destination both for tourists and tourism actors. Additional services available at the Lolong Adventure tourist attraction are free health check services

held by POKDARWIS in collaboration with the public health center, other additional services such as internet access or free WI-FI for visitors.

CONCLUSION

Pekalongan Regency has various tourist areas, one of which is the tourism development area. The potential for MSME development around tourism objects or the development of the Lolong tourist area currently does not have a strong synergy. The potential for the development of tourist areas and the development of MSMEs has not provided optimal benefits for the surrounding community and MSMEs.

Lolong Adventure is included in an area in the Pekalongan district, Karanganyar regency, the nature-based tourism potential in it has not been fully developed and needs development. Lolong Tourism has the following tours: historical tourism, agro-tourism, nature tourism, and culinary tourism.

The most prioritized criteria in Local Wisdom-Based Ecotourism in the Lolong adventure area of Pekalongan Regency are government policy criteria, then the second priority is institutional criteria. These results can be used as a reference for developing *Ecotourism* based on *Local Wisdom* in the *Lolong adventure* area, Pekalongan Regency.

REFERENCES

- Adiprana, I Putu Gatot dan IGA Oka Mahagangga. 2013. *Dinamika Perkembangan Pariwisata di Desa Pakraman Ubud*. ISSN:2338-8811. Hal 34-43 Vol 1, No 1 (2013) july-december. *Jurnal Destinasi Pariwisata* is licensed under a Creative Commons Attribution 4.0 International License.
- Akzar, Muhammad dan Ida Bagus Suryawan. 2013. *Peranan Atraksi Wisata Budaya di Desa Kertalangu*. ISSN:2548-8937. Hal 54-62 Vol 1, No 1 (2013) july-december. *Jurnal Destinasi Pariwisata*.
<https://ojs.unud.ac.id/index.php/destinasi-par/article/view/22931>
- Alma, Buchari. (2014). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Arsyad, Lincoln.2005. *Pengantar Perencanaan dan Pembangunan Ekonomi Daerah*. Edisi pertama. Yogyakarta:BPFE YKPN.
- Atiko, Gita,dkk. 2016. *Analisis Strategi Promosi Pariwisata Melalui Media Sosial Oleh Kementerian Pariwisata RI (Studi Deskriptif pada Akun Instagram @Indtravel)*. *Jurnal Sositoknologi*. Vol. 15 , No. 3 Desember 2016.
- Atmoko, T. Prasetyo Hadi. 2014. *Strategi pengembangan Potensi Desa Wisata Brajan Kabupaten Sleman*. *Jurnal Media Wisata*, Vol. 12, No 2, November 2014.
- Avci, Umur,dkk. 2011. *Strategic orientation and performance of tourism firms: Evidence from a developing country*. Elsevier. *Tourism Management* 32 (2011) 147–157. journal homepage: www.elsevier.com/locate/tourman.
- Akzar, Muhammad & Ida Bagus Suryawan. 2018. *Peranan Atraksi Wisata Budaya di Desa Kertalangu*. *Jurnal destinasi pariwisata*, [S.l.], p. 54 - 62, june 2013.ISSN 2548-8937. <https://ojs.unud.ac.id/index.php/destinasi-par/article/view/22931>
- Bakaruddin. (2009). *Perkembangan Permasalahan Kepariwisataaan*.Padang: UNP Pres.Nugraha, Hari Susanta & Naili Farida. 2016. “Penerapan Strategi Community-Based Learning untuk Pengembangan Daya Saing IKM Batik Klaster Kuat Di Wilayah Provinsi Jawa Tengah”. Semarang.
- Barreto, Mario & I.G.A. Ketut Giantari. 2015. *Strategi Pengembangan Obyek Wisata Air Panas di Desa Marobo, Kabupaten Bobonaro, Timur Leste*. *E jurnal Ekonomi dan Bisnis Universitas Udayana* Vol 4, No 11, Hal 773-796. ISSN: 2337-3067.
- Basu, Swastha, & Irawan. (2001). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Budiarjo. 2017. *Teknologi Informasi dan Komunikasi untuk Pariwisata: Analisa Isi Laman Resmi Pariwisata Provinsi Kepulauan Riau*. Vol 2 No 1. Hal 1- 8. P-ISSN. 1907-0489 E-ISSN 2580-3875. April 2017.
- Chandra, Gregorius. 2002. *Strategi Program Pemasaran*. Edisi pertama. Yogyakarta:ANDI.
- David, Fred R. (2006). *Manajemen Strategis*. Jakarta: Salemba Empat.
- Demartoto, Argyo. 2009, *Pembangunan Pariwisata Berbasis Masyarakat*. Surakarta: Sebelas Maret University Press.

- Departemen Kebudayaan dan Pariwisata. 2008. Panduan Pelaksanaan Sadar Wisata. Jakarta : Departemen Kebudayaan dan Pariwisata.
- Departemen Pariwisata dan Kebudayaan Republik Indonesia. 2005. Rencana Strategi Departemen Pariwisata dan Kebudayaan Republik Indonesia 2005-2009. Jakarta.
- Dessler, Gary, 2011. Manajemen sumber daya manusia. Jakarta:Indeks. Direktorat Jendral Pengembangan Destinasi Pariwisata. 2012. Buku Pedoman Kelompok Sadar Wisata. Jakarta: Kementerian Pariwisata dan Ekonomi Kreatif.
- Fandeli, C. dkk. 2000. Pengusahaan Ekowisata. Yogyakarta: Fakultas Kehutanan Universitas Gadjah Mada.
- Farah, Alfa. 2015. Political Determinants Of Budget Deficits: A Survey Of Literature. Vol. 3, No 2. JEJAK Jurnal Ekonomi dan Kebijakan. DOI 10.15294/jejak.v3i2.4658. Terakreditasi B.
- Farida, Annis, Moch. Arifien, Saptono Putro. 2017. Kontribusi Pendidikan Pokdarwis (Kelompok Sadar Wisata) Terhadap Upaya Pengembangan Desa Wisata Kandri Kota Semarang. ISSN 2252-6684.
- Fatmawati, & deky Aji Suseno. 2018. Strategi Pengembangan Industri Kerajinan Eceng Gondok di Kabupaten Semarang. Economics Development Analysis Journal UNNES Vol. 7 No. 3. ISSN 2252-6965
- Fatria, Muhammad Akbar. 2017. Strategi Pengembangan Industri Rumah tangga Di Kota Pekanbaru (Studi Kasus Usaha Jamur Crispy Industri Pengolahan Jamur Tiram). JOM Fekon, Vol.4 No.1 (Februari) 2017.
- Hadari, Nawawi, 2003. Metode Penelitian Bidang Sosial. Gajah Mada University Press: Yogyakarta
- Haeruman. 2001. Kemitraan dalam pengembangan ekonomi lokal. Jakarta:Yayasan Mitra Pembangunan Desa-Kota.
- Hartini, Sri. 2012. Peran Inovasi: Pengembangan Kualitas Produk dan Kinerja Bisnis. Jurnal Manajemen dan Kewirausahaan, Vol 14. No 1. Hal 82-88. ISSN 1411-1438. Program Studi manajemen, Fakultas Ekonomi Universitas Kristen Petra Surabaya. Terakreditasi B.
- Hermawan, Agus. (2000). Komunikasi Pemasaran. Jakarta: Erlangga.
- Hiariey, Lilian Sarah, dan Wildoms Sahusilawane. 2013. Dampak Pariwisata Terhadap Pendapatan dan Tingkat Kesejahteraan Pelaku Usaha Di Kawasan Wisata Pantai Natsepa, Pulau Ambon. Jurnal Organisasi dan Manajemen, Vol 9, Nor 1, Hal 87-105.
- Hidayat, Marceilla. 2011. Strategi Perencanaan dan Pengembangan Objek Wisata (Studi Kasus Pantai Pangandaran Kabupaten Ciamis Jawa Barat). Tourism and Hospitality Essentials (THE) Journal, Vol. I, No. 1, 2011 – 33.
- Indahsari, Kurniyati, & Henny Oktavianti. 2014. Analisis Peran Pariwisata Pantai Camplong Terhadap Kesejahteraan Masyarakat Lokal. Media Trend Vol. 9 No. 2 Oktober 2014, hal. 181-195.
- James.J.Spillane DR, 2002, Ekonomi Pariwisata Sejarah dan Prospeknya, Yogyakarta: Kanisius.
- Mappi, Andi. S, 2001, Cakrawala Pariwisata, Jakarta: Balai Pustaka.
- Marimin. 2004. Teknik Dan Aplikasi Pengambilan Keputusan Kriteria Majemuk. Jakarta:Grasindo.
- Marlina, Neny. 2015. Strategi Pembangunan Desa Wisata Kandri Menuju Kesejahteraan Masyarakat. Jurnal Ilmiah Ilmu Pemerintahan, Vol 1, No. 2, <https://ejournal2.undip.ac.id/index.php/jiip/article/view/1620>. Diakses 07 Januari 2022.
- Miles, Mattew B dan A. Michael Huberman. 2007. Analisis Data Kualitatif, Buku Sumber Tentang Metode-Metode baru. Jakarta: Universitas Indonesia Press.
- Mottoh, Rommy. J.R. 2012. Kontribusi Objek Wisata Pantai Firdaus dan Pengaruhnya Terhadap Pendapatan Masyarakat Desa Kema II Kcamatan Kema Kabupaten Minahasa Utara. Vol 9, No 1 (2013). <https://ejournal.unsrat.ac.id/index.php/jia/article/view/2511>.
- Muhammad, Ardiansyah, dkk. 2018. Penilaian Memorable Tourism Experience Sebagai Faktor Penentu Daya Saing Destinasi Wisata Dengan Menggunakan Pendekatan Rapid Appraisal (Rap). MIX:Jurnal Ilmiah Manajemen, Volume 8, No. 2, et al., 272 – 291. ISSN : 2088-1231 E- ISSN: 2460-5328DOI: [dx.doi.org/10.22441/mix.2018.v8i2.006](https://doi.org/10.22441/mix.2018.v8i2.006). Bidang Ilmu: Ekonomi Program Pascasarjana Universitas Mercu Buana DirJen PRP Kemenristekdikti No. 1/E/KPT/2015. Terakreditasi B 21-Sep-2015 sampai 21-Sep-2019.
- Mujanah, Siti, Tri Ratnawati dan Sri Andayani. 2015. The strategy of tourism village development in the hinterland Mount Bromo, East Java. Journal of Economics, Business, and Accountancy Ventura Vol. 18, No. 1, April – July 2015, pages 81 – 90.
- Mulyadi dan Rivai.2009.Manajemen Sumber Daya Manusia, Jakarta cetakan kesembilan.

- Mustofa, Lutfie Juliarizka, & Titik Hariyanti. 2018. Analisis Tipologi Potensi Pariwisata di Provinsi Jawa Tengah. *Economics Development Analysis Journal UNNES* Vol. 7 No. 2 ISSN 2252-6965.
- Muttaqin, Tatag, Ris Hadi Purwanto & Siti Nurul Rufiqo. 2011. Kajian Potensi Dan Strategi Pengembangan Ekowisata di Cagar Alam Pulau Sempu Kabupaten Malang Provinsi Jawa Timur. *GAMMA*, Vol 6, No 2, Hal: 152-161. Versi online: <http://ejournal.umm.ac.id/index.php/gamma/article/view/1433>. Diakses 20 januari 2022.
- Nugraha & Sragen,(2016). Penerapan Strategi Community-Based Learning Untuk Pengembangan Daya Saing Ikm Batik Klaster Klat, (1), 1–11.
- Prajanti, S. D. W. (2014). "Strategy for controlling agricultural land conversion of paddy by using analytical hierarchy process in Central Java". *Management of Environmental Quality: An International Journal*, 25(5), 631–647. <https://doi.org/10.1108/MEQ-07-2013-0080>. Semarang State University.
- Pramudiana, H-Naa. 2011. " Tujuan Negara Indonesia Dalam Pembukaan UUD 1945". <http://hanageoedu.blogspot.co.id/2011/12/tujuan-negara-indonesia-dalam-pembukaan.html>. (diakses pada tanggal 15 Desember 2021).
- Primadany, Sefira Ryalita, dkk. 2013. Analisis Strategi Pengembangan Pariwisata Daerah (Studi pada Dinas Kebudayaan dan Pariwisata Daerah Kabupaten Nganjuk). *Jurnal Administrasi Publik (JAP)*, Vol. 1, No. 4, Hal. 135-143
- Radiarta, I. N., Erlania, & Haryadi, J. (2015). "Analisis Pengembangan Perikanan Budidaya Berbasis Ekonomi Biru Dengan Pendekatan Analytic Hierarchy Process (AHP)". *Sosok KP*, 10(1), 47–59. Pusat Penelitian dan Pengembangan Perikanan Budidaya.
- Rochjadi Hafiluddin, M., & Saleh, C. (2014). "Strategi Pemberdayaan Usaha Mikro Kecil dan Menengah (UMKM) Berbasis "Community Based Economic Development " (Studi pada pelaku UMKM di Kecamatan Sukodono Kabupaten Sidoarjo)". *Wacana*, 17(2), 68–77. Universitas Brawijaya.
- Saarinen, Jarkko. 2010. *The Regional Economics of Tourism in Northern Finland: The Socio-economic Implications of Recent Tourism Development and Future Possibilities for Regional Development*. Original Article. DOI: 10.1080/15022250310001927. <http://www.tandfonline.com/doi/abs/10.1080/15022250310001927>
- Safitri, Ni Putu Yessy Apriana, dan Made Sukana. 2013. Partisipasi Masyarakat lokal dalam Kegiatan Kepariwisata di Desa Jatiluwih Kabupaten Tabanan. ISSN: 2338-8811 hal 44-53 vol 1, no 1. July-December. *Jurnal Destinasi Pariwisata* is licensed under a Creative Commons Attribution 4.0 International License.
- Santoso, Apik Budi. 2004. *Geografi Pariwisata*. Diktat Perkuliahan Semarang : FIS UNNES.
- Setiawan, Avi Budi & Prajanti, Sucihatningsih Dian Wisika. (2016). "Strategies To Develop Food Crop Commodity To Improve the Prosperity of Rural Farmers in Gr0Bogian District". *Jurnal of Indonesian Applied Economics*, Vol.6 No.2(2), 176–190. Semarang State University.
- Solichin, Roseika dan Evi Yulia Purwanti. 2013. Strategi Pengembangan Batik Sebagai Salah Satu Aset Wisata Belanja di Kota Pekalongan. Vol 2, No 1, Hal 1-10. <http://ejournal-s1.undip.ac.id/index.php/jme>. Diakses 20 januari 2022.
- Sugiyono. 2009. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Suyadi, 2015. Pengaruh Program Sapta Pesona Terhadap Peningkatan Pengunjung Obyek Wisata Guci Tegal. *Jurnal Utilitas* Vol. I No. 2 Oktober 2015. ISSN:2442-2241.
- Triharini, Meirina, Dwinita Larasati & R. Susanto. (2014). Pendekatan One Village One Product (OVOP) untuk Mengembangkan Potensi Kerajinan Daerah Studi Kasus: Kerajinan Gerabah di Kecamatan Plered, Kabupaten Purwakarta. *Jurnal Visual, Seni & Desain*. Vol. 6 (1).
- Tumoutou. 2017. "Jumlah Penduduk Dunia Tahun 2017, Posisi Indonesia?". <http://tumoutounews.com/2017/08/25/download-jumlah-penduduk-dunia-tahun-2017/>. (diakses pada 15 Desember 2021).
- Yunal, Vivin Oblivia dan Ratih Indriyani. (2013). Analisa Pengaruh Motivasi Berwirausaha dan Inovasi Produk terhadap Pertumbuhan Usaha Kerajinan Gerabah di Lombok Barat. *Jurnal Agora*. Vol. 1 (1).
- Zivyar, Parvaneh. 2015. *Tourism Development in Historical Textures of Tehran City (Case Study: Hazrat Abdul Azim Shrine Area)*. *Journal of Tourism & Hospitality Research Islamic Azad University, Garmsar Branch* Vol. 4, No.2, Autumn 2015, Pp. 23-41.

