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PREFACE

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Implementation of religious and cultural tourism development policies in Penyengat island

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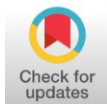
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Abstract:

The tourism development program on Pengenyat Island, Tanjungpinang City has been running with the aim of increasing public awareness about the importance of culture and religion. The aim of this research is to analyze the policy implementation model using Meter & Horn (1975) theory. This research method uses a descriptive-qualitative approach by studying related documents and conducting interviews with relevant informants. Data analysis uses triangulation techniques which are analyzed in depth. The research results show that the tourism development program on Penyengat Island has made a positive contribution to tourism development. Model in the Implementation Process of Meter & Horn (1975) Development Policy for Tourism Development on Penyengat Island on Policy Standards and Targets requires continuous evaluation and improvement, then resources are carried out such as training and increasing insight into both human resources and natural resources. The characteristics of the Implementing Organization have the potential to increase cooperation with the government and other related parties. Next, Inter-Organizational Communication is related to institutional capacity in decisions on Development Programs so that the importance of community participation in monitoring, then the Disposition or Attitude of the Implementer and the Implementing Activities that have been carried out must pay attention to the importance of the government playing an active role by paying attention in the early stages of the plan, providing guidance and education to the community . Finally, socio-economic and political environmental conditions need to pay attention to the customs and cultural awareness of local communities that must be maintained in the policy implementation process.

Keyword: Implementation; Policy; Development; Tourism



INTRODUCTION

The development of tourism is a strategic component in enhancing both the economic and cultural standing of a region. In Indonesia, a country rich in historical and cultural heritage, tourism has been increasingly recognized as a vital sector for national growth. Among the various types of tourism, religious and cultural tourism holds a unique position, as it not only contributes to economic development but also preserves and promotes the cultural identity of the nation (Supriyanto et al., 2024). Penyengat Island, located in Tanjungpinang City, is one such place where religious and cultural tourism

intertwine, reflecting the historical and spiritual significance of the Malay culture (Kurnianingsih et al., 2021; Pratiwi et al., 2019).

Penyengat Island is renowned for its deep historical ties to the Malay Sultanate and its Islamic heritage, making it a prime candidate for religious and cultural tourism. The island houses significant landmarks, such as the Sultan Riau Grand Mosque and various royal mausoleums, which attract both local and international visitors. Recognizing this potential, the local government of Tanjungpinang has initiated various policies aimed at developing and promoting the island as a leading destination for religious and cultural tourism (Arismayanti, 2017; Musadad & Ibrahim, 2019).

However, the implementation of these policies has not been without challenges. The process of translating policy into effective action is complex, involving multiple stakeholders, resource allocation, and continuous evaluation. The development of tourism on Penyengat Island is guided by several policy frameworks, including the Rencana Induk Pembangunan Kepariwisata Kota Tanjungpinang (RIPPARKOT), which outlines the long-term objectives for tourism development from 2022 to 2032. These policies are designed to ensure the sustainable development of the island, preserving its cultural heritage while boosting its economic appeal (Ron, 2023; Swastiwi, 2022).

A key focus of these policies is the integration of religious and cultural elements into the tourism experience. This approach not only enhances the attractiveness of the destination but also ensures that the local community remains an integral part of the tourism ecosystem. The policies emphasize the importance of community participation, where the local residents are involved in the planning and execution of tourism activities, thereby fostering a sense of ownership and responsibility towards the preservation of their cultural heritage (Firdaus, 2018; Schroeder, 2015).

Despite these efforts, the implementation process has encountered several hurdles, such as inadequate infrastructure, limited financial resources, and the need for more effective coordination among stakeholders (Valeriani et al., 2021; Widowati & Larasati, 2021). The geographical location of Penyengat Island poses additional logistical challenges, requiring significant investment in transportation and public amenities to accommodate the growing number of tourists. Furthermore, the preservation of cultural sites requires ongoing maintenance and restoration efforts, which demand both expertise and funding (Jurowski et al., 2011; Pitana, 2008).

The role of the government is crucial in addressing these challenges. Effective governance involves not only the creation of policies but also their meticulous execution and monitoring. The local government of Tanjungpinang has been proactive in seeking funds from both national and international sources to support the development of Penyengat Island. Moreover, there has been an emphasis on training and capacity building for local residents, ensuring that they are well-equipped to participate in and benefit from the tourism industry (Nasrullah & Susanty, 2020; Setiawan, 2016).

In addition to governmental efforts, there is a need for private sector involvement in the development of tourism infrastructure and services. Public-private partnerships can provide the necessary capital and expertise to enhance the tourism experience on Penyengat Island. For instance, investments in hospitality, transportation, and guided tours can significantly improve the overall visitor experience, making the island more accessible and enjoyable for tourists (Dimitrovski et al., 2021; Serravalle et al., 2019). The success of these initiatives largely depends on continuous evaluation and

adaptation of the policies. As the tourism landscape evolves, so too must the strategies for developing Penyengat Island. This includes not only addressing immediate needs but also anticipating future challenges and opportunities. For example, the integration of digital technologies in tourism promotion and management can open new avenues for attracting visitors and enhancing their experience.

RESEARCH METHOD

In the study of Implementation of Religious and Cultural Tourism Development Policies in Penyengat Island, Tanjungpinang City, the research methodology plays a crucial role in understanding the effectiveness of policy implementation. This study employs a descriptive-qualitative approach, which is suitable for analyzing complex social phenomena such as policy implementation. The descriptive method helps in detailing the existing conditions and processes involved in the tourism development program (Moleong, 2012), while the qualitative aspect allows for an in-depth exploration of the experiences and perspectives of various stakeholders, including government officials, local communities, and tourists.

The data collection methods in this study include document analysis, interviews, and observations. Document analysis involves examining relevant policy documents, reports, and other written materials to understand the official stance and strategies related to the tourism program. Interviews are conducted with key informants, such as policymakers, community leaders, and tourism experts, to gather firsthand insights into the challenges and successes of the program (Johnston, 2014). Observation is used to directly witness the implementation of tourism activities on Penyengat Island, providing valuable contextual information that might not be captured through documents or interviews alone (Hesse-Biber et al., 2015).

To ensure the reliability and validity of the findings, the study applies triangulation techniques. Triangulation involves cross-verifying data from multiple sources and methods to minimize bias and enhance the credibility of the results. For instance, the insights gained from interviews are cross-checked with the data from document analysis and observations. This approach allows the researcher to build a more comprehensive understanding of how the tourism development policies are being implemented and their impact on the community and the local economy.

RESULT AND DISCUSSION

Existing Conditions of the Religious and Cultural Tourism Development Program on Penyengat Island, Tanjungpinang

The Religious and Cultural Tourism Development Program on Penyengat Island, Tanjungpinang, reflects a significant effort by the local government to enhance both cultural preservation and religious tourism. Penyengat Island, known for its rich historical and religious significance, especially within the Malay community, serves as a focal point for this developmental initiative. The program aims to transform the island into a prime tourist destination while preserving its cultural and religious heritage.

1. **Current State of Infrastructure and Facilities;** As of the latest evaluations, the infrastructure on Penyengat Island has undergone substantial improvements. The development program has prioritized the restoration and enhancement of historical sites, including the renowned Sultan Riau Grand Mosque, which dates back to 1803.

The mosque, along with other historical sites like royal tombs, plays a critical role in attracting religious tourists. Additionally, there have been upgrades to public amenities, such as the improvement of roads, construction of rest areas, and the installation of informative signboards, which guide tourists through the island's cultural and religious sites. However, despite these efforts, there remain significant gaps in the infrastructure that need to be addressed. The island's accessibility, for instance, still poses challenges. The docking facilities at the main harbor require further enhancement to accommodate the increasing number of visitors, especially during peak religious festivals. Moreover, the public transportation system on the island is limited, making it difficult for tourists to explore all the sites conveniently.

2. **Community Involvement and Stakeholder Collaboration;** Community involvement is a crucial aspect of the program, as the sustainability of tourism development heavily relies on local support. The residents of Penyengat Island have shown a commendable level of participation, particularly in preserving the cultural traditions and maintaining the historical sites. The collaboration between local authorities and cultural organizations has facilitated various cultural festivals, which have become significant attractions for tourists. Events like the Penyengat Island Festival showcase traditional Malay arts, crafts, and performances, further enhancing the island's cultural appeal. However, there are challenges in achieving seamless collaboration between all stakeholders. The coordination between different government agencies, local communities, and private investors is sometimes fragmented, leading to delays in project implementation. Strengthening this collaboration is essential for the successful realization of the island's tourism potential.
3. **Economic Impact and Opportunities;** The economic impact of the tourism development program on Penyengat Island has been gradually positive. The increase in tourist arrivals has spurred local businesses, particularly in the hospitality and service sectors. Small enterprises, such as local eateries, souvenir shops, and guided tour services, have experienced growth, contributing to the local economy. Additionally, the program has created job opportunities for residents, thus improving their livelihoods. Nevertheless, there is still room for improvement in maximizing the economic benefits. The development of more diverse tourist attractions, such as cultural workshops or interactive historical exhibits, could attract a broader range of visitors. Moreover, investments in training programs for local entrepreneurs would help them capitalize on the growing tourism industry more effectively.
4. **Cultural Preservation and Challenges;** Cultural preservation remains at the heart of the development program. Efforts to maintain the authenticity of religious and cultural sites have been largely successful. The island's unique cultural identity, characterized by its Malay heritage and Islamic influences, is a key attraction for tourists. The program has emphasized the need to protect these cultural assets from the negative impacts of commercialization. However, there are concerns about the potential erosion of cultural values due to the influx of tourists. The balance between promoting tourism and preserving cultural integrity is delicate. Over-commercialization could lead to the commodification of cultural practices, which might dilute their significance. Therefore, continuous monitoring and community engagement are essential to ensure that cultural preservation remains a priority.

5. Environmental Sustainability; Environmental sustainability is another critical aspect of the program. Penyengat Island's natural environment, including its coastal areas and green spaces, is integral to its appeal as a tourist destination. The development program has incorporated environmental conservation measures, such as waste management systems and the promotion of eco-friendly transportation options like electric vehicles. However, the increased tourist activity has raised concerns about environmental degradation. Issues such as littering, pressure on water resources, and the impact on local wildlife require ongoing attention. The implementation of stricter environmental regulations and the promotion of sustainable tourism practices among visitors and locals alike are necessary to mitigate these impacts.

Implementation Process of Religious and Cultural Tourism Development Policy on Penyengat Island, Tanjungpinang

The implementation of the Religious and Cultural Tourism Development Policy on Penyengat Island in Tanjungpinang City has revealed several significant insights and outcomes. This section will discuss these findings in the context of the policy's implementation process, utilizing the framework established by Van Meter and Van Horn (1975), which examines policy standards, resources, organizational characteristics, communication, disposition of implementers, and environmental conditions.

1. Standards and Policy Objectives; The standards and objectives of the policy aimed at enhancing religious and cultural tourism on Penyengat Island were primarily focused on preserving the cultural heritage and promoting the island as a key tourism destination. The implementation process highlighted that while these standards were clear, there were challenges in aligning them with the local community's expectations and the available resources. Continuous evaluation and adjustment of these standards were necessary to ensure they were realistic and achievable, considering the dynamic nature of tourism and cultural preservation.
2. Resource Allocation; Resource allocation was a critical factor in the implementation of the tourism development policy. The study found that while there was initial funding and support from both local and national government bodies, the resources were not always sufficient or efficiently utilized. Training programs for human resources and the enhancement of physical infrastructure were identified as areas needing improvement. The lack of consistent financial and technical support posed a challenge to maintaining the quality and sustainability of the tourism offerings on the island.
3. Organizational Characteristics; The implementing organizations, including local government agencies and cultural institutions, exhibited a strong commitment to the policy objectives. However, there were gaps in inter-organizational coordination that sometimes led to duplication of efforts or delays in project execution. Strengthening collaboration among these organizations and ensuring that their roles and responsibilities are clearly defined could enhance the effectiveness of the policy implementation.
4. Communication and Coordination; Communication between the various stakeholders involved in the implementation of the policy was found to be a significant factor influencing the success of the initiatives. The study noted that while there was a general framework for communication, it often lacked the necessary

detail and frequency to keep all parties adequately informed. Improving the communication channels and ensuring regular updates could facilitate better coordination and more timely interventions when challenges arise.

5. Disposition or Attitude of Implementers; The attitudes and commitment of those responsible for executing the policy played a crucial role in its implementation. The findings suggested that while most implementers were dedicated, there was a need for increased motivation and support from higher authorities. Providing incentives and recognizing the efforts of these individuals could help in maintaining their enthusiasm and ensuring that the policy objectives are met.
6. Environmental Conditions; The social, economic, and political environment surrounding the implementation of the tourism policy was dynamic and influenced the outcomes significantly. The study found that local customs and cultural awareness were crucial in shaping the community's acceptance and support of the tourism initiatives. Additionally, the political will and support from government bodies at various levels were essential in driving the policy forward. It was recommended that ongoing efforts be made to engage the local community and consider their input in policy adjustments to ensure long-term sustainability.



Figure 1. Mind map Religious and Cultural Tourism Policy Implementation on Penyengat Island
Source: Author, 2024

In conclusion, the implementation of the Religious and Cultural Tourism Development Policy on Penyengat Island has made considerable progress but also faces several challenges. Addressing these through continuous evaluation, better resource management, and enhanced communication among stakeholders will be key to realizing the full potential of Penyengat Island as a premier religious and cultural tourism destination.

The Impact of the Development of Religious and Cultural Tourism Programs on Penyengat Island, Tanjungpinang City, in the Future

The development of religious and cultural tourism on Penyengat Island is poised to have significant impacts on the island's socio-economic and cultural landscape. One of the most immediate outcomes anticipated from these developments is the boost in

local tourism, which is expected to drive economic growth. The improvements in infrastructure, such as roads, public spaces, and historical sites, will make the island more accessible and attractive to both domestic and international tourists. This increased tourist influx will likely result in a higher demand for local goods and services, thus fostering the growth of small businesses, creating job opportunities, and ultimately improving the standard of living for the local population.

Another critical impact is the preservation and promotion of cultural heritage. Penyengat Island, with its rich history and religious significance, stands to benefit from the restoration and enhancement of its cultural sites. The focus on religious tourism, especially around sites like the Sultan Riau Grand Mosque and the royal tombs, will help preserve the island's Islamic heritage. Moreover, the increased visibility of these cultural assets could foster a greater appreciation and awareness among visitors, leading to a renewed sense of pride among the local community in their cultural identity. This cultural preservation, in turn, is crucial for maintaining the unique character of the island amidst modernization pressures.

However, the development of tourism also brings challenges, particularly in terms of environmental sustainability and social dynamics. The increased foot traffic from tourism could lead to environmental degradation if not managed properly. Issues such as waste management, water usage, and the maintenance of historical sites will require careful planning and robust regulatory frameworks to ensure that the island's natural and cultural resources are not compromised. Additionally, there may be shifts in the social fabric of the community as tourism can bring both positive and negative influences, such as changes in traditional lifestyles, the potential for cultural commodification, and the risk of social inequalities emerging as some benefit more from tourism than others.

Looking towards the future, the success of the tourism development program will hinge on sustainable practices and community involvement. Integrating local communities into the planning and execution stages of the tourism projects is essential to ensure that the benefits are widely distributed and that the community's needs and concerns are addressed. Moreover, a sustainable approach to tourism that balances economic growth with the preservation of cultural and environmental integrity will be crucial in ensuring that Penyengat Island remains a vibrant and resilient destination for religious and cultural tourism in the years to come. This approach will also serve as a model for other regions looking to develop their tourism sectors in a way that honors and sustains their unique heritage.

CONCLUSION

The development of religious and cultural tourism on Penyengat Island presents a significant opportunity to enhance both the cultural heritage and economic vitality of the region. The various initiatives undertaken to improve infrastructure and restore historical sites have already begun to transform the island into a more accessible and attractive destination for tourists. These efforts not only support the preservation of the island's rich Islamic heritage but also stimulate economic growth by creating jobs and fostering the expansion of local businesses. As a result, the standard of living for residents is likely to improve, with tourism providing a sustainable source of income and economic stability.

However, the progress made so far is not without challenges. The environmental sustainability of increased tourism activity is a major concern, as is the potential for social disruption within the local community. Effective waste management, water conservation, and the preservation of historical sites will require ongoing attention to prevent the degradation of Penyengat Island's natural and cultural resources. Additionally, the influx of tourists could alter the traditional lifestyle of the residents, potentially leading to cultural commodification and social inequalities. Addressing these issues will require careful planning and the establishment of robust regulatory frameworks to protect both the environment and the social fabric of the community.

Moving forward, the success of Penyengat Island as a premier destination for religious and cultural tourism will depend on a balanced and inclusive approach to development. This includes ensuring that local communities are actively involved in the planning and implementation of tourism projects, thus fostering a sense of ownership and responsibility. By prioritizing sustainable practices that respect and preserve the island's unique heritage, the local government can create a model of tourism development that benefits all stakeholders while safeguarding the island's cultural and environmental integrity for future generations.

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The creative economy for sustainable tourism in the post-mining era in Pangkalpinang city

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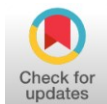
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Abstract:

Micro, Small, and Medium Enterprises (MSMEs) in Pangkalpinang are crucial contributors to the local economy, especially in the post-tin mining era, by driving economic diversification and regional development. This research delves into the role of the creative economy in fostering sustainable tourism during this transitional period. Through a qualitative approach, the study employs the SWOT analysis framework to assess the development of MSMEs and their connection to sustainable tourism in Pangkalpinang. The strengths of these MSMEs are evident in their distinctive product offerings, robust stakeholder networks, and the recognition and certifications they have attained. These elements position them well within the market. However, they face notable internal challenges, including limited resources, technological constraints, and financial difficulties, which hinder their growth potential. Externally, MSMEs in Pangkalpinang contend with high economic inflation, stiff competition from larger retail entities, and shifting consumer preferences driven by economic downturns. These factors create a challenging environment for MSMEs to thrive. Despite these challenges, there are significant opportunities for growth. MSMEs can capitalize on product diversification, which allows them to cater to a broader range of consumer needs. Additionally, there is substantial support from the government and various institutions, which can provide the necessary backing for these enterprises. Aligning their business models with sustainable tourism trends also presents a promising avenue for long-term success. By leveraging these opportunities, MSMEs in Pangkalpinang can enhance their resilience and contribute meaningfully to sustainable regional development in the post-mining era.

Keyword: Creative Economy; Sustainable Tourism; MSMEs; Post Mining



INTRODUCTION

Pangkalpinang City, located on Bangka Island, Indonesia, has long been known for its tin mining industry. The extraction of tin has played a crucial role in the local economy, providing employment and contributing significantly to regional development. Tin mining began during the Palembang Sultanate's pre-colonial era and continued during the periods of Dutch, English, and Japanese rule until the middle of the 20th century (Erman, 2010). As of recent report of PT Timah (2022), the number of mining concessions in Pangkalpinang stands at 126, covering an area of approximately

473,310.52 hectares, and also estimated reserves of around 333,687 tons and resources totaling 911,571 tons in 2022. Tin mining in Pangkalpinang, as well as across the Bangka Belitung province, has been associated with several natural disasters and environmental issues.

One of the most notable natural disasters associated with tin mining is flooding. The deforestation and removal of vegetation for mining operations reduce the land's ability to absorb rainwater, leading to increased surface runoff. This phenomenon exacerbates the risk of floods, particularly during heavy rainfall. The increased sediment in rivers and streams from mining activities further obstructs waterways, making floods more frequent and severe (Fitri et al., 2019). Another significant impact is land subsidence. The underground mining operations often leave voids beneath the surface, which can collapse, leading to sinkholes and subsidence. These occurrences not only damage infrastructure but also pose a severe risk to the safety of local communities (Susanti, 2021). Land damage resulting from industrial activities such as tin mining has far-reaching implications for the economic sector, particularly in regions heavily reliant on natural resources. In Pangkalpinang, the adverse effects of land degradation due to tin mining can be observed across various economic sectors, including tourism, and overall economic stability.

The post-mining era presents both challenges and opportunities for Pangkalpinang, with a pressing need to diversify the economy and ensure long-term sustainability. (Marques et al., 2022) analyzed that the motto for the start of a new era is to experience tourism in the middle of nature and to appreciate nutritious food, which allows one to taste and experience the moment. Tourism has been identified as a key sector for economic diversification in Pangkalpinang. However, to be successful and sustainable, tourism initiatives must be innovative and mindful of environmental and social impacts. Since tourism products rely on local resources, they should be sustainable. As complex products, they should take into account the demands of various stakeholders in the region while also using local resources as a strategy for distinctiveness (Papaluca et al., 2020).

This is where the concept of the creative economy comes into play. The creative economy refers to a broad sector that encompasses industries where creativity, knowledge, and information play a crucial role in generating economic value (Howkins, 2013). According to the United Nations Conference on Trade and Development (UNCTAD), the creative economy has proven to be resilient even during economic downturns, highlighting its potential as a dynamic component of modern economies (UNCTAD, 2018). The creative economy, which encompasses industries offers a promising pathway for sustainable tourism development. By leveraging local Micro, Small, and Medium Enterprises (MSMEs), Pangkalpinang can create not only fosters economic growth but also promotes cultural preservation and environmental stewardship. Entrepreneurship within the creative economy involves the establishment and growth of creative businesses like MSMEs (Biltpn, 2007).

The creative economy is one sector that a nation is taking into consideration as feasible in light of the shifting demands of the modern world (Ausat et al., 2023). According to estimates of (Awalia et al., 2013), the creative economy will result in an increase in a nation's GDP, making it one kind of economic innovation. Micro, Small, and Medium Enterprises (MSMEs) in Pangkalpinang play a pivotal role in the local economy

by contributing to economic diversification and regional development during post-tin mining era. MSMEs account for a substantial portion of the gross regional domestic product (GRDP) of Pangkalpinang. The number of MSMEs in Pangkalpinang has been increasing steadily.

A study by (Pratama, 2020) noted a growth rate of approximately 5% per annum over the past five years. This growth is driven by supportive government policies, increasing entrepreneurial activities, and the diversification of economic activities post-mining era. They are integral to sectors such as retail, food processing, and handicrafts. Haryanto (2021) analyzes that MSMEs contribute to over 50% of employment in Pangkalpinang, indicating their critical role in the labor market. On the other hand, a study highlighted the role of agricultural MSMEs in enhancing food security and providing employment in rural areas of Pangkalpinang. These enterprises focus on value-added products such as processed foods and organic farming (Rahayu, 2020).

The development of Micro, Small, and Medium Enterprises (MSMEs) in Pangkalpinang is critically linked to the region's economic transition following the decline of its tin mining industry. This transition from a predominantly mining-based economy to a more diversified economic structure hinges on the growth and sustainability of MSMEs. The synergy between MSME development and sustainable tourism lies in their mutual benefits. Sustainable tourism provides a market for MSMEs, while MSMEs enhance the tourism experience through diverse and sustainable offerings. The presence of vibrant MSMEs offering local products and services enriches the tourist experience, encouraging longer stays and repeat visits (Susilowati, 2019).

The shift from a mining-based economy to one that embraces sustainable and diversified development is crucial for regions like Pangkalpinang, the capital city of Bangka Belitung province in Indonesia. The decline of tin mining activities has left the region in need of new economic drivers to ensure long-term growth and sustainability. In this context, Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector have emerged as significant contributors to the local economy, offering unique products that reflect the cultural heritage and resources of the region. However, these MSMEs face numerous challenges, including resource limitations, technological constraints, and intense market competition.

This research aims to explore the role of the creative economy in promoting sustainable tourism in Pangkalpinang's post-mining era, especially Culinary MSMEs. As one of the 17 sectors introduced in Indonesia's creative economy within the food industry, the creative economy's GDP is 41% derived from the food industry (Putra et al. (2022). So, this research will examine existing initiatives and identify key opportunities and challenges. Through this study, we seek to contribute to the broader discourse on sustainable economic transition in post-mining regions. One strategy to guarantee ecologically responsible mining operations is the reclamation requirement. One strategy to guarantee ecologically responsible mining operations is the reclamation requirement. Legislative provisions state that obligations include supervising the last ex-mining pit with the largest limit, drafting and submitting reclamation and post-mining plans, and completing the balance between the area to be cleared and that already recovered. (Haryadi et al., 2023).

The previous studies are shown to compare and to contrast this study. It could show the urgency of this research. First, the study from Marwanto et al., (2023) examine

the Yogyakarta Special Region's financing strategies for MSMEs. The findings indicated a rise in the development of MSME business actors. The two biggest challenges that MSME actors confront are a fear of taking risks and inadequate company management. Their business's sluggish development is also attributed to the absence of coaching and the engagement of connected agencies. Second, a study from Hulu et al., (2023) examine the foundation of this study is the claim that MSMEs benefit local communities while also drawing tourists to their locations.

The study's findings show that: (1) local communities' participation as MSME actors is still not at its best because they don't know when and how to take advantage of economic opportunities; (2) local culture can be developed through product curation and packaging into tourist attractions; and (3) local communities have limited access to programs offered by local governments to improve service quality and human resources training. In the locations under observation, tourism awareness groups have endeavored to galvanize and augment the participation of nearby populations. Lastly, Muzwardi and Simbolon (2024) analyzes Bintan Regency Tourism Program to grow and improve the area's tourism destinations, attractions, and creative economy by SWOT and PEST analysis. The SWOT and PEST analyses draw attention to the advantages of Bintan Regency, such as its beautiful natural surroundings, extensive cultural history, and welcoming locals. It also points out flaws, like a lack of funding for marketing, inadequate infrastructure, and human resources. The PEST analysis highlights how crucial it is to take into account a variety of aspects when examining the state of tourism in Bintan Regency at the moment.

RESEARCH METHOD

This research employs a qualitative methodology, leveraging the SWOT analysis framework to explore the development of MSMEs and their relationship with sustainable tourism in Pangkalpinang. Qualitative research is particularly suited for this study as it allows for an in-depth understanding of the complex social, economic, and environmental factors that influence MSME development and sustainable tourism. According to (Denzin & Lincoln, 2018) qualitative research focuses on understanding phenomena from a contextual perspective, capturing the nuances of human behavior, organizational dynamics, and community interactions. In this study, qualitative methods enable the exploration of MSME development within the specific socio-economic and sustainability tourism field. The data is gathered through various means, including interviews with stakeholders, field observations, and analysis of relevant documents and reports.

SWOT analysis is inherently qualitative because it involves qualitative interpretation, and synthesis of information rather than numerical data. The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a strategic planning tool used to identify the internal and external factors that impact the success and sustainability of MSMEs in relation to sustainable tourism. According to Gurel and Tat (2017), SWOT analysis relies on qualitative assessments to evaluate the internal and external factors affecting an organization, which are often derived from stakeholder inputs and expert judgments. (Chermack & Kasshanna, 2007) highlight that SWOT analysis is a context-driven tool that helps organizations to explore and interpret the dynamic interplay between internal and external factors.

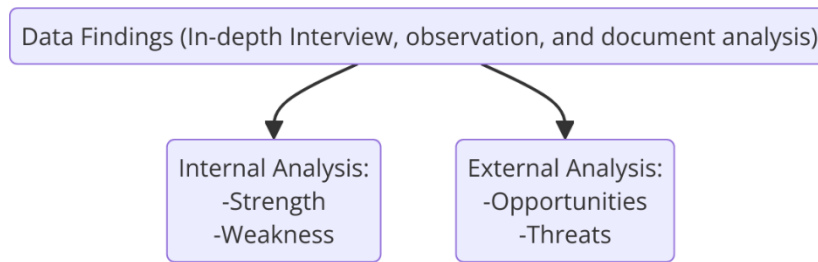


Figure 1. SWOT Analysis Framework
Source: Author, 2024

SWOT analysis can be formulated into four strategies, namely strengths-opportunities (SO), strengths-threats (ST), weakness-opportunities (WO), and weakness-threats (WT), based on both internal and external elements (. By applying the SWOT framework, this research systematically categorizes and examines the factors that affect MSME development in Pangkalpinang. SWOT analysis helps in identifying strategic priorities for MSMEs to capitalize on their strengths and opportunities while addressing their weaknesses and mitigating threats.

RESULT AND DICUSSION

Overview of Culinary MSMEs in Pangkalpinang

In general, there are five interviewees for in-depth interviews with their own product uniqueness, motivations in business, and also sales channel. Interviewee 1 specializes in fried squid snacks, particularly Keripik Cumi and other squid-based products. Interviewee 2 offers traditional herbal drinks (Jamu) and Rengginang, a type of rice cracker. Interviewee 3 produces shrimp chips known as Kribiqu. Interviewee 4 offers shrimp and fish pempek, a traditional Indonesian fish cake delicacy. Interviewee 5 produces lime syrup (Sirup Jeruk Kunci) and lime jelly candies. All these materials for the culinary product is local wisdom from a variety of natural sources in Pangkalpinang city.

One of the key strengths of MSMEs is their ability to innovate and adapt quickly to changing market conditions. Their smaller size allows for more flexibility and quicker decision-making processes compared to larger corporations. MSMEs often drive innovation by developing new products and services, especially in niche markets that larger firms may overlook (Beck et al., 2005). According to (Berry & Levy, 2017), MSMEs account for a significant share of employment and output in many economies, often providing more than half of all jobs and contributing a considerable portion of GDP.

A varied motivations of the business owner is generally because of economy, family support, and local wisdom preservation motives. Interviewe 1 initiated the business to improve economic conditions with significant family support. The second interviewee's business was started to improve economic conditions, with close family members recommending these products for sale. While, the interviewee 3's venture is a continuation of a family recipe passed down through generations. The business of forth interviewee stemmed from a personal hobby of eating pempek, with the decision to sell based on positive family feedback and support. On the other hand, fifth interviewee is driven by economic challenges and a hobby of making beverages, coupled with the abundance of limes in Bangka, which the owner aimed to convert into valuable products.



Figure 2. MSMEs Business from Pangkalpinang
Source: Author, 2024

The overview of sales channel of MSMEs in Pangkalpinang are divided into online and offline basis. The products of interviewee 1 are sold in local minimarkets and supermarkets, souvenir shops, the provincial airport of Kepulauan Bangka Belitung, through events and exhibitions organized by institutions, via local social media platforms, and through reseller markets. Similar to Interviewee 1, the products of intervieww 2 are distributed in local minimarkets and supermarkets, souvenir shops, the provincial airport, during events and exhibitions, and through local social media platforms.

For interviewee 3, the products are sold in local minimarkets and supermarkets, souvenir shops, the provincial airport, events and exhibitions, through local social media platforms, and via e-commerce platforms like Shopee, managed by resellers. Interviewee 4 sold her products through a physical outlet near the owner's home, via WhatsApp and Instagram, and in select souvenir shops in Pangkalpinang. Lastly, the distribution of interviewee 5's products includes local minimarkets and supermarkets, souvenir shops both in Bangka and in areas of Jakarta like Tangerang and Pondok Indah, the provincial airport, events and exhibitions, through social media, and via e-commerce platforms like Shopee.

The culinary MSMEs in Pangkalpinang display a rich diversity of products, from traditional snacks and beverages to modern adaptations of local ingredients. The motivations behind these businesses predominantly revolve around economic improvement and family support. The sales strategies are multifaceted, leveraging both physical outlets and digital platforms to reach a broader market. These MSMEs are not only vital for economic diversification post-mining era but also play a crucial role in preserving and promoting local culinary heritage. The similarity from those MSMEs is that they have received various forms of recognition and certification, which play a crucial role in establishing their credibility, enhancing their marketability, and fostering trust among consumers. These rewards and certifications can range from local and national awards to industry-specific certifications that attest to the quality and safety of their products.



Figure 3. MSMEs Owner Receive Award and Certificate

Source: Author, 2024

Based on interviews, these awards and certifications have enabled the MSMEs to expand their market reach. Certifications often open doors to larger retail outlets, including supermarkets, as well as online marketplaces. It becomes a testimony validated by expert so it could imboost audience’s trust. Also, Recognized and certified businesses are more likely to receive support from government programs aimed at

promoting MSMEs. This support can include financial assistance, training, and opportunities to participate in exhibitions and fairs. In a competitive market, awards and certifications provide a significant advantage, distinguishing these businesses from their competitors. They serve as a mark of excellence and reliability. MSMEs can boost their access to resources and markets through partnerships with larger companies and other MSMEs and additionally business networks facilitate their connections with other business players, raise their profile, and present chances for collaboration (Sutrisno, 2023).

SWOT Analysis of MSMEs in Pangkalpinang

The city of Pangkalpinang, historically known for its extensive tin mining activities, is undergoing a significant economic transformation. As the region transitions from a mining-dominated economy to a more diversified economic structure, Micro, Small, and Medium Enterprises (MSMEs) have emerged as key players in driving sustainable development. Among the various sectors, the culinary field has shown substantial potential in fostering economic growth and cultural preservation. This introduction sets the stage for a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of MSMEs in the culinary sector of Pangkalpinang, particularly in the context of the post-mining era.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis is a popular assessment technique used in the planning and commercial domains, especially tourism planning (Kniazeva & Baskin, 2023). According to (Kumar & K.B, 2023), the most popular method for strategic planning to assess an organization's internal and external components is the SWOT analysis. The internal strengths of MSMEs in Pangkalpinang's culinary sector are multifaceted, reflecting their ability to leverage unique product offerings. Businesses can use SWOT analysis to identify the strengths, weaknesses, opportunities, and threats associated with a project since there is a lot of ambiguity (Akhavan et al., 2015). While (Rozmi et al., 2018) situated when a business is unsure about how to proceed, a strengths, weaknesses, opportunities, and threats (SWOT) analysis is a common method used to assess the company's position in the market and examine its internal and external environments.

A primary strength for these MSMEs is the distinctiveness of their product offerings, which sets them apart from local competitors. Keripik Cumi Nina offers a unique squid snack that is low in oil and high in protein, sourced from the local seas of Bangka Belitung. The absence of similar products in the local market gives this business a unique selling proposition. The Jamu and Rengginang business stands out with its BPOM RI MD-certified herbal drinks, a certification not held by other local competitors. Additionally, their Rengginang offers three different varieties, further enhancing their market differentiation. Kribiqu (Keripik Udang) emphasizes its use of high-quality Super Ebi shrimp, providing a distinctive authentic shrimp flavor and crispy texture that appeals to consumers seeking high-protein snacks. Pempek Udang dan Ikan boasts a softer texture and more pronounced shrimp flavor compared to other similar products, catering to local preferences and enhancing customer satisfaction. Sirup Jeruk Kunci Mirrando and Jelly Candy are pioneers in the local market for lime-based products, holding BPOM RI MD certification, which ensures product safety and quality, making them readily available and highly appealing to consumers in Pangkalpinang.

The internal weaknesses faced by MSMEs in the culinary sector of Pangkalpinang highlight significant challenges that hinder their operational efficiency and growth potential. For practitioners of MSMEs, developing managerial skills is critical in this challenging globalization period (Suhartono et al., 2024). These weaknesses are primarily centered around resource limitations, inflation-driven cost increases, and operational constraints. One of the major challenges for these MSMEs is the limitation in raw materials, a problem exacerbated by the economic transition from mining to creative industries. For instance, Keripik Cumi Nina struggles with a limited supply of squid due to decreased fishing activities. This scarcity is a direct result of the high local inflation, which has made it economically unfeasible for many fishermen to continue their operations. Similarly, Kribiqu, which specializes in shrimp chips, faces difficulties in sourcing high-quality shrimp (ebi) due to the same economic pressures. These shortages in key ingredients not only limit the production capacity but also affect the consistency and reliability of the supply chain, posing a significant threat to the business's sustainability.

Another critical weakness identified is the lack of modern technological adoption. IT's role in the creative economy demonstrated a positive impact on visitor satisfaction. Practical implications include promoting the adoption of smart technology to increase visitor satisfaction, encouraging collaboration in sustainable tourism, involving communities in development that is aligned, and taking environmental impacts into account when initiating new projects (Sutarman et al., 2023). Keripik Cumi Nina and Kribiqu both highlight significant technological deficiencies. For Keripik Cumi Nina, the absence of adequate cutting machines for squid affects their production efficiency, making it challenging to scale operations and meet higher demand. Kribiqu also faces technological constraints due to space limitations, which prevent the installation of advanced machinery necessary for large-scale production.

This reliance on outdated or manual processes hampers productivity and limits the ability to innovate or improve product quality. Financial limitations also play a crucial role, though somewhat mitigated by support from governmental and corporate partnership programs. For example, Jamu and Rengginang is cautious about adopting new technologies due to the potential increase in operational costs, despite receiving some financial support. Additionally, Pempek Udang dan Ikan faces unique operational challenges, particularly related to labor. The need for early morning work to ensure the freshness of shrimp for their products presents difficulties in maintaining a stable and willing workforce. This operational timing is critical as any delay can affect the quality and appearance of the final product, making it less appealing to customers.

The MSMEs in Pangkalpinang's culinary sector have several external opportunities that can significantly bolster their growth and sustainability in the post-mining era. Firstly, product diversification emerges as a critical opportunity, with businesses such as Keripik Cumi Nina planning to introduce Angpiang Telor Cumi to maximize the use of leftover squid eggs. Similarly, Kribiqu is looking to diversify its product line by introducing Curly Cheese, leveraging more readily available raw materials like cheese to mitigate supply chain issues. Pempek Udang dan Ikan also identifies an opportunity in producing kemplang from fresh shrimp, taking advantage of its current low price. Additionally, these MSMEs benefit from various government and institutional support programs. Participation in exhibitions, bazaars, and non-

governmental events organized by local authorities provides them with platforms to showcase their products, connect with potential customers, and gain valuable market insights. This support is crucial for enhancing their visibility and expanding their market reach. Furthermore, the shift towards sustainable tourism in the post-mining era offers a promising avenue for these businesses. By aligning their products with sustainable and locally-sourced initiatives, they can tap into the growing demand for authentic and environmentally friendly culinary experiences. For instance, Keripik Cumi Nina's new product can be marketed as a sustainable local delicacy, appealing to tourists interested in eco-friendly options.

The MSMEs in Pangkalpinang's culinary sector face significant external threats that impact their operations and sustainability. These threats are primarily related to economic inflation, consumer purchasing power, competitive pressures from large retailers, and changing consumer preferences due to the economic downturn following the decline in mining activities. A common threat identified by all interviewees is the high economic inflation, which has led to increased prices for raw materials. This inflationary pressure affects the cost structure of MSMEs, leading to higher production costs. For instance, Interviewee 1 noted that the price of squid, the primary raw material, has increased significantly. This, coupled with the overall sluggish economy due to the cessation of mining activities, has severely impacted consumer purchasing power, leading to a notable decline in sales. Interviewee 3 and Interviewee 4 also highlighted similar concerns, where high inflation has resulted in a decreased ability for consumers to purchase their products, directly affecting their revenues.

Another significant external threat is the intense competition from large retailers such as Indomaret and Alfamart. Interviewee 2 mentioned that these retailers offer cheaper jamu products sourced from other regions like Java, which undermines local MSMEs' pricing power and market share. Similarly, Interviewee 1 pointed out that while their Keripik Cumi faces little competition due to its unique product offering, their new product, Angpiang Telor Cumi, faces stiff competition from similar products sold by these large retailers at lower prices. Interviewee 3 also noted the emergence of new competitors offering similar shrimp-based products, which has further diluted their market share.

The economic downturn has led to significant changes in consumer preferences, posing another external threat. Interviewee 1 reported a 50% decline in sales of their squid chips, indicating a shift in consumer spending habits due to reduced disposable income. Interviewee 2 and Interviewee 4 observed a 30-40% reduction in consumer spending, reflecting a broader trend of declining consumer confidence and spending capacity in the post-mining era. Interviewee 5 noted an even sharper decline, with a 40-50% drop in sales, exacerbated by increased logistic costs that further strain their pricing strategies. Interviewee 4 highlighted weather conditions as a critical external threat. Poor weather can affect the supply and price of fresh shrimp, adding another layer of uncertainty to their production processes. Additionally, Interviewee 5 mentioned the rising logistic costs as a significant threat. Increased shipping costs impact the final price of goods, making it challenging to maintain competitive pricing in the market.

This chart captures the key points of the SWOT analysis, highlighting the strengths, weaknesses, opportunities, and threats faced by MSMEs in the culinary sector of Pangkalpinang. By addressing their weaknesses and threats while leveraging their

strengths and opportunities, these businesses can navigate the challenges and capitalize on growth potential in the post-mining economic landscape.

Tabel 1. MSMEs SWOT Analysis in Pangkalpinang

STRENGTH	WEAKNESS
Unique local products (e.g., Keripik Cumi, Angpiang Telor Cumi, Kribiqu)	Resource limitations (e.g., squid and shrimp shortages due to economic inflation)
Strong stakeholder networks (government, financial institutions, local farmers)	Technological constraints (lack of advanced machinery and production space)
Received awards and certifications (BPOM RI MD, local/national awards)	Financial limitations despite some support, high dependency on manual processes
OPPORTUNITIES	THREATS
Product diversification (e.g., Angpiang Telor Cumi, Curly Cheese)	High economic inflation reducing consumer purchasing power
Support from government and non-government programs (exhibitions, bazaars)	Intense competition from large retailers (Indomaret, Alfamart) and new entrants
Alignment with sustainable tourism trends, promoting local and eco-friendly products	Changing consumer preferences due to economic downturn

Source: Author, 2024

MSMEs Impact Sustainable Tourism and Creative Economy

MSMEs play a pivotal role in the economic development of Pangkalpinang, particularly in fostering sustainable tourism and enhancing the creative economy. The transition from a mining-based economy to one focused on sustainability and diversification has placed MSMEs at the forefront of this transformation. Through interviews with various MSME owners in the culinary sector, it becomes evident how these enterprises impact and contribute to sustainable tourism and the creative economy in Pangkalpinang.

MSMEs in Pangkalpinang’s culinary sector are instrumental in preserving and promoting local heritage and culture. For instance, Interviewee 1, who specializes in fried squid snacks, emphasizes the importance of using locally sourced squid from the seas of Bangka Belitung. This approach not only supports local fishermen but also ensures that the products reflect the unique flavors and traditions of the region. Similarly, Interviewee 4, who offers shrimp and fish pempek, a traditional Indonesian fish cake delicacy, notes that their business stemmed from a personal hobby and family feedback, highlighting how culinary traditions are passed down and sustained through generations.

These businesses play a crucial role in maintaining the cultural fabric of Pangkalpinang, making the region attractive to tourists seeking authentic and traditional experiences. The unique offerings of these MSMEs, such as the Jamu and Rengginang from Interviewee 2, provide visitors with a taste of local flavors and cultural heritage. This, in turn, enhances the tourism experience, encouraging longer stays and repeat visits, which are essential for sustainable tourism.

MSMEs in Pangkalpinang are increasingly adopting sustainable practices to minimize their environmental impact. Interviewee 5’s use of key limes, a readily available local resource, not only supports local agriculture but also promotes the sustainable use of natural resources. By processing these limes into syrup and jelly candies, the business reduces waste and adds value to what might otherwise be an underutilized resource.

Furthermore, the shift towards sustainable tourism provides MSMEs with opportunities to align their products with eco-friendly and locally-sourced initiatives. Interviewee 1 notes that their new product can be marketed as a sustainable local delicacy, appealing to tourists interested in environmentally conscious options. This alignment not only boosts the business's marketability but also supports the broader goal of sustainable tourism by offering products that are both culturally significant and environmentally responsible.

The transition away from tin mining has underscored the need for economic diversification in Pangkalpinang. MSMEs contribute significantly to this diversification, offering a range of products that showcase the region's natural resources and cultural assets. Interviewee 5, who produces lime syrup and lime jelly candies, underscores the importance of utilizing local resources like the abundant limes in Bangka to create valuable products. This diversification not only reduces the region's reliance on mining but also creates new employment opportunities.

By providing jobs, MSMEs help stabilize the local economy and improve livelihoods, which is critical in the aftermath of the mining decline. Interviewee 3, who produces shrimp chips known as Kribiqu, highlights that their business supports local shrimp suppliers, creating a demand that sustains the fishing industry. This interconnectedness between MSMEs and local suppliers fosters a resilient economic ecosystem that can withstand external shocks, such as the decline of the mining industry.

CONCLUSION

The analysis of culinary Micro, Small, and Medium Enterprises (MSMEs) in Pangkalpinang reveals their pivotal role in the region's economic diversification and cultural preservation, particularly in the post-mining era. These enterprises, characterized by their unique product offerings and innovative capabilities, are integral to maintaining the region's cultural heritage while contributing to its economic growth. The robust support networks they have established, along with the recognition and certifications they have garnered, underscore their importance within the broader economic landscape of Pangkalpinang. As a result, these MSMEs are well-positioned to drive future growth in the region, leveraging their distinctive products and strong community ties.

However, the strengths of Pangkalpinang's culinary MSMEs are accompanied by significant challenges. While their unique products and strong networks with stakeholders are notable advantages, these businesses face critical weaknesses, such as limited resources, technological constraints, and financial hurdles. Moreover, they must contend with external threats, including high economic inflation, intense competition from large retailers, and shifting consumer preferences, particularly during economic downturns. Despite these challenges, there are considerable opportunities for these MSMEs to explore, such as product diversification, increased government and institutional support, and alignment with sustainable tourism trends. By capitalizing on these opportunities, they can overcome the challenges and continue to contribute to the region's economic and cultural vitality.

Given the findings of this research, several recommendations are proposed to ensure the sustained growth and resilience of MSMEs in Pangkalpinang's culinary sector.

Business owners should prioritize innovation and product diversification to remain competitive and address the risks posed by resource limitations and market volatility. Additionally, the adoption of digital technologies and e-commerce platforms can significantly enhance their market reach and operational efficiency. Policymakers, on the other hand, should work towards creating a more supportive ecosystem for these enterprises, which includes offering financial incentives, facilitating access to advanced technologies, and encouraging sustainable practices. Strengthening collaborations between MSMEs, large corporations, and financial institutions can create synergies that benefit the entire value chain. Furthermore, continuous customer engagement and a commitment to high product quality will be crucial in navigating the competitive market landscape, enabling MSMEs in Pangkalpinang to build a more resilient and sustainable future.

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Evaluating the potential and development of mount telomoyo as a sustainable tourism attraction in central Java

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Abstract:

The research investigates the diverse potential attractions of Mount Telomoyo, a natural tourist destination in Central Java, Indonesia. With a growing number of visitors each year, this study aims to analyze the key components that contribute to its appeal. Utilizing qualitative methods, including interviews, observations, and documentation, the research identifies four main components of attraction: natural beauty, cultural significance, accessibility, and amenities. The natural allure of Mount Telomoyo is heightened by its stunning landscapes, surrounded by prominent mountains and offering panoramic views of Rawa Pening and nearby cities. Culturally, the site hosts annual traditional events such as the Sapan ceremony, reflecting the local community's cultural heritage. Accessibility is also a significant factor, with easy routes to the peak, facilitated by available transportation services. Moreover, the amenities provided, including accommodations, dining options, and organized tours, enhance the overall visitor experience. The study concludes that Mount Telomoyo's tourism potential is distinguished by its combination of natural, cultural, and man-made attractions, supported by accessible infrastructure and comprehensive services. These findings suggest that continuous development and management are essential to sustaining and increasing tourist interest in the region.

Keyword: Tourism Potential; Natural Attraction; Cultural Heritage; Accessibility.



INTRODUCTION

Tourism plays a crucial role in the economic development of many countries, and Indonesia is no exception (Holik, 2016; Vanhove, 2010). Tourism can enhance the visibility of a region's unique characteristics, attracting attention from both domestic and international audiences (Pitana, 2008). Indonesia boasts a diverse range of tourism opportunities, from pleasure and recreational sites to cultural, sports, and business tourism, as well as conventions (McLeod, 2013; Prakoso & Lima, 2019; Tang, 2021). This variety makes Indonesia a significant player in the global tourism industry (Safaeva, 2020). Despite the global downturn in tourism due to the COVID-19 pandemic, Indonesia's tourism sector has shown signs of recovery (Dinarto et al., 2020; Higgins-Desbiolles, 2021; Lapointe, 2020). Bappenas and UNWTO surveys indicate a significant

rebound in tourism from 2020 onwards, with projections suggesting continued growth through 2024. This trend underscores the resilience and potential of Indonesia's tourism industry, particularly in regions like Central Java, which has emerged as a major contributor to the country's tourism revenues.

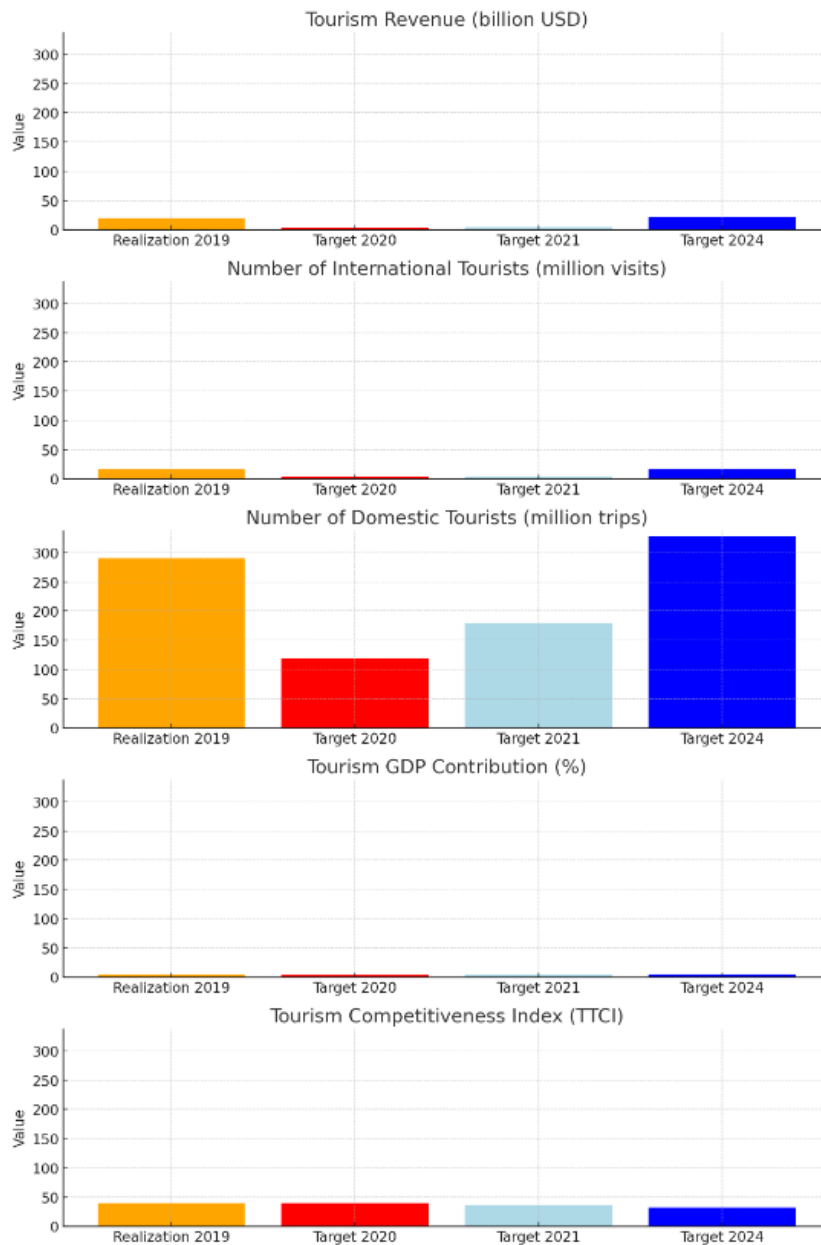


Figure 1. Tourist Visit Diagram

Source. <https://www.kompas.id/baca/riset/2023/07/07/>

Based on the bar diagram, it also shows that in 2024 tourism will experience a significant increase. Of course, this shows that there is a lot of tourism in Indonesia from one region to another. Central Java, known for its rich natural and cultural attractions, has seen a marked increase in tourism activity. In 2023, the region's tourism sector contributed significantly to the national economy, with foreign exchange earnings rising

from 176 to 184 trillion. One area that has seen a large increase in tourism is Central Java, as can be seen in the diagram according to the following databox:

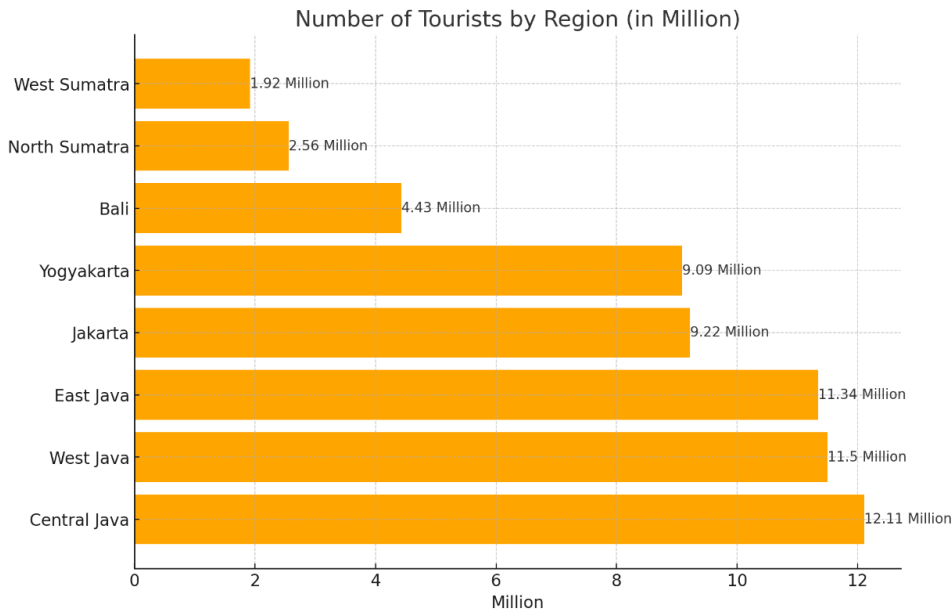


Figure 2. Diagram of Tourist Visitors in Indonesia for Each Region

Source: Kemenparekraf, 2023

This growth reflects the region's capacity to attract both domestic and international visitors, making it a prime area for further tourism development. Among the many natural attractions in Central Java, Mount Telomoyo stands out. Located between Semarang and Magelang regencies, this 1,894-meter-high mountain is a dormant volcano that has never erupted. Its unique strato or cone shape makes it a distinctive feature in the region's landscape. Visible from several districts, including Salatiga City and Ambarawa, Mount Telomoyo offers breathtaking views and has become a popular destination for nature lovers and adventure seekers.

Mount Telomoyo's potential as a tourist destination is significant. The mountain attracts between 1,000 and 1,500 visitors daily, with numbers doubling during holidays, reaching up to 5,200 visitors, according to local ticketing authorities. This influx of tourists includes both local visitors (30%) and international tourists (70%), highlighting Mount Telomoyo's appeal as a destination with broad global interest. The attraction of Mount Telomoyo lies not only in its natural beauty but also in its cultural and man-made offerings. The area surrounding the mountain is rich in cultural heritage, with annual events like the ceremony, which celebrates the local community's connection to the land. This event, among others, showcases traditional performances and rituals, adding a cultural dimension to the mountain's appeal (Hu et al., 2022; Rasoolimanesh et al., 2017).

Accessibility is another key factor contributing to Mount Telomoyo's popularity. The mountain is easily accessible via well-maintained roads, and visitors can reach the summit by motorbike or jeep. The availability of transportation services, including organized tours, enhances the visitor experience, making the site more attractive to tourists. In addition to natural and cultural attractions, Mount Telomoyo is supported by

a range of amenities that improve the overall visitor experience. These include accommodation options, dining facilities, and various tourist services, such as guided tours and equipment rentals. The combination of these factors ensures that visitors have a comfortable and enjoyable experience, encouraging repeat visits. The management and development of Mount Telomoyo as a tourist destination are ongoing, with efforts focused on preserving its natural beauty while enhancing its infrastructure. This includes the maintenance of trails and viewing points, as well as the promotion of sustainable tourism practices. Such initiatives are essential for ensuring the long-term viability of Mount Telomoyo as a key tourist attraction in Central Java.

RESEARCH METHOD

This research uses a qualitative method, which is research that builds knowledge based on perspective of a phenomenon by describing data or facts that are thoroughly analyzed regarding a research subject (Sugiyono, 2016). This research looks at the phenomena that exist in the Mount Telomoyo tourist attraction environment to determine the potential attractions that exist for local and foreign tourists. Data collection uses interview, observation and documentation techniques. Interview techniques were used to collect data related to the condition of potential tourist attractions in Mount Telomoyo. Interviews were conducted by visitors to Mount Telomoyo tourism, ticket keepers and jeep drivers as well as managers of Mount Telomoyo tourism. Observation activities were carried out to determine the conditions in the field and the conditions as they were. Lastly, documentation activities to provide evidence of conducting research. The framework of thinking in this research is as follows:

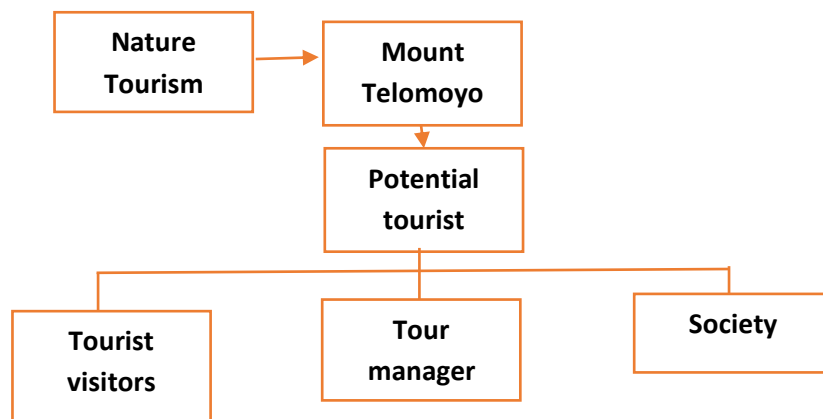


Figure 3. Research Thinking Framework
Source: Author, 2024

The figure 3 provided represents the "Research Thinking Framework" used in the study of Mount Telomoyo as a tourist attraction. Here's an explanation of the elements in the framework:

1. Nature Tourism: This represents the broader category of tourism that focuses on natural attractions, which includes Mount Telomoyo. It highlights the type of tourism under investigation in the study.
2. Mount Telomoyo: Positioned at the center of the framework, Mount Telomoyo is the specific natural attraction being studied. It serves as the focal point of the research,

with its potential as a tourist destination being the subject of analysis.

3. **Potential Tourist:** This element is linked to Mount Telomoyo, indicating that the study aims to assess the mountain's potential to attract tourists. It signifies the exploration of factors that make Mount Telomoyo an appealing destination for visitors.
4. **Tourist Visitors:** Representing the group of people who visit Mount Telomoyo, this box suggests that the research includes an analysis of the characteristics, preferences, and experiences of the tourists who come to the site.
5. **Tour Manager:** This element refers to the individuals or organizations responsible for managing and promoting Mount Telomoyo as a tourist destination. The study likely examines their role in enhancing the site's appeal and addressing challenges.
6. **Society:** Society represents the local community surrounding Mount Telomoyo. The study may investigate the impact of tourism on this community, as well as how the local population interacts with and benefits from tourism at the mountain.

The arrows indicate relationships and influences among these elements. For example, "Nature Tourism" feeds into "Mount Telomoyo," suggesting that the mountain is a part of broader nature tourism. "Mount Telomoyo" influences the "Potential Tourist," which in turn relates to "Tourist Visitors," "Tour Manager," and "Society," indicating that these elements are interconnected in the research. Overall, the framework outlines the key components and relationships that the research explores to understand the potential and development of Mount Telomoyo as a sustainable tourist attraction.

RESULT AND DICUSSION

Potential Tourist Attraction

Tourism is an activity related to tourism and is multidisciplinary and multidimensional which is the need of everyone and maintains interaction between tourists and the local community (Dolezal & Novelli, 2022; Moayerian et al., 2022). Tourism is one of the activities that are able to establish cooperation that integrates between countries. So that tourism is able to contribute to the economy through foreign exchange (Rantala, 2011). The potential of tourist attraction is a resource that is owned in the form of natural conditions, culture and something man-made that has the potential to be developed to attract tourists who come (Bortolotto, 2015; Scheyvens et al., 2021). Because the tourism sector relies heavily on the uniqueness and appeal of its attractions, it plays a significant role in fostering cultural exchange and promoting local heritage. A well-managed tourism destination can stimulate economic growth, create employment opportunities, and encourage infrastructural development in the surrounding areas. While the tourist attraction according to Regulation No. 50 of 2011 explained that something that has uniqueness, beauty and value that can manifest diversity in nature, culture and results made by humans so that it can be targeted for visiting tourists.

Each tourism has a variety of attractions according to the assessment from the point of view of the visitors who come. Based on the description, it can be concluded that the potential tourist attraction is something that has value, can be in the form of uniqueness or uniqueness of an area either natural, cultural or artificial intended to attract tourists to visit. The attraction of tourist attractions in Indonesia can be seen from the latest statistical data conducted namely:

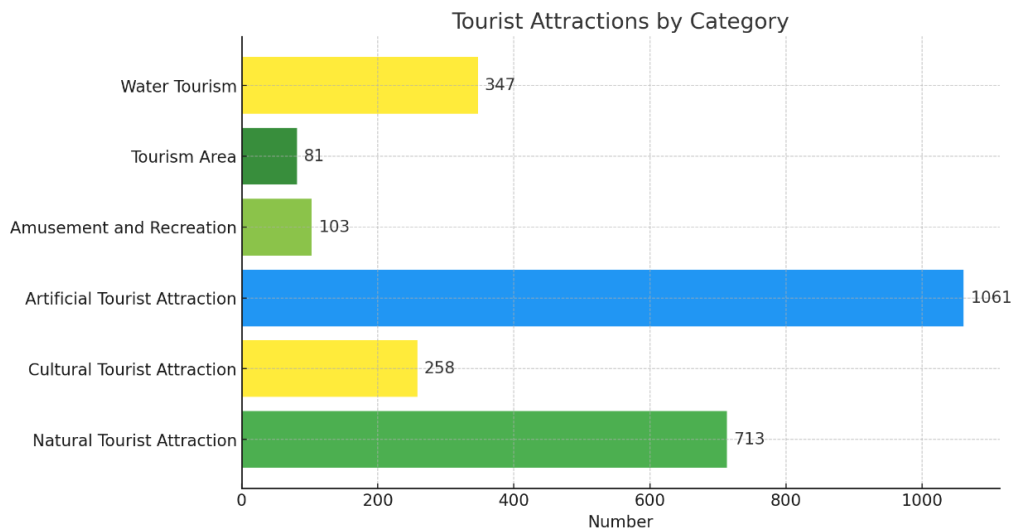


Figure 4. Tourist Attraction Diagram

Source : BPS-Statistics, 2023

Based on these data, it can be seen that the highest attraction is artificial tourism, followed by natural tourism in second place, and cultural tourism in third (Landorf, 2009). These data can certainly create material to develop the tourist attractions of various fields of tourism. Each region has its own tourist attractions (Meskell, 2018; Rantala, 2011). For instance, Central Java has many tourist destinations. A tourist destination is an area that is targeted as a tourist spot within an administrative area that has tourist attractions, public facilities, access, and the surrounding community. Tourist destinations in Central Java are very abundant, making it one of the three major provinces for natural tourist attractions. This is indicated by the Central Bureau of Statistics in the calculations of last year.

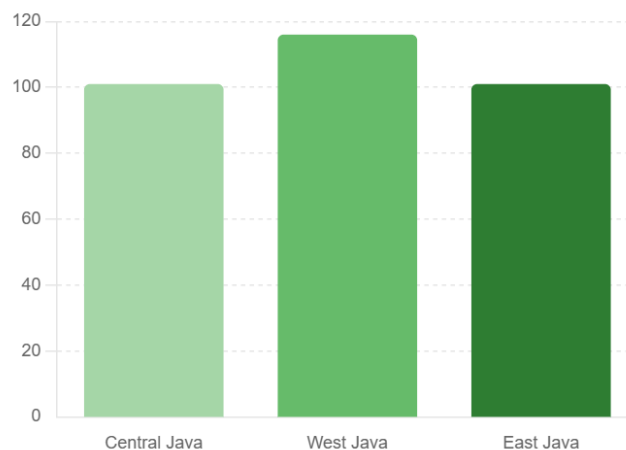


Figure 5. Natural Tourist Attraction (Number of Businesses)

Source : BPS-Statistics, 2021.

One of the natural attractions in Central Java is Mount Telomoyo. Natural attractions that present many of its own attractions. The potential of tourist attraction provides several benefits including providing benefits to local residents because it

provides many entrepreneurial opportunities, employment, enriching livelihoods, improving job skills and improving the standard of living of citizens. In addition, other benefits are improving infrastructure and environment sharing (ENS) (Akama, 1996; Simpson, 2001). Mount Telomoyo Tourism Natural Resources is a resource that is usually located in rural areas which is a determining factor of economic resources, if human resources are able to manage well in sustainable tourism that can compete with other tourism. One of the Natural Resources is the mountain ecosystem (Barral, 2016).

Mount Telomoyo is one of the mountains on the border in Central Java precisely located on the border of Semarang and Magelang regency. The mountain, which has an altitude of 1,894 MASL (6,213 feet) and a relative height of 617 meters, is located in Pandean Village, Ngablak District and Magelang regency. Although classified as a volcano, the strato-shaped mountain has never been recorded to erupt. Natural tourism in Mount Telomoyo is formed from the south side of Mount Seropati which has collapsed since the Pleistocene era, so that a U-shaped concave that opens to the southeast and Mount Telomoyo appears to the south as high as 600 m. Mount Telomoyo has a very stunning natural attraction for visitors who come, after the closure and restriction of visitors in 2019 due to the Covid 19 pandemic and then reopened in 2020 visitors experienced a very high surge. Sebagimana revealed by the following tour manager "Visitors over the past 5 years have indeed experienced a very high increase from after opening due to Covid 19 first" (TR interview, as a tour manager on Monday, June 10, 2024).

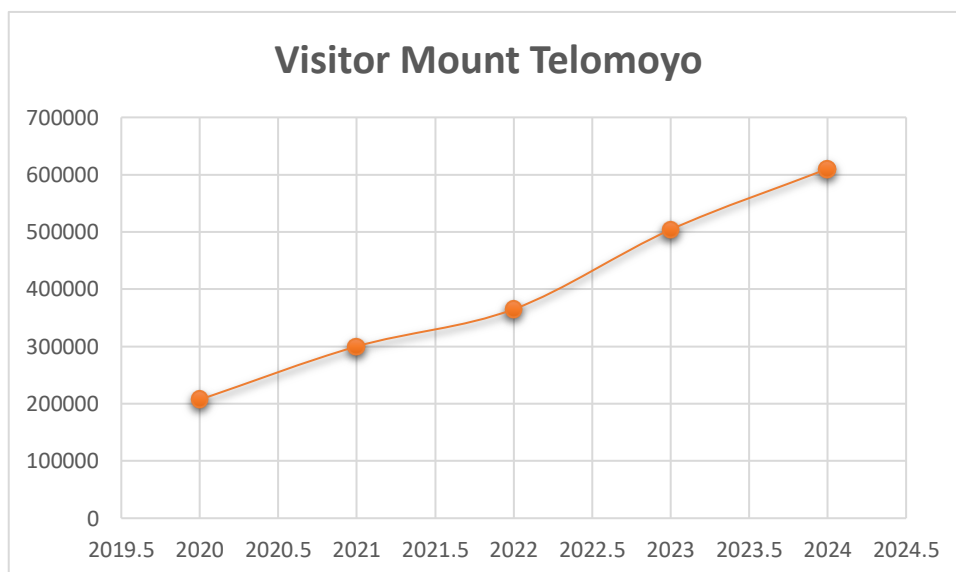


Figure 6. Visitor Data Mount Telomoyo.

Source: Interview with JM on Monday, June 10, 2024

Based on the graph that each year has increased, even every holiday experienced a very high surge in visitors, which is usually an average of 1,500 visitors s/d 63,126 people. As this is conveyed by the entrance ticket guard. "After this Eid holiday, visitors have experienced a high surge, even visitors on motorcycles have not been jeep users" (JM interview as an entrance ticket guard on Monday, June 10, 2024). Various destinations for tourists visiting Mount Telomoyo tourism are very diverse, some are

chasing sunrise and sunset, trips, family holidays, gathering events and so on. As revealed by one of the visitors of Mount Telomoyo. “*Mount Telomoyo tourism is very good for just seeing the scenery, mountains that can be reached by motorbike in Central Java*” (WH interview, as a visitor on Monday, June 10, 2024). The attraction of Mount Telomoyo is seen from the tourism attraction component. There are several components in the tourist attraction. First, Attraction is the point of view of a tourism that has a unique characteristic that is able to attract tourists to visit. Mount Telomoyo tourism has an attraction component that is seen from the following:

1. Natural resources which has a beautiful landscape where Mount Telomoyo is surrounded by surrounding mountains, such as Mount Merbabu, Mount Andong, Mount Sumbing and Mount Ungaran. Another fact that becomes another attraction is able to see the scenery of Rawa Pening, Ambarawa and can also see the city of Salatiga and Magelang. Another View that is an opium for tourists to visit again is the natural beauty above by looking at the roll of clouds like in a fairy tale, as well as trees and green plants accompanying the tour. Then the uniqueness is also the fact that Mount Telomoyo is a volcano but has never been recorded as a mountain that has erupted.
2. Cultural tourism attraction, which is a regular celebration of community culture. The area around Mount Telomoyo also preserves a yearly cultural tradition known as the saparan culture. The saparan culture itself is practiced by the people living at the base of Mount Telomoyo as a form of gratitude for the income derived from the land where they reside. This event showcases many local cultural arts, such as topeng ireng, reog, warok, etc.
3. Man-made attractions can be seen from the role of the Department of Forestry which continues to strive to maintain the quality of the potential attraction of Telomoyo attractions to increase the existing potential, one of which is the development of tourism there is a spot view enjoying the natural scenery from the summit with the name ‘Triangle Sky Telomoyo’. In addition, Mount Telomoyo is also a hang gliding runway, often also a place for International hang gliding competitions followed by many participants from within and outside the country. It is chosen because Mount Telomoyo has a challenging terrain.

Second, Accesibilities are all things related to travel access to the tourist attractions (Lim & McAleer, 2001). Mount Telomoyo tourism has easy access to be reached. Mount Telomoyo is one of the mountains in Central Java that can be accessed by vehicle to the top. Towards Mount Telomoyo, you can use a private motorbike and ride with a jeep provided for rent to transport around Mount Telomoyo tourist destinations and tours around, such as Sumuran waterfall, Flower Center and Kopeng Tourism Village souvenirs etc. according to the package taken. Getting to mount Telomoyo tourism is also very easy, for visitors who have never been able to easily without one direction because to the location can be accessed using google maps and the entrance to mount Telomoyo tourism there is an arch that characterizes the entrance to the summit with the words ‘Mount Telomoyo’ and the iconic statue of the green guava. The statue depicts that the local people use the land at the foot of the mountain to plant guava trees.

Third, Amenities, namely these components include all kinds of facilities and infrastructure that tourists need while on the tour (Juniarti et al., 2023). Entrance ticket to mount Telomoyo if a normal day for IDR 15.000 but if the holidays and weekends the

rate of IDR 20.000 with the ticket obtain tourist entrance facilities with natural scenery around and insurance. Other supporting facilities, namely the availability of bathrooms with clean water that flows smoothly and a large and comfortable parking lot. Other supporting facilities are the rapid response evacuation team in charge of controlling the rate of access up Mount Telomoyo. This is done to monitor if there is a motorcycle that is damaged on the way to the top. The team will immediately execute and find the nearest motorcycle workshop. In addition, it provides motorbike rental to be used to climb to the top of Mount Telomoyo.

Based on observations in Mount Telomoyo tourism there are homestays, available when visitors want to feel the cold air of Mount Telomoyo tourism. There is also a tent rental for camping at the top of the mountain. In addition, there are souvenir shops and restaurants. And in the puncak area there is a restaurant with a beautiful view and there are small stalls that provide snacks and drinks. Lastly, other supporting facilities are mushola and close if to other tourist attractions. Fourth, Ancillary services are tourism organizations that are needed to serve tourists. Findings in the field, Mount Telomoyo tourist attraction is working with many parties, among others: State Forestry Public Company and PT. Telkom Indonesia cooperates with local communities in the management of Mount Telomoyo Tourism Development. Facebook instagramation is a marketing through social media such as facebook, instagram, YouTube which is managed by the local community. Other services also accept events gathering, trail run, touring, camping etc.

Visitor Trends and Tourism Appeal

In recent years, Mount Telomoyo has witnessed a consistent increase in visitor numbers, particularly during holiday periods. The influx of tourists, which ranges from an average of 1,500 visitors on regular days to as many as 63,126 during peak times, underscores the mountain's growing popularity as a tourist destination. This surge in visitors, especially noted during Eid holidays, highlights Mount Telomoyo's appeal across various demographics. The ability to attract large crowds, including motorcyclists and jeep users, indicates that the site offers a variety of experiences catering to different types of tourists. The steady increase in visitor numbers is a testament to the mountain's enduring appeal and the effectiveness of its management in catering to the needs of both local and foreign tourists.

Tourists visit Mount Telomoyo for a range of activities, from witnessing the breathtaking sunrise and sunset views to enjoying family holidays and participating in gathering events. The diversity of tourist motivations reflects the multifaceted nature of the mountain's attractions. For some, the appeal lies in the serene beauty of the landscape, easily accessible by motorbike, which offers a unique opportunity to experience Central Java's natural wonders. As noted by one visitor, the ability to reach the mountain by motorbike adds to the adventure, making it a favored destination for both casual tourists and those seeking more immersive experiences.

Components of Tourism Attraction

The attractiveness of Mount Telomoyo as a tourist destination can be dissected through the lens of the "4A" components of tourism: Attraction, Accessibility, Amenities, and Ancillary Services. The first component, Attraction, refers to the unique

characteristics that draw tourists to the site. Mount Telomoyo's primary attraction lies in its natural resources. The mountain is surrounded by other notable peaks such as Mount Merbabu, Mount Andong, Mount Sumbing, and Mount Ungaran, creating a picturesque landscape that captivates visitors. The ability to view Rawa Pening, Ambarawa, and even the cities of Salatiga and Magelang from the mountain further enhances its appeal. The mountain's natural beauty, coupled with its unique status as a dormant volcano that has never erupted, adds an element of intrigue and mystique that continues to attract visitors (Baral et al., 2012).

In addition to its natural attractions, Mount Telomoyo also offers cultural tourism experiences. The local community regularly celebrates the "Saparan" culture, an annual event that reflects the community's gratitude for the bounties of the earth. This cultural festival features a variety of traditional performances, including "topeng ireng," "reog," and "warok," which provide tourists with a glimpse into the rich cultural heritage of the region. The preservation of such cultural practices not only enhances the tourist experience but also helps maintain the cultural identity of the local community. The integration of cultural elements into the tourist experience at Mount Telomoyo makes it a destination that offers more than just natural beauty, appealing to tourists interested in cultural immersion as well.

The third aspect of attraction at Mount Telomoyo involves man-made features. The Department of Forestry plays a crucial role in maintaining and developing the site to enhance its tourism potential. One notable development is the creation of the "Triangle Sky Telomoyo," a viewing spot at the summit that allows visitors to enjoy panoramic views of the surrounding landscape. This spot has become a popular location for photography and sightseeing. Moreover, Mount Telomoyo serves as a runway for hang gliding, hosting international competitions that attract participants from around the world. The challenging terrain of the mountain makes it an ideal location for such adventurous activities, further broadening its appeal to thrill-seekers and sports enthusiasts.

Infrastructure and Services

The second component of the 4A model, Accessibility, is vital for the success of any tourist destination. Mount Telomoyo is highly accessible, with well-maintained roads that allow vehicles to reach the summit. Visitors can choose to drive their own motorbikes or opt for a jeep rental service that provides guided tours around the mountain and its surrounding attractions, such as Sumuran waterfall, the Flower Center, and Kopeng Tourism Village. The ease of access is further facilitated by modern navigation tools like Google Maps, ensuring that even first-time visitors can find their way to the site without difficulty. The prominent entrance arch, marked with the words "Mount Telomoyo" and a statue of a green guava, serves as a clear indicator of the site, reflecting the local community's agricultural heritage (Zhenrao et al., 2021).

Amenities form the third pillar of the 4A model and are crucial for enhancing the overall tourist experience. Mount Telomoyo offers a range of facilities that cater to the needs of visitors. Entrance tickets are affordably priced, with slight variations between normal days and holidays, ensuring that the site remains accessible to a wide audience. Essential amenities include clean bathrooms, ample parking spaces, and a rapid response team that assists with any issues encountered during the ascent, such as

vehicle breakdowns. This team ensures that visitors can enjoy their trip without worrying about logistical problems, further enhancing the site's appeal.

For those looking to extend their stay, Mount Telomoyo offers accommodation options such as homestays and tent rentals, allowing visitors to experience the mountain's cool, refreshing air overnight. These options cater to different types of tourists, from those seeking comfort in a homestay to those looking for a more rugged experience through camping. Additionally, the summit area features a restaurant with stunning views, as well as small stalls that offer snacks and drinks, ensuring that visitors have access to food and beverages during their visit. These amenities contribute significantly to the overall comfort and convenience of the tourist experience at Mount Telomoyo.

The final component, Ancillary Services, refers to the support services provided by various organizations that help enhance the tourist experience. Mount Telomoyo's tourism development is a collaborative effort involving multiple stakeholders, including the State Forestry Public Company and PT. Telkom Indonesia, who work together with the local community to manage and promote the site. Marketing efforts are bolstered by the use of social media platforms like Facebook, Instagram, and YouTube, which are managed by the local community. These platforms help raise awareness of the site and attract a broader audience. Additionally, the site offers services for special events such as gatherings, trail runs, tours, and camping, further expanding its appeal to different types of visitors.

Overall, the success of Mount Telomoyo as a tourist destination is built on a well-rounded approach that incorporates natural beauty, cultural richness, man-made attractions, and robust infrastructure and services. The combination of these elements ensures that visitors have a memorable and enjoyable experience, making Mount Telomoyo a standout destination in Central Java. The continued development and management of these components are essential for sustaining and growing tourism at the site, ensuring that it remains a popular destination for years to come.

CONCLUSION

The potential of Mount Telomoyo as a tourist attraction is rooted in a diverse array of elements that together create a compelling and multifaceted destination. At the core of its appeal are the natural resources that surround the mountain, including the stunning landscapes framed by Mount Merbabu, Mount Sumbing, Mount Andong, and Mount Ungaran. These natural features provide a breathtaking backdrop that draws visitors seeking the tranquility and beauty of unspoiled nature. The unique combination of these natural resources not only enhances the aesthetic value of the site but also offers various opportunities for outdoor activities, making Mount Telomoyo an attractive destination for nature lovers and adventure seekers alike.

In addition to its natural beauty, Mount Telomoyo boasts rich cultural tourism attractions that further enrich the visitor experience. The regular celebration of local cultural events, such as the Saparan ceremony, highlights the deep connection between the community and their environment. This cultural festival, which serves as a form of alms to the Earth, offers tourists an authentic glimpse into the traditions and values of the local people. By integrating cultural experiences with natural attractions, Mount

Telomoyo presents a holistic tourism experience that appeals to those interested in exploring both the physical and cultural landscapes of Central Java.

Moreover, the man-made attractions at Mount Telomoyo, such as the "Triangle Sky Telomoyo" viewing platform, add a modern touch to the site's traditional charm. These developments not only enhance the aesthetic appeal of the mountain but also provide visitors with enhanced opportunities to engage with the environment, whether through photography, sightseeing, or adventure sports like hang gliding. The careful balance between preserving natural and cultural heritage while introducing thoughtfully designed infrastructure ensures that Mount Telomoyo remains a dynamic and evolving tourist destination.

Finally, the accessibility, amenities, and ancillary services available at Mount Telomoyo play a crucial role in supporting its development as a sustainable tourism site. The ease of access, facilitated by clear roads, navigable routes on Google Maps, and welcoming signage, ensures that visitors can reach the site without difficulty. Complementary amenities, such as jeep tours, quick-response teams, and various accommodation options, further enhance the comfort and safety of the visitor experience. The involvement of organizations like the State Forestry Public Company and PT. Telkom Indonesia in the management and promotion of Mount Telomoyo underscores the collaborative efforts required to maintain and improve this tourist attraction. Together, these elements create a robust foundation for Mount Telomoyo's continued success, ensuring that it remains a beloved destination for both new and returning visitors.

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Potential for eco-enzyme development as entrepreneurship in river ecotourism and mangrove conservation

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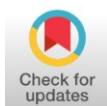
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Abstract:

The development of tourism in Indonesia is currently experiencing rapid progress with the advancement of digital technology. The tourism sector is one of the factors that contributes greatly to the Indonesian economy. The biodiversity in Indonesia makes the tourism potential in Indonesia a source of pride, which is expected to become a more environmentally friendly tourism development. This study aims to determine the potential for eco-enzyme entrepreneurship in the Tegalsari Maritime Tourism Village by implementing ecotourism development and preservation strategies in Indonesia. Therefore, by doing entrepreneurship, it can improve the economy in the Tegalsari Maritime Tourism Village by making environmentally friendly superior products, one of which is eco-enzymes. This study is a qualitative research based on descriptive by analyzing the potential of entrepreneurship in the Tegalsari Maritim Tourism Village. This qualitative method based on descriptive is a type of research that describes in detail related to entrepreneurship studies in line with the aim of implementing ecotourism strategies. Based on the analysis conducted in this study, it can be concluded that the mangrove forest area in the Tegalsari Maritim Tourism Village has great potential to be used as a leading tourist destination in Malang Regency

Keyword: Ecotourism, Eco-enzyme, Entrepreneurship



INTRODUCTION

The development of tourism in Indonesia is currently experiencing rapid progress with the advancement of digital technology. The tourism sector is one of the factors that contributes greatly to the Indonesian economy. The biodiversity in Indonesia makes the tourism potential in Indonesia a source of pride, which is expected to become a more environmentally friendly tourism development (Aliansyah & Hermawan, 2019). The beauty of natural and cultural diversity is of high value in the ecotourism market, the natural beauty of flora, fauna, and natural conditions that are still natural and beautiful (Dadi, 2022). Indonesia's cultural diversity can be in the form of diversity of art, language, religion, traditional clothing, knowledge, to communities from community organizations to advance the Indonesian economy by growing tourism (Mulyani et al., 2021; Stronza et al., 2019).

The average growth of ecotourism in Indonesia is 10% per year. This figure is higher than the annual growth of tourism in general, which is 4.6% per year (Nurzaman, 2018). Ecotourism is a specific form of tourism, namely ecotourism that creates environmental conservation, environmental education, local welfare, and respects local culture. This ecotourism is starting to be in great demand by tourists because it is not just about playing, but it is necessary to learn insight into education and ethnology in maintaining the ecotourism environment by respecting local culture. Regulation of the Minister of Home Affairs Number 33 of 2009 concerning ecotourism is a potential natural resource, environment, to the uniqueness of nature and culture which is one of the leading sectors of the region that has not been optimally developed (Wungo, 2020). The development of ecotourism in this optimal area is a strategy for planning, utilization, control, strengthening institutions, and empowering communities with social, economic, ecological, cultural, and other sectors (Raymondus et al., 2024). The pandemic period also caused a decrease in the number of tourists in restrictions to maintain distance and recommendations to stay home (Wulandari et al., 2022; Harjanto et al., 2021).

Tegalsari Maritim Tourism Village is one of the tourism villages located in Malang Regency. This village is identical with its waste management in processing by its own residents. Seeing this potential, the Malang Regency Government is also interested in participating in developing the Tegalsari Maritim Tourism Village into a tourist attraction. This area has been supported by the Malang Regency Government to help manage and sort waste to be converted into something more useful, such as sorting organic and inorganic waste, composting, cultivating mangroves as waste decomposers, and making crafts from recycled waste. TPS 3R is a means of waste management based on the 3R concept, namely reduce, reuse, recycle by prioritizing the reduction of waste piles, reusing waste, and recycling waste. Waste that has been sorted according to type, namely organic and inorganic waste, is easier to reuse, such as inorganic waste which is used as Ecoprint and Ecobrick, while organic waste can be reused into Eco-enzyme.

Before the Covid-19 pandemic, the Tegalsari Maritim Tourism Village also had a Mangrove Planting activity. However, after the pandemic, the activity was closed with the management of TPS 3R. Tegalsari Maritim Tourism Village as a destination that prioritizes natural beauty and environmental sustainability with several aspects that must be considered in tourism activities before operating, such as cleanliness and sanitation. Not only focusing on the Tourism sector, cleanliness and sanitation are very important so that they do not have a negative impact on other sectors. However, in the Tourism sector, cleanliness and sanitation certainly consider public health which needs to be considered in the environment as the main attraction in managing waste properly by processing it into eco-enzymes (Suprayogi et al., 2022).

Eco-enzyme is an environmentally friendly product made from fruit peels, vegetables, or sugar which is fermented with the addition of water as a solvent and left for 3 months to be used as a cleaner, to control pests, improve soil, save water, and to make liquid organic fertilizer in order to reduce waste in the Tegalsari Maritim Tourism Village (Budiyanto et al., 2022). Eco-enzyme is a liquid extract produced from the fermentation of vegetable and fruit waste with brown sugar or molasses substrate. Eco-enzyme also has various benefits, especially in making organic fertilizers. Eco-enzyme can also be an alternative material to replace chemicals that are harmful to the

environment and human health. The raw materials for this eco-enzyme come from organic materials that are no longer used until they become waste that cannot be used. Organic materials that are usually found are fruit peels or vegetable waste which are the main raw materials in making eco-enzyme (Nurhamidah et al., 2021; Septiani et al., 2021).

The principle of the eco-enzyme manufacturing process itself is actually similar to the compost manufacturing process, but water is added as a growth medium so that the final product obtained is a liquid that is preferred because it is easier to use and has many benefits (Luthfiyyah et al., 2010). The specialty of eco-enzyme compared to composting is that it does not require a large area for the fermentation process like in the compost manufacturing process, and this product does not even require a composter tank with certain specifications. The only storage place needed is plastic packaging and has a lid that is still tight (Hasanah et al., 2022).

Eco-enzyme has multiple benefits. Then, by utilizing organic waste as its raw material, it is then mixed with sugar and water, the fermentation process produces O₃ gas (ozone), and the end result is an environmentally friendly cleaning fluid and fertilizer (Megah et al., 2018). The principle of the eco-enzyme manufacturing process is actually similar to the compost manufacturing process, but water is added as a growth medium so that the final product obtained is a liquid that is preferred because it is easier to use (Astra et al., 2021).

This study discusses the study of the potential for entrepreneurship in the Tegalsari Maritime Tourism Village in producing eco-enzymes which have many benefits for accelerating mangrove planting by providing liquid organic fertilizers, entrepreneurship by producing products for cleaning river water, to supporting the preservation of the ecotourism concept by helping to maintain the beauty of nature. Because the Tegalsari Maritime Tourism Village is a tourism with high-quality services while still maintaining the uniqueness of nature, social, culture, and its people to provide a high-value experience by paying attention to the concept of environmental conservation (Wulung, 2020).

The potential for mangrove ecotourism in Tegalsari Marine Tourism Village, Malang Regency is very large in analyzing mangrove resources with a sustainable mangrove ecotourism development strategy viewed from an entrepreneurial perspective. This study aims to determine the potential for eco-enzyme entrepreneurship in the Tegalsari Maritime Tourism Village by implementing ecotourism development and preservation strategies in Indonesia. Therefore, by doing entrepreneurship, it can improve the economy in the Tegalsari Maritime Tourism Village by making environmentally friendly superior products, one of which is eco-enzymes.

Tourism is a travel activity carried out temporarily from the place of origin to a certain destination with the aim of seeking entertainment, pleasure, and not to settle or find work. According to Law No. 9 of 1990 concerning Tourism, this tourism covers all matters relating to tourism management, tourism travel, and tourist attractions for all related businesses in the sector, one of which is the entrepreneurship and economic sectors. This tourism has an important role in expanding business opportunities and employment by encouraging development in various regions in increasing national income in improving the welfare and prosperity of the surrounding community. The tourism sector also builds a sense of love for the country, maximizes the potential of

national culture, and strengthens the identity of a nation itself, so that infrastructure development is needed to preserve tourism with government cooperation in building facilities and access to these tourist attractions. Tourism can also improve an economy, both MSMEs and nationally by fostering an entrepreneurial spirit around (Damanik & Weber, 2006; Dian et al., 2024).

Ecotourism is a type of tourist trip in visiting a natural or cultural environment, either directly from nature or artificial with the aim of providing information and involving tourist participation in maintaining the preservation and sustainability of nature. Ecotourism also focuses on the sustainability of nature by involving socio-cultural life. The concept of ecotourism also focuses on 3 main aspects, namely nature conservation, creation of economic benefits, to appropriate integration in psychology for community life. Ecotourism is one form of alternative tourism whose goal is to build sustainable tourism. This includes tourism development that provides ecological benefits that are economically, socially, and normatively feasible for the local community.

One form of ecotourism that has great potential in preserving the environment, such as mangrove ecotourism. Mangroves are an attractive target in developing ecotourism due to the uniqueness of the conditions and models of the area that can be used as tourist destinations. Ecotourism also continues to pay attention to the authenticity of the mangrove forest ecosystem in the organisms that live in it. Mangrove forests are part of a tropical coastal community that can be dominated by several types of shrubs that can grow in salt waters (Nybakken, 1992).

Ecotourism is also a travel package that aims to enjoy the beauty of the environment without damaging the existing forest ecosystem. Mangrove ecotourism focuses on areas that are specifically maintained for tourism purposes. This mangrove forest area is located at the mouth of a river or estuary which plays a role in its own uniqueness in a unique and specific ecosystem in tropical and subtropical areas. Mangrove ecotourism also includes all the characteristics of organisms that live and socialize or work together to maintain the environment. The potential for ecotourism includes all objects, be it natural, cultural, or artificial aspects which of course are of special concern to the government in order to become a tourist attraction (Damanik and Weber, 2006).

Ecotourism is also a popular choice in promoting a unique and preserved environment to make an attractive tourist destination. Mangrove plants also have great potential in the development of ecotourism for the uniqueness of the conditions and models of areas that can be developed as tourist facilities while still paying attention to areas that can be developed as tourist facilities while still paying attention to the sustainability of forests and organisms that live in them. Several environmental parameters that are potential in the development of mangrove ecotourism with the density of mangrove species, mangrove thickness, and biota diversity in the mangrove ecosystem (Maulidiya and Hayati, 2020; Pandani, 2020).

Development refers to the process, method, or result that is attempted to improve from something to a positive direction with its desires. In Law No. 10 of 2009 Articles 6 and 7 concerning tourism development with tourism development must also consider the diversity, uniqueness, and distinctiveness of culture and nature, so that human needs for tourism (Article 6). Tourism development includes the tourism industry, tourist destinations, marketing, and tourism institutions (Article 7). According to Sunaryo,

(2013) regarding tourism development while still paying attention to the following main components:

1. Objects and attractions that focus on natural, cultural, or artificial wealth including special interest activities such as certain events.
2. Accessibility involving transportation systems, such as routes, terminals, airports, ports, and other modes of transportation.
3. Amenities that include tourism support facilities such as accommodation, restaurants, souvenir shops, entrepreneurship, and tourist information centers.
4. Supporting facilities such as banks and hospitals used by tourists.
5. Institutions that include the involvement and role of all parties involved in supporting tourism activities including local communities as hosts.

Definition of the principle of ecotourism by having a significant impact on tourists with travel service providers. Tourists are expected to not only have environmental awareness with high socio-cultural sensitivity by being able to apply it directly in the tourism activity. The environment also includes the empathy of tourists who encourage them to be willing to spend additional costs by supporting nature conservation (Wijaya et al., 2023; Wijaya et al., 2024). Therefore, ecotourism development is needed in the environment to maintain sustainability or through development to help maintain the environment around ecotourism.

The approach of local community participation and empowerment in ecotourism development must produce a strong anticipation pattern with the community. Ecotourism also involves local community participation from the early stages of planning, allowing them to contribute with different ideas and expectations by creating a planning approach that is oriented towards participation. A sustainable approach by emphasizing stakeholders in ecotourism development to maintain self-control by considering the benefits of nature and environmental conservation, as well as maintaining cultural balance. This aims to provide a positive impact holistically at the local, regional, national, and international levels including local indigenous communities (Berkes, 2021; Adom, 2019; Wijaya et al., 2023).

Next to SWOT analysis is a systematic identification of factors used in formulating company and community strategies (Wijaya et al., 2023). According to Dian et al., (2024) explains SWOT analysis as an effort to identify strengths, weaknesses, opportunities, and threats that affect the performance of companies and communities. According to Wijaya et al., (2024) regarding SWOT analysis, this is also an approach that provides direction without providing direct solutions to problems. Based on this definition, it can be concluded that this SWOT analysis is certainly an instrument that includes strengths, weaknesses, opportunities, and threats that can be important directions in determining the performance of company managers to be used to formulate company strategies. In this study, data analysis was carried out by applying SWOT analysis.

The approach that is usually used is an internal factor of weaknesses and strengths of the study area through the IFE (Internal Factor Evaluation) matrix analysis, and external factors in opportunities and threats with the EFE (External Factor Evaluation) matrix analysis. Thus, identifying points from the results of the IFE and EFE matrices is carried out with a SWOT analysis in formulating recommendations related to research objectives.

RESEARCH METHOD

This study is a qualitative research based on descriptive by analyzing the potential of entrepreneurship in the Tegalsari Maritim Tourism Village. This qualitative method based on descriptive is a type of research that describes in detail related to entrepreneurship studies in line with the aim of implementing ecotourism strategies in the development and preservation of the environment in Indonesia. The data sources in this study are previous research studies that are relevant to ecotourism strategies in entrepreneurship as the development and preservation of ecotourism in Malang Regency, Indonesia. The data collection technique in this study is the technique of reading sources that are relevant to the discussion of the research by determining the data to be entered.

The data analysis technique in this study uses a SWOT analysis related to ecotourism strategies in advancing entrepreneurship as the development and preservation of the environment in Malang Regency, Indonesia. The aim of this method is to present a systematic, factual and accurate description of several facts related to the object being studied with the relationship between the object and the variables being studied (Rungkuti, 2015; Risky, 2022; Sitorus et al., 2022). The data collection method in this study, namely literature study and field observation. Literature study was conducted by examining policies related to mangrove conservation with previous studies related to the concept of mangrove ecotourism (Kunjuraman et al., 2022).

Meanwhile, field observation was conducted to identify actual conditions related to the concept of mangrove tourism development. This data collection technique is used to strengthen the research results. After the data is collected, a discussion is carried out to determine internal and external factors related to the management of the mangrove area. Analysis of tourism planning strategies by evaluating assessment factors by selecting alternatives in strategic priorities using SWOT analysis. This analysis compares several external factors (opportunities and threats) with internal factors (strengths and weaknesses) (Huda, 2008; Kunjuraman et al., 2022; Moleong, 2011). The next step is to compare the internal and external conditions presented in the SWOT matrix to describe the relationship between the two.

RESULT AND DISCUSSION

Ecotourism Potential in Tegalsari Maritime Tourism Village

Tegalsari Maritime Tourism Village is the concern of the Malang Regency Government in developing village tourism in Bajulmati Village, Sidodadi Village, Gedangan District, Malang Regency. Tegalsari Maritime Tourism Village is also a tourist destination for tourists as an educational tourist spot about river tracing with a combination of conservation from planting mangrove plants in maintaining river sedimentation by helping to preserve the environment. After that, Tegalsari Maritime Tourism Village is classified as a tourism that still maintains the sustainability of nature with a beautiful, cool, and comfortable village atmosphere for local and foreign tourists to visit the tour, so that quality tour guides are needed to introduce activities in planting mangrove plants around the river (Mejjad et al., 2022; Masud et al., 2017; Arsalan et al., 2018; Aneseyee et al., 2022; Risky, 2022; Aquino, 2022; Habibi et al., 2018).

Some of the potentials obtained from Tegalsari Maritime Tourism Village in implementing ecotourism-based tourism are by increasing the economy around

Tegalsari Maritime Tourism Village with the concept of a green economy in caring for, maintaining, and preserving the environment. By implementing this concept, it will attract foreign tourists to visit the Tegalsari Maritim Tourism Village in improving the economy and entrepreneurship in the area. Tegalsari Maritim Tourism Village can also be accessed by land transportation via Turen to Sitiardjo. The highway facilities are quite good to access by making improvements and have been inaugurated by the Regent of Malang in 2023. Visitors can use two-wheeled and four-wheeled vehicles (Wungo et al., 2020).

However, until now there is still no access to city transportation buses to the location. The only means of transportation that can be accessed are motorbikes, motorized pedicabs, and four-wheeled vehicles in the tourist area. However, for visitors who drive four-wheeled motorized vehicles, the parking location is still inadequate until now (Benjamin et al., 2020). Thus, the government is needed to build transportation access to create a safe and comfortable tourist area for visitors, considering that visitors who come are also increasingly crowded to see the natural beauty by planting mangrove trees in the Tegalsari Maritim Tourism Village (Habibi et al., 2018; Sitorus et al., 2022; Carbone et al., 2020; Hultma et al., 2021; KC et al., 2021; Wulung et al., 2020; Kia, 2021). Eco-enzyme production in Tegalsari Maritim Tourism Village plays an important role in river ecotourism with mangrove conservation to create a sustainable approach with an environmentally friendly concept with waste management and ecological preservation. The contributions to both areas are as follows:

1. River Ecotourism; Improving air quality is the role of eco-enzyme in decomposing organic waste by neutralizing chemical waste that can pollute river water quality. Eco-enzyme can also clean river water from processed organic waste, so that the river can be well maintained to attract tourists in an effort to support a healthier ecosystem by improving the overall ecotourism experience. The involvement of local communities in producing eco-enzymes can also foster a sense of responsibility, both organic waste produced by Tegalsari Maritim Tourism Village into environmentally friendly products to keep the river clean.
2. Mangrove Conservation; Eco-enzyme production can also utilize organic waste materials by reducing the amount of waste around Tegalsari Maritim Tourism Village. In addition, the application of eco-enzymes can also help reduce soil and air pollution, create a better environment for mangroves to grow by supporting biodiversity and protecting the coastline from erosion. The production of eco-enzymes can also be an educational program for the importance of mangrove ecosystems with sustainable practices, because eco-enzymes can also be an effective fertilizer for mangrove plants.

SWOT Analysis Results

From the results of the discussion related to natural conditions, population, to several policies related to mangrove ecotourism in the Tegalsari Maritim Tourism Village follows:

1. Strength

The Tegalsari Maritim Tourism Village community is distinguished by its unique and vibrant culture, deeply rooted in the traditions of fishing, mangrove planting, and crafting with natural materials, particularly those derived from the abundant mangrove

trees in the area. This rich cultural heritage serves as a significant draw for tourists, offering them a glimpse into the local way of life and the community's creative use of natural resources. The presence of such local wisdom and cultural practices plays a crucial role in fostering public awareness about the importance of preserving mangrove ecosystems.

The mangrove plants in Tegalsari Maritim Tourism Village are notable for their density and healthy growth, contributing significantly to the environment by preventing coastal erosion and flooding, as well as regulating the local climate. These mangroves have the remarkable ability to store and absorb four to five times more carbon than tropical forests on the mainland, underscoring their vital role in climate change mitigation. Environmental studies conducted in the area highlight the mangroves' effectiveness in water and climate regulation, further emphasizing their ecological importance. Additionally, access to the village's tourist attractions is relatively well-developed, making it easier for visitors to explore the area and its offerings. The village also provides ample opportunities for entrepreneurship, particularly through eco-friendly ventures such as eco-enzymes, which not only boost the local economy but also enhance environmental quality.

2. Weakness

The Tegalsari Maritim Tourism Village faces several significant challenges that hinder the optimal development of its tourism potential. One of the primary issues is that land ownership in the tourist areas is predominantly in the hands of business entities or individuals, which can create barriers to equitable and sustainable tourism development. Furthermore, there is a notable lack of awareness among some members of the community regarding the critical role of the mangrove ecosystem, leading to underappreciation and, at times, the conversion of these vital areas for other uses. This deficiency in knowledge extends to a general lack of environmental awareness, particularly in relation to sustainable tourism practices. Such gaps in understanding contribute to a broader issue of insufficient public engagement in environmental preservation efforts.

Additionally, there are existing conflicts or differences in perspective between the local community and other stakeholders, which pose significant obstacles to the successful implementation of sustainable mangrove ecotourism strategies. Another pressing concern is that the mangrove forest within the Tegalsari Maritim Tourism Village has not been managed optimally, limiting its potential to support ecotourism activities effectively. This underutilization hampers the village's ability to fully capitalize on its natural resources for tourism purposes. Moreover, the concept of eco-enzyme entrepreneurship remains largely unfamiliar to the local residents, indicating a need for comprehensive socialization and assistance programs. These initiatives would be crucial in educating the community about the benefits of utilizing organic waste for environmental cleanliness, thereby fostering a more sustainable and economically beneficial approach to local development.

3. Opportunity

The Tegalsari Maritim Tourism Village presents a multitude of opportunities that can significantly boost its appeal and sustainability. One of the primary opportunities lies

in the strong desire of both the local community and tourists to engage deeply with the culture of the surrounding area. This cultural curiosity offers a unique selling point for the village, especially as more people are increasingly seeking tourism experiences that prioritize recreation and cultural immersion. Furthermore, the support from government policies aimed at the development of sustainable ecotourism acts as a substantial catalyst for growth in this sector. These policies not only encourage the protection of natural resources but also promote sustainable practices that align with the long-term goals of the community.

A specific opportunity arises from the potential to designate the mangrove ecosystem within the village as a protected area in the regional spatial plan. The unique presence of this mangrove ecosystem, which is exclusive to the Tegalsari Maritim Tourism Village within Malang Regency, positions the area as a leader in the development of mangrove ecotourism, with no direct competitors. Additionally, the central government's recommendation to the regional government to include programs focused on the protection and management of mangrove ecosystems in the Regional Medium-Term Development Plan (RPJMD) further underscores the strategic importance of this natural asset. This alignment of local interests, government support, and unique ecological features presents a significant opportunity for the village to establish itself as a premier destination for sustainable ecotourism, particularly in the niche area of mangrove conservation.

4. Threats

The Tegalsari Maritim Tourism Village faces numerous threats that jeopardize the sustainability of its mangrove ecosystems and overall development. Key among these is environmental degradation, exacerbated by the over-exploitation of natural resources, which continues to threaten the delicate balance of the area's ecological systems. Furthermore, the village is in constant competition with more well-known tourist destinations, highlighting the urgent need for innovation to distinguish Tegalsari as a unique and attractive option for visitors. Climate change also poses a significant threat, particularly through the potential for rising sea levels and increased flooding, which could severely impact both the mangrove habitats and the village infrastructure. Additionally, there is a growing risk of environmental pollution along the coast, which could have far-reaching consequences for the local ecosystem and the tourism industry that relies on it. Despite these challenges, there remains a notable lack of comprehensive planning in the development and management of mangrove ecotourism in Tegalsari. This is further compounded by the absence of integration in the development of the tourism industry, creative economy, and entrepreneurship, all of which are crucial for the village's sustainable growth.

Formulation of SWOT Analysis Strategy

The SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a strategic planning method used to help individuals or organizations identify the strengths, weaknesses, opportunities, and threats associated with competition or a business project. The primary purpose of SWOT analysis is to aid in strategic decision-making based on the internal and external realities faced by an organization or project.

1. Strength-Opportunity Strategy (S-O); The S-O strategy developed for the Tegalsari

Maritim Tourism Village focuses on leveraging existing strengths to seize emerging opportunities. To begin with, the strategy emphasizes establishing cooperation with various stakeholders, including government entities, tourism institutions, and local communities. This collaboration aims to foster the sustainable development of mangrove ecotourism, which integrates local wisdom and culture, thereby enriching the visitor experience. Furthermore, the strategy includes a strong promotional component, utilizing both digital platforms and direct promotions facilitated by tourism managers and the Malang Regency Government. These efforts are designed to enhance tourist interest in the Tegalsari Maritim Tourism Village. Additionally, there will be a focus on promoting and socializing the rich cultural heritage of the surrounding Sitiardjo Village to incoming tourists, ensuring they gain a deeper understanding of the local community. Finally, the strategy outlines the importance of providing adequate facilities, such as accommodation, transportation, and other amenities, to enhance tourist comfort and satisfaction during their visit to the Tegalsari Maritim Tourism Village.

2. **Weakness-Opportunity Strategy (W-O);** The W-O strategy emphasizes overcoming challenges by leveraging existing opportunities to enhance the development of mangrove ecotourism. First, it is crucial to socialize the benefits of mangrove ecotourism to the surrounding community, highlighting its positive impacts on both the coastal environment and the local economy. This can foster greater community engagement and support. Additionally, improving the quality of local community resources is essential in ensuring that they can effectively contribute to and sustain the realization of sustainable mangrove ecotourism. This includes providing training and education that empower the community to take on a more active role in managing mangrove ecotourism initiatives. Moreover, the development of the Tegalsari Maritim Tourism Village as a key priority program by the Malang Regency Tourism Office should be clearly communicated to the community to ensure alignment and participation. Finally, promoting green economic entrepreneurship, particularly through the use of eco-enzymes, is vital for establishing environmentally friendly business practices that can contribute to the long-term sustainability of the region.
3. **Strength-Threat Strategy (S-T);** Strategy is designed to identify and leverage strengths within a research area to effectively mitigate or eliminate potential threats. This approach involves two key initiatives. Firstly, rehabilitating mangrove ecotourism areas that are currently experiencing environmental degradation. This effort not only restores the ecological balance but also strengthens the sustainability and appeal of these natural attractions. Secondly, the strategy advocates for changes in marketing or other relevant components within the tourism business. By adapting to the growing trend towards natural tourism, these changes can transform opportunities into entrepreneurial ventures, further supporting the development and sustainability of mangrove ecotourism. Through these actions, the S-T strategy aims to enhance the resilience of ecotourism initiatives against environmental and market-related threats.
4. **Weakness-Threat Strategy (W-T);** Strategy is employed to develop strategies that overcome internal weaknesses while reducing external threats. In the context of the Tegalsari Maritime Tourism Village, this strategy involves several key actions. First, it

emphasizes the importance of conducting mangrove conservation and preservation activities in a manner aligned with the principles of sustainable mangrove ecotourism. This ensures that the natural environment is protected while promoting tourism. Secondly, the strategy calls for the provision of adequate facilities and infrastructure to support these conservation efforts. This includes establishing effective supervision, implementing waste management systems, and ensuring other necessary resources are available to maintain the sustainability of the mangrove ecosystem. Finally, the strategy highlights the need for collaboration with relevant stakeholders, such as sustainable environmental institutions, to further develop and enhance these activities. This cooperation aims to bolster mangrove planting and preservation efforts within the Tegalsari Maritime Tourism Village in Malang Regency, ensuring long-term environmental sustainability.

External Opportunities in Eco-enzyme Entrepreneurship

The potential for eco-enzyme entrepreneurship in Tegalsari Maritime Tourism Village can be greatly influenced by various external opportunities, particularly market demand. The rising awareness of sustainable tourism, especially within the context of "going green," presents a unique opportunity. Tegalsari's integration of tourism with nature offers a fertile ground for promoting eco-friendly products such as eco-enzymes. Tourists and locals alike are increasingly seeking sustainable solutions that align with environmental conservation efforts. By tapping into this growing preference for environmentally friendly products, eco-enzyme entrepreneurs can establish a strong market presence that not only meets demand but also reinforces the village's commitment to ecological sustainability.

Government policies and incentives also play a crucial role in fostering the growth of eco-enzyme entrepreneurship in Tegalsari. Supportive policies that encourage investment in eco-friendly industries can significantly boost entrepreneurial activities in the region. This might include financial incentives, tax breaks, or grants aimed at promoting sustainable business practices. By aligning with government efforts to support green initiatives, entrepreneurs in Tegalsari can leverage these opportunities to enhance their production capabilities and market reach. The government's backing not only reduces financial risks but also legitimizes and amplifies the importance of eco-enzymes in the broader context of sustainable development.

The advancement of digital technology is another critical factor that can enhance the potential for eco-enzyme entrepreneurship in Tegalsari. Modern digital tools in waste management can improve the efficiency and effectiveness of eco-enzyme production, making it more competitive in the market. Technologies such as data analytics, automation, and digital monitoring systems can streamline production processes, reduce waste, and ensure consistent product quality. By adopting these technological advancements, entrepreneurs can optimize their operations, reduce costs, and increase the overall value proposition of their eco-enzyme products. This integration of technology not only bolsters productivity but also positions Tegalsari as a leader in innovative sustainable practices.

The availability of raw materials within Tegalsari Maritime Tourism Village provides a significant advantage for eco-enzyme production. The village's abundant natural resources facilitate easy access to the organic waste needed for eco-enzyme

creation. However, to fully capitalize on this, there is a need for comprehensive training and mentoring programs aimed at developing a skilled workforce. By investing in human resource development, Tegalsari can ensure that local entrepreneurs are well-equipped with the knowledge and skills necessary to produce high-quality eco-enzymes. Such initiatives not only boost local employment but also contribute to the sustainability of eco-enzyme entrepreneurship by ensuring a consistent supply of skilled labor.

Lastly, establishing collaborative networks with educational and research institutions is vital for the ongoing innovation and development of eco-enzyme products in Tegalsari. These partnerships can provide entrepreneurs with access to cutting-edge research, technological advancements, and innovative practices that can enhance product quality and market competitiveness. Through collaboration, entrepreneurs can stay abreast of the latest trends and developments in eco-enzyme production, enabling them to continuously improve their products and processes. This networked approach fosters a culture of continuous learning and innovation, which is essential for sustaining the long-term growth and success of eco-enzyme entrepreneurship in Tegalsari Maritime Tourism Village.

CONCLUSION

Based on the analysis conducted in this study, it can be concluded that the mangrove forest area in the Tegalsari Maritim Tourism Village has great potential to be used as a leading tourist destination in Malang Regency. However, the overall condition of the mangrove tourism potential, both in terms of physical and conceptual aspects, requires attention with further development. Further efforts are needed from related parties, both government and managers and the surrounding community in maximizing the tourism potential. The involvement of various stakeholders in the development of ecotourism needs to be increased, especially in terms of improving the quality and quantity of human resources. Socialization and special training for the local community are carried out as part of efforts to create sustainability. Development strategies that need attention and are a priority are implementing strategies from S-O and W-O. This maximizes the potential strengths while paying attention to opportunities, especially with mangrove conservation policies. Thus, it is hoped that mangrove ecotourism in the Tegalsari Maritim Tourism Village, Malang Regency can develop sustainably.

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Evaluation of the existing conditions of lasiana beach tourism destinations and ecosystems, Kupang City

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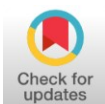
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Abstract:

This research aims to determine the existing conditions of the destination and ecosystem of Laisiana beach tourism and evaluate the performance and importance of these existing conditions. This research falls under the action research design with data acquisition techniques using interview, observation, and documentation techniques. Determining the research population is through non-probability sampling with a convenience sampling approach and key actors sampling. The number of research samples is 75 people. Variable measurement is done on a Likert scale. The data types consist of primary and secondary data. Data analysis is done using a quantitative approach, namely interval technique and IPA analysis. The research results indicate that there is still a gap between the existing conditions of the destination and the tourism ecosystem towards satisfaction. The evaluation results show that the existing conditions of tourist destinations have not been a focus while the expectations of tourists are very high. Unlike the existing tourism conditions, most attributes such as community acceptance, tourist locations, tourist products, investments, development policies, and supporting tourism industries are expectations of tourists to be improved but are not a priority, while aspects that are not of concern to tourists receive excessive attention such as tourist targets, supporting facilities, tourism trends, product value, marketing, and tourism resources.

Keyword: Tourist Destinations, Tourist Ecosystems, Existing Conditions



INTRODUCTION

Indonesian tourism is predicted to grow rapidly compared to before and during the Covid-19 pandemic. An Expert Survey conducted by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) from June 18 to July 14, 2023, shows that 76.19% of experts assess that the current tourism condition in Indonesia is in the process of recovery and the tourism condition in Indonesia in 2024 will develop rapidly (Kemeparekraf, 2023). This prediction is in line with the report from the Central Statistics Agency (BPS Indonesia, 2024) that cumulatively, the number of foreign tourists from January to April 2024 increased by 24.85% compared to the same period in 2023. Meanwhile, the number of domestic tourist trips in March

2024 increased by 33.13% compared to the same month in 2023. According to (Buhaerah, 2017) and (Japlani et al., 2023), the industrial sector in the tourism field will continue to grow rapidly every year and consistently contribute to economic growth. The Indonesian BPS report (BPS Indonesia, 2024), states that the Indonesian tourism sector has a proportionate contribution to GDP of 4.11% and contributes US\$ 7.03 billion in foreign exchange. (Pontonuwu et al., 2024) explain that the benefits of the tourism sector, besides being a source of foreign exchange earnings for a country, can create job opportunities and introduce culture and natural resources.

The importance of the tourism sector for this nation is reflected in Law Number 10 of 2009 concerning tourism, which mandates the tourism sector as an integral part of national development carried out systematically, planned, integrated, sustainable, and responsible. (Leewellyn & Abdillah, 2020) state that tourism development is destination development. Furthermore, (Aini, 2024) explains that the main components of a tourism destination consist of 3 (three), namely tourists (guests), local communities (hosts), and the destination itself. (Fellyanus Haba Ora et al., 2021) explain that tourism destinations in Indonesia rely on attractions to increase tourist visits through attractions for enjoying travel (pleasure tourism), for recreation tourism, cultural tourism, sports tourism, business tourism, and convention tourism.

(Leewellyn & Abdillah, 2020) explain that tourist destinations need to be maintained and preserved for their value. Tourist destinations are described as physical locations where tourists spend at least one night, so there must be tourist attractions, products, and services needed by tourists during their stay (Gegung, 2021). Therefore, the availability and sustainability of the tourism ecosystem need to be well managed. (Ora et al., 2021) state that the tourism ecosystem consists of all elements found in tourist destinations and have interrelated relationships, making it a complex need at tourist destinations.

(Japlani et al., 2023) and (Patadjenu et al., 2023) state that the elements needed to enhance the value of a tourist destination are attraction, accessibility, amenity, and ancillary service. Meanwhile, (Ora et al., 2021) state that the components forming the tourism ecosystem consist of global tourism trends, tourist targets, tourism product values, tourism products, tourist location, tourism marketing, tourism policies and partnerships, supporting industries, supporting infrastructure, supporting resources, tourism investments, and tourism revenues.

Kota Kupang, the capital of East Nusa Tenggara Province, has an area of 180.27 km² and a coastline length of 27 km (Riwukore et al., 2019). The coastal area of Kota Kupang is a centre for trade and tourism (Riwukore et al., 2020), with Lasiana Beach as a famous destination located approximately 11 km from the city centre. Lasiana Beach is known as the beach of a thousand lontar trees and is a primary destination for the people of Kota Kupang, covering an area of 15.9 Ha. In 1986, the East Nusa Tenggara Provincial Government built various tourism facilities on this beach. The potential of Lasiana Beach lies in its natural beauty, agrotourism, and local culture, including within the Coastal Tourism Strategic Area. Kota Kupang Government plans to make Lasiana Beach a flagship beach due to its beauty and local culture.

However, some research results indicate that there is a need for more constructive and planned efforts to realize the role of Lasiana Beach as a centre for tourism destinations and ecosystems. (Sanam & Adikampana, 2014) reported that the

development of Lasiana beach tourism needs to consider aspects such as infrastructure, promotion, human resources improvement, and empowerment of the local community. The research by (Ora et al., 2021) reported that the development of the Lasiana beach tourism destination needs improvements in terms of accessibility and institutional aspects.

Meanwhile, concerning the tourism ecosystem, weaknesses are still evident in terms of investment, policies, and tourism resources. The research by (Dampung et al., 2020) mentioned that the development of the Lasiana Beach tourism destination needs to be enhanced in terms of facilities and attractions. Similarly, as reported by (Mulyana & Fanggi, 2022), the development of Lasiana tourism destinations is still hindered in terms of tourism promotion and availability of tourist facilities. Quality human resource management is also crucial in managing a product or service (Muday et al., 2024). The success of a process can enhance the existence of a business profile (Yustini, 2023).

The results of the above research indicate that the development of tourism destinations and tourism ecosystems are two different but inseparable things. The above studies are more specific in touching on one of the elements of tourism, namely destinations or ecosystems. The study by (Ora et al., 2021) have explained tourism destinations and ecosystems, but not comprehensively up to the performance of these elements. Therefore, the novelty of this research is to assess the performance of each of these attributes in terms of satisfaction and dissatisfaction, productivity, poor or good performance, and priority or non-priority. This can help in formulating policy interests in the development of tourism destinations and ecosystems, especially for regions or areas with limited local or national budgets. Thus, the purpose of this research is to determine the existing conditions of the Lasiana beach tourism destination and ecosystem and to evaluate the performance and expectations of these existing conditions.

RESEARCH METHODS

The research design used is action research, one of the alternative research methods in studies and actions based on existing conditions (Sekaran & Bougie, 2020). According to (Ora et al., 2021), design research and action research are action research conducted to obtain truth but produce expected conditions because they involve the active participation of the community through perceptions considered while at the location of the research object. Action research according to (Darwis, 2017), produces a formula that is suitable for actual conditions in community empowerment efforts.

One of the very important processes is collecting data, how a researcher collects the desired data with the data collection tool. Data collection tools can be in the form of interviews, observations, and questionnaires (Riwukore, 2022). In collecting data, it can be carried out simultaneously or at once, then it is called quantitative research with a cross-sectional design (Abduh et al., 2023). The determination of the population and research sample is done non-probabilistically, namely with convenience sampling and key actors. Convenience sampling is carried out at the research location with guidance from (Hair et al., 2011) that the minimum number of research samples is 10 times the number of the most indicators from one variable, where the most indicators are 7, which means 70 samples. Meanwhile, key actors as key informants come from the Head of the Kupang City Tourism Office, the Head of the Lasiana Beach UPTD, and a group of business community members (3 people). Thus, the total sampling in the study is 75

people. The types of data used in this research consist of primary data (observation and questionnaire) and secondary data (documentation/literature).

Measurement of variables is done with closed statements/questions using a Likert scale as an ordinal scale (Budiaji, 2013); (Ora et al., 2021), namely 1 = STP/STS (very dissatisfied/strongly disagree), 2 = TP/TS (dissatisfied/disagree), 3 = N (neutral), 4 = P/S (satisfied/agree), and 5 = SP/SS (very satisfied/strongly agree). To determine the existing conditions of respondents' perception analysis, the interval calculation for each variable is as follows.

Maximum score = 5 ; and Minimum score = 1; so Interval = maximum score - minimum score / maximum score = 4/5 = 0.8

Table 1. Interval and Categories of Variable Research Values

No.	Category	Interval
1.	STP/STS	1,00 – 1,79
2.	TP/TS	1,80 – 2,59
3.	N	2,60 – 3,39
4.	P/S	3,40 – 4,19
5.	SP/SS	4,20 – 5,00

Source: Modification of (Zamzam & Marnisah, 2021)

Data analysis using the Importance-Performance Analysis (IPA) technique, which is a multi-attribute model and can be used to analyze importance and performance that impact satisfaction. The analysis results are described descriptively (narratively). Analysis of Importance-Performance (IPA) using the SPSS program is carried out in stages:

1. Determining the level of suitability between the attributes of performance of the existing condition and the level of importance, where the attributes are studied by comparing the importance score with the existing condition score. The formula used for the level of suitability is:

$$Tki = \frac{Xi}{Yi} \times 100\% \dots\dots (1)$$

Explanation: Tki: level of fit, Xi: performance score, and Yi: importance score.

2. Calculate the average for each attribute, using the formula:

$$\bar{Xi} = \frac{\sum Xi}{n} \quad \bar{Yi} = \frac{\sum Yi}{n} \dots\dots (2)$$

Description: \bar{Xi} : Average score of existing attributes, \bar{Yi} : Average score of expected attributes, and n: sample size.

3. Calculate the average of all existing attributes and expected attributes that serve as boundaries in the Cartesian diagram, using the formula:

$$\bar{X} = \frac{\sum \bar{Xi}}{k} \quad \bar{Y} = \frac{\sum \bar{Yi}}{k} \dots\dots (3)$$

Explanation: \bar{X} : Average of the existing attribute average scores, \bar{Y} : Average of the expected attribute average scores, and k = Number of attributes that affect performance.

4. Explanation of each attribute in a Cartesian diagram.

Quadrant A is the area that contains factors with expectations above average, but in reality, the existing attribute elements are below average. Quadrant B is the area that contains factors considered important expectations and the existing attribute elements have above-average capabilities. Quadrant C is the area that contains factors considered less important expectations and in reality, they are not too special. Furthermore, Quadrant D is the area that contains factors considered less important expectations by employees and perceptions are below average (Algifari, 2019); (Ora et al., 2020).

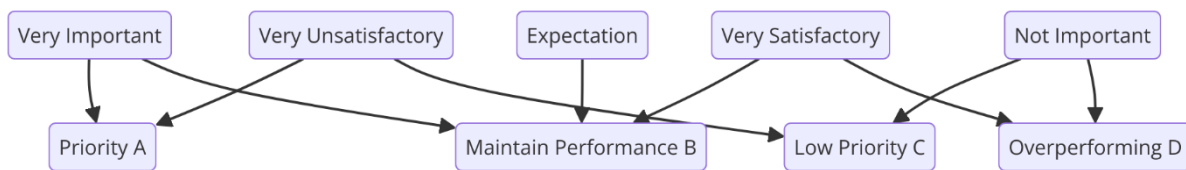


Figure 1. Cartesian Diagram

Source: Author, 2023

Research by (Putu & Putu, 2021) uses indicators to measure tourist attractions consisting of level of uniqueness, level of beauty, and availability of land. Indicators for measuring amenities/facilities of tourists consist of completeness, cleanliness, and tidiness of facilities; condition and function of facilities; ease of using facilities; and completeness of equipment. Research by (Hidayat et al., 2017) in measuring accessibility uses indicators of information access; access to road conditions towards destination; and final destination.

The research by (Ora et al., 2021) uses indicators to measure the global tourism ecosystem (early warning, ecological tourism management); tourist targets (education, recreational destinations); product value (types of product variants and product quality); tourism products (beauty, uniqueness); tourist locations (recreational facilities, events, specific activities, psychological attractions); tourism marketing (diversity of promotional media, attractiveness of promotions, clarity of promotional messages, completeness of information in promotions); tourism development policies (efficiency, impact, and sustainability); supporting industries (occupancy rates and tourism support facilities); supporting facilities (security, location arrangement, availability of various supporting outlets); tourism resources (natural resources, cultural resources, and non-creative resources); investments (risk management, income); and community acceptance (community friendliness, not conflicting with the values and cultural norms of the community).

RESULTS AND DISCUSSION

Description of Lasiana Beach

The tourist location of Lasiana Beach in Kota Kupang is located in the Lasiana Village, Kelapa Lima District, Kota Kupang, East Nusa Tenggara. The area covers 6.5 hectares. The Northern boundary of Lasiana Beach is Kupang Bay, the Southern boundary is with Penfui Village in Kota Kupang, the Eastern boundary is with Tarus Village in Kupang Regency, and the Western boundary is with Oesapa Village in Kota Kupang.

Lasiana Beach in Kota Kupang was opened to the public in the 1970s by the East Nusa Tenggara Provincial Government. In 1986, the East Nusa Tenggara Provincial Government developed Lasiana Beach tourism by preparing and building supporting facilities such as lopo-lopo, swimming pools, management offices, entertainment stages, and other types of buildings.

The presence of Law Number 9 of 1990 concerning Tourism where the tourism sector became one of the main sources of income for the region and the country, then the Governor of East Nusa Tenggara at that time, Hendrik Fernandez issued a Decree of the Governor of the Regional Head of Level I NTT Number: 232/SKEP/HK/1993 Regarding the Appointment of the Provincial Tourism Office of Level I NTT as the manager of the Lasiana beach tourism object. In 1996, the status of Kota Kupang was upgraded from an administrative city to a Level II Regional Kota Kupang, and on August 14, 2003, a Joint Decree was issued between the Governor of East Nusa Tenggara and the Mayor of Kupang Number: HK.19Tahun 2003 and 23/PEMKOT/2003 for the management of Lasiana Beach as a profit-sharing management. The Kota Kupang Government began managing Lasiana Beach in October 2003.

To enter the Lasiana Beach tourist destination area, an entrance fee of IDR2,000 per person is charged, as well as a parking fee of IDR2,000 for two-wheeled vehicles, and IDR5,000 for four-wheeled vehicles. This area is equipped with several supporting facilities for visitors, such as kiosks (shops/stores), public toilets, cafes, eateries, swimming pools, traditional entertainment stages, children's play areas, and homestays. Local culinary delights such as young coconut ice, grilled corn, and smashed bananas complement the tourist food offerings.

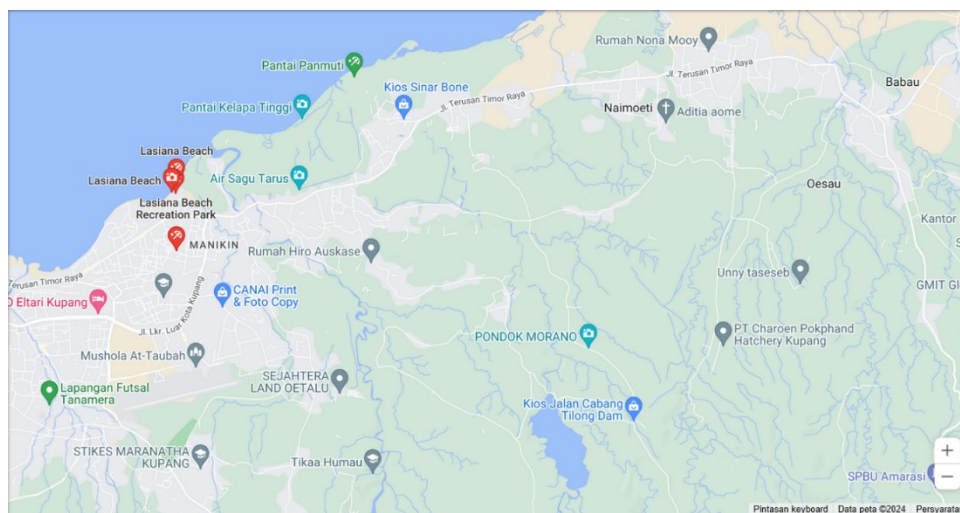


Figure 2. Map of Lasiana Beach location in Kota Kupang
Source: Google Map, 2024

Existing Condition of Lasiana Beach Destination

The measurement of existing conditions aims to understand and determine the research sample's perception of the real conditions experienced by the respondents. The research results related to the existing conditions of the Lasiana Beach tourism destination are as follows.

Table 2. Perception of existing conditions of Lasiana Beach tourism destination

Code	Parameters	Performance			Importance		
		X	Σ	α	E (X Y)	Σ	α
DAtr	Attraction	3.40	765	Satisfied	3.44	773	Agree
DAme	Amenities	3.56	1067	Satisfied	3.63	1089	Agree
DAks	Accessibility	3.72	558	Satisfied	4.15	622	Agree
Average		3,56	796.67	Satisfied	Satisfied	828	Agree

Source: Author, 2024

Based on the data from the average values of tourism destination parameters, it can be said that among all existing conditions of tourism destinations covering attractions, amenities, and accessibility, the average value is 3.56, which falls into the satisfied category. Furthermore, the dominant indicator in tourism destination parameters is in the accessibility parameter at 3.72, and the parameter with the lowest value is in the attractions parameter at 3.40. So overall, tourism destination parameters are in the satisfied category, which falls within the range of 3.40 - 4.19. The results of this study indicate that the existing conditions at Lasiana Beach tourism destination can provide satisfaction to visitors, satisfaction to business actors, and job satisfaction. These research findings are consistent with the report by (Ni Putu & Putu, 2021) that attractions and amenities have a positive and significant influence on tourist satisfaction. It is further stated that the contribution of attractions and amenities to the satisfaction level is 54.8%. Similarly, the research report by (Sudarwan et al., 2021) show that attractions, amenities, and accessibility both partially and simultaneously have a positive and significant relationship with satisfaction, and the contribution of these three parameters is 72.2% towards satisfaction.

The total score results of the tourism destination parameter show that the total performance perception score is smaller than the total importance score ($sttp < stpi$), which means that the occurring gap is a negative gap (-). This research shows that currently, the condition of the Lasiana beach tourism destination in terms of attractions, amenities, and accessibility has not provided satisfaction. (F Haba Ora et al., 2020) stated that if the performance perception score is greater than the expectation perception score, it indicates a positive gap, while if the expectation perception score is greater than the performance perception, it indicates a negative gap. This study shows that tourism communities expect improvements or comprehensive evaluations of the existing conditions of the tourism destination at Lasiana Beach.

Existing Condition of Lasiana Beach Ecosystem

The measurement of existing conditions aims to understand and determine the research sampling respondents' perceptions of the real conditions experienced by the respondents. The research results related to the existing condition of the Lasiana beach tourism ecosystem are as follows.

Table 2. Perception of the existing condition of the Lasiana Beach tourism ecosystem

Code	Parameters	Performance			Importance		
		X	Σ	α	E (X Y)	Σ	α
ETP	Trend	4,01	602	Satisfied	4,43	665	Very Agree
ETW	Targets	3,80	570	Satisfied	4,21	631	Very Agree

Code	Parameters	Performance			Importance		
		X	Σ	α	E (X Y)	Σ	α
ENP	Product value	3,95	592	Satisfied	4,41	662	Very Agree
EPP	Tourism product	3,59	539	Satisfied	4,27	640	Very Agree
ELW	Tourist locations	3,56	1069	Satisfied	4,29	1288	Very Agree
EP	Marketing	3,95	1186	Satisfied	4,35	1304	Very Agree
EKP	Development policies	3,59	807	Satisfied	4,36	980	Very Agree
EIP	Supporting industries	3,67	550	Satisfied	4,29	644	Very Agree
EFP	Supporting facilities	3,80	856	Satisfied	4,36	981	Very Agree
ESDP	Tourism resources	3,42	769	Satisfied	4,30	967	Very Agree
EI	Investation	3,55	532	Satisfied	4,32	648	Very Agree
EPM	Community acceptance	3,42	770	Satisfied	4,22	949	Very Agree
Average		3,69	736,83	Satisfied	4,32	863,25	Very Agree

Source: Author, 2024

Based on the data from the average values of the tourism ecosystem parameters, it can be said that among all existing conditions of the tourism ecosystem, including tourism trends, tourist targets, product value, tourism products, tourist locations, marketing, development policies, supporting industries, supporting facilities, tourism resources, investments, and community acceptance, the average value is 3.69, which falls into the satisfied category. Furthermore, the dominant indicator in the tourism destination parameters is the tourism trend parameter at 4.01, and the parameter with the lowest value is the tourism resource and community acceptance parameters, each with a value of 3.42.

So overall, the tourism ecosystem parameters are in the satisfied category, falling within the range of 3.40 – 4.19. The results of this study indicate that the existing conditions at the Lasiana Beach tourism ecosystem can provide visitor satisfaction, satisfaction to business actors, and job satisfaction. Tourism resources still have a low score, consistent with the report by F (Ora et al., 2021) that the supporting tourism resources at Pantai Lasiana need to be improved in quality. Meanwhile, the aspect of community acceptance, which still has the lowest score compared to other parameters, may be due to the fluctuating number of visitors, which impacts income. This is in line with the research report by (Ora et al., 2021) that community acceptance fosters a creative economy in the Pantai Lasiana tourism location, but the income generated is not proportional to the decrease in tourist visits.

The total score results of the tourism ecosystem parameter show that the total performance perception score is smaller than the total expectation score ($sttp < stpi$), which means that the gap that occurs is a negative gap (-). This research shows that currently, the condition of the Lasiana beach tourism ecosystem does not provide

satisfaction. (Ora et al., 2020) stated that if the performance perception score is greater than the expectation perception score, it indicates a positive gap, while if the expectation perception score is greater than the performance perception, it indicates a negative gap. This study shows that the tourism community expects improvement or a comprehensive evaluation of the existing conditions of the tourism ecosystem at Lasiana Beach.

Priority Development of Destinations and Tourism Ecosystems

The priority testing of the development of the Lasiana Beach destination and tourism ecosystem uses the Importance-Performance Analysis (IPA) method, which is a multi-attribute model that can be used to analyze satisfaction performance. According to (Algifari, 2019), the IPA model is used to measure satisfaction performance that is considered important by customers and the satisfaction performance received by customers. The main goal of IPA is a diagnostic tool that facilitates the identification of attributes based on their respective importance. Interpretation of the analysis results is displayed on a graph (Kartesian degree) that has 4 quadrants, namely quadrant A (top priority), quadrant B (achievement priority), quadrant C (low priority), and quadrant D (excessive). The analysis results can be seen in Figure 3.

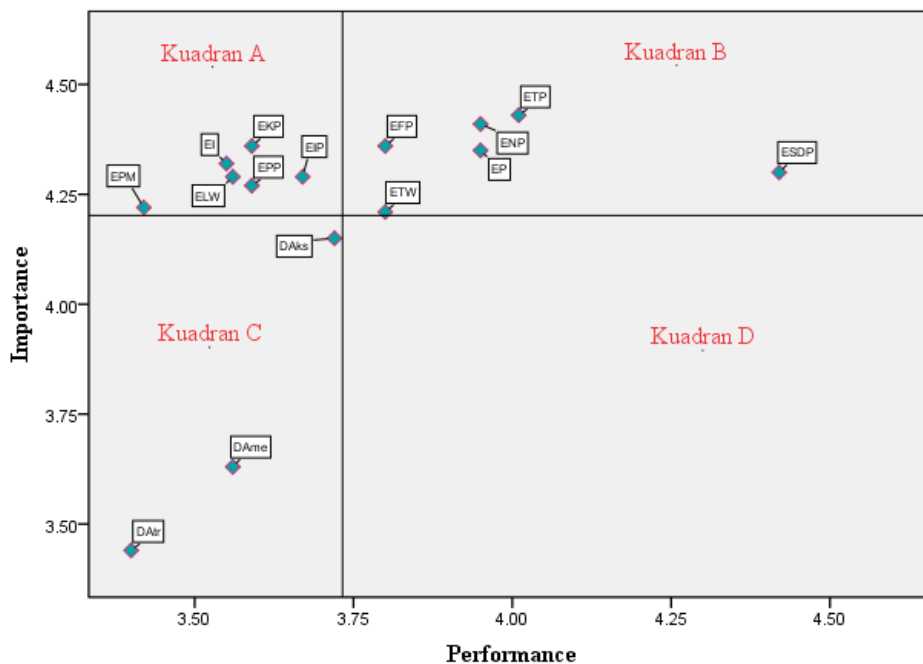


Figure 3. Cartesius Diagram
 Source: Author, 2024

The evaluation results related to the existing conditions of the Lasiana Beach tourism destination and ecosystem show that all tourism destination parameters are in quadrant C, which means that the tourism destination parameters are of low priority, while the expectation is for them to be of high priority. Tourism destinations consisting of attractions, amenities, and accessibility should be prioritized as destination advantages. This is in line with the research report by (Sudarwan et al., 2021) that attractions, amenities, and accessibility have a positive and significant influence on satisfaction, and

the contribution of these three parameters is 72.2%. Similarly, as stated by (Sanam & Adikampana, 2014) the attributes of tourism destinations are crucial in the development of tourism in Lasiana Beach.

Meanwhile, the evaluation results related to the existing conditions of the tourism ecosystem show that the parameters EPM (community acceptance), ELW (tourism location), EPP (tourism products), EI (investment), EKP (development policies), and EIP (supporting industries) are in the high priority or quadrant A but are of low priority in terms of performance. Therefore, these parameters need to be improved and developed to support the Lasiana Beach tourism ecosystem. The evaluation results for the parameters related to the existing conditions of the tourism ecosystem, such as ETW (target tourists), EFP (supporting facilities), ETP (tourism trends), ENP (product value), EP (marketing), and ESDP (tourism resources), although already at a high level of achievement (very good) or in quadrant B, are still receiving excessive attention. These parameters should only be a priority for maintenance, not for excessive attention, and have low benefits in terms of satisfaction.

None of the attributes are in quadrant D, indicating that in principle, the existing conditions of the tourism destination and ecosystem are not overly prioritized, so satisfaction from all these attributes does not need to be maintained. Based on the evaluation results of the existing conditions of the Lasiana Beach tourism ecosystem, significant work and government seriousness are needed. (Fellyanus Haba Ora et al., 2021) suggest that the development of the Lasiana Beach tourism destination and ecosystem can be achieved through diversification of additional tourist attractions, improvement of physical facility conditions and location facility involution, effective marketing and promotion, increasing community participation in the tourism area, and enhancing the benefits of accessibility to tourism destinations.

CONCLUSION

The research on Lasiana Beach in Kota Kupang reveals a significant gap between the existing conditions of the destination and ecosystem and the expectations of tourists. The findings indicate that while there are some positive aspects, such as satisfactory levels of accessibility, amenities, and some elements of the tourism ecosystem, the overall performance falls short of tourist expectations. This gap is particularly evident in areas like community acceptance and tourism resources, which are crucial for the sustainable development of the tourism sector.

The Importance-Performance Analysis (IPA) shows that key areas, such as tourist attractions, amenities, and accessibility, though satisfactory, require prioritization to meet higher expectations. Conversely, elements like community acceptance, tourism locations, and supporting industries, which are critical to the tourism ecosystem, are currently underperforming and demand significant improvement. These components need urgent attention to enhance the overall tourist experience and ensure the long-term success of Lasiana Beach as a major tourist destination.

In conclusion, the research underscores the need for targeted development strategies to bridge the gap between current conditions and tourist expectations. This includes improving infrastructure, promoting effective community involvement, and enhancing tourism products and services. By addressing these challenges, Lasiana

Beach can better position itself as a leading tourist destination in East Nusa Tenggara, contributing positively to the local economy and community.

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The role of media in attracting tourist interest in Pampang village

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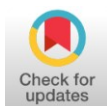
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Abstract:

This study explores the role of media in promoting tourism, particularly in Pampang Village, a rural area in East Kalimantan known for its rich Dayak culture. The village is a prominent cultural tourism destination, where media, especially social media, plays a vital role in attracting tourists by highlighting its cultural and natural beauty. A qualitative descriptive method was employed to understand how media influences tourists' interests. Data was collected through in-depth interviews with tourists, direct observation of media content used for promotion, and content analysis of various media platforms. The Diffusion of Innovation theory served as the theoretical framework to analyze the spread of information about Pampang Village through social media. The study found that social media significantly enhances the visibility and appeal of Pampang Village by showcasing its unique cultural heritage. Tourists are attracted to the village through engaging content, including photos, videos, and stories that emphasize the Dayak community's traditions. Social media also facilitates direct communication between potential tourists and the village, fostering a stronger connection and personalized experience. However, challenges such as content sustainability and competition with other tourist destinations were identified. Media, particularly digital platforms, plays a crucial role in promoting Pampang Village as a cultural tourism destination. It helps build a positive image, facilitates interaction between tourists and the village, and increases tourist engagement. The findings suggest that with effective use of media, Pampang Village can enhance its tourism appeal and contribute to the local economy.

Keyword: Pampang Village, Digital Media, Tourism, Cultural



INTRODUCTION

Tourism plays a significant role in the sustainable development of rural communities, particularly when focusing on culturally significant activities and local engagement. Homestays, as discussed by (Acharya & Halpenny, 2013) are one such alternative tourism product that has empowered women in rural Nepal, leading to both economic and social development. The inclusion of local communities in tourism planning and management not only preserves cultural heritage but also ensures that tourism benefits are equitably distributed among residents (Nagaoka, 2011; Priatmoko et al., 2021). Digital advancements have further transformed how tourism interacts with rural and cultural landscapes. (Almeida-Santana et al., 2020) highlight the emergence of

digital tourism ecosystems, emphasizing the role of information sources and sharing economy platforms in shaping new tourism experiences. These digital tools enable rural and cultural tourism to reach a broader audience, increasing awareness and participation in culturally significant activities, which is crucial for both preservation and economic development (Mkwizu, 2019).

The integration of digital business models into cultural tourism has become a cornerstone for modern tourism strategies. (Ammirato et al., 2022) discuss how these models facilitate the promotion and management of cultural tourism, allowing for more efficient resource use and better engagement with potential tourists. This digital shift not only enhances the visibility of cultural sites but also supports sustainable tourism practices by reducing the environmental impact through better planning and management (Liu et al., 2021). The role of social media in promoting traditional cultural events is another critical aspect of modern tourism strategies. As Djumrianti (2018) notes, social media platforms have become powerful tools for promoting cultural tourism in Orang, helping to revitalize interest in traditional events and attract both orang and international tourists (Djumrianti, 2018). This is particularly important in the context of preserving cultural heritage while simultaneously fostering community development (Lusetyowati, 2015).

Moreover, tourism's impact on rural areas extends beyond mere economic gains. It plays a vital role in the cultural revival of local traditions and practices, as (Grünwald, 2002) illustrates. Through the promotion of cultural tourism, communities can re-engage with their heritage, leading to a strengthened cultural identity and the preservation of local customs. This cultural revival is essential for sustaining the cultural fabric of rural areas in the face of globalization (Zunaidi et al., 2022). Sustainable development in tourism, particularly in rural areas, requires a holistic approach that considers cultural, economic, and environmental factors. (Ibanescu et al., 2018) argue that tourism can contribute positively to sustainable development when managed properly, ensuring that the cultural and natural resources of rural areas are preserved for future generations. This approach aligns with the broader goals of sustainable tourism, which seeks to balance the needs of tourists, the environment, and local communities (Frederick, 1993).

The involvement of local communities in the tourism planning process is crucial for ensuring that tourism development is sustainable and beneficial. (Anwar et al., 2013) emphasize the importance of organizational trust in this context, where communities must trust that tourism initiatives will be implemented in a way that respects their cultural and social values. This trust is foundational to the long-term success of community-based tourism initiatives, ensuring that all stakeholders are committed to the shared goals of sustainable development (Soeswoyo et al., 2021).

Tourist play role Which very important in develop economy And increase well-being public Village Pampang. Village This famous with the rich culture of the Dayak Kenyah tribe which attracts tourists from domestically or overseas. With there is an increase in numbers visit tourists, the positive impact is immediately felt on people's income through sales of handicrafts, traditional dance performances and other local products (Schiller, 2001). Besides That, tourist Also create opportunity Work new, Good in sector formal like tour guides, as well as in the informal sector such as traders and craftsmen, who in a way overall improving the living standards of rural communities (Fanriston et al., 2021; Widiastuti et al., 2020).

Apart from providing economic benefits, tourism also maintains sustainability culture and tradition local. Lots traveler which interested for come to Village Pampang to see and experience Dayak Kenyah culture directly, such as House custom, clothes traditional, and ceremony custom. For fulfill hope traveler the, public local pushed for conserve and turn on return traditions that may have begun to be forgotten. Thus, tourism become a very important tool in keeping cultural heritage alive and known by the younger generation as well as the outside world (Li et al., 2022).

Tourism also has a positive impact on infrastructure and services public in Pampang Village. Investment from the government and private sector tends to be more big in development facility general like road, bridge, and service health to support tourism activities. This infrastructure upgrade is not only profitable for tourists, but also improves the quality of life public local. Besides that, presence traveler also push awareness society will understand the importance of maintaining cleanliness and preserving the environment, so that Pampang Village can become a sustainable and attractive tourist destination for visited in period long.

Tourism plays an important role in economic and social development Pampang Village. As a tourist destination rich in Dayak culture, Pampang Village offers a variety of unique attractions that are attractive to both orang and international tourists international. Sector tourist orang only create field work and increase the income of local communities, but also promote conservation traditional culture and strengthen community identity. In this context, media role as tool strategic which can introduce and promote Village Pampang to audience wide, so that orang tourist village this can maximized. With use media which effective, beauty and uniqueness Village Pampang can known more wide, interesting more lots traveler, and on finally push growth sustainable local economy.

Village Pampang is wrong one destination tour culture which famous in orang East. Village this known because community Dayak Cheesy which still preserving the traditions and culture of their ancestors. Cultural attractions such as traditional dances, houses long, and handicrafts are the main attraction for orang and tourist tourists abroad. In era digital moment this, media own role important in promote tourist destinations. This research aims to explore how media contribute to attracting tourists to Pampang Village. Pampang Village has a unique culture which is the main attraction for traveler.

Community Dayak Chewy in village this still maintain tradition and their customs, which include traditional dances, ritual ceremonies, and craft making hand. The existence of long houses which are characteristic of Dayak culture also adds to this mark tour culture in Village Pampang. Orang this need maximized with strategy the right promotion to attract more tourists and have an impact economy positive for local communities. Therefore researchers are interested in identifying the role of the media in interesting interest tourists in Pampang Village. The main objective of the research on the role of media in attracting tourists to Pampang Village is to explore how media contributes to attracting tourists to Pampang Village.

RESEARCH METHOD

This research uses qualitative descriptive to get understanding deep about how media influence interest traveler. Design study qualitative was chosen because it provides flexibility in exploring complexity phenomenon social, including interaction

between media and interest traveler (Guba & Lincoln, 1994). Approach qualitative possible researcher For understand context local, perception, and experience tourists deep. Method study qualitative This will use various technique collection data, like interview deep with traveler Which has visit Village Pampang, observation direct to content media Which used for promotion, and content analysis of various types of media that have been used (Boocock & Grahame, 2003).

Through interview, researcher will can get view Andexperience direct from traveler about How they get informationabout Pampang Village, what attracts their attention, and the factors that influence decision they to visit. In this research, researchers used theory Diffusion Innovation as framework theoretical. Theory Diffusion Innovation used For analyze spread information about Village Pampang in circles user social media. Data analysis will focus on identification patterns spread information (Hair et al., 2010) about Village Pampang, response to this information, as well as the impact of this information on perceptions and prospective tourists' decisions.

The results of this research are expected to be provide a clear picture of the role of the media in the effort promotion of Pampang Village tourism, as well as identifying areas in need enhancement and strategy new. With understand role media social moment This, parties related can compile strategy promotion Which more effective And efficient, so that can interesting moreLots traveler For visit Village Pampang. Study This No onlybeneficial for development tourist Village Pampang, but Also cangive contribution in enhancement well-being economy public local through increased tourist visits.

RESULT AND DICUSSION

Cultural Attractions and Traditions in Pampang Village

Village Culture Pampang, Which located in Regency Kutai Kartanegara, Kalimantan East, is destination tour Which rich will culture And tradition Dayak community. This village presents visitors with a pictureauthentic about the life of the Dayak people, with all its uniqueness has been preserved for centuries. Pampang Village is home to various Dayak ethnic group, especially the Pampang Dayak tribe, thereby enriching diversity culture that visitors can enjoy. One of the main attractions of Pampang Village is the local customs and culture Still strongawake. Visitors can watched ceremony custom, dance traditional, AndPerforming arts are an integral part of people's daily lives Dayak. Village This Also known with House long its traditional Which majestic, placein where cultural values and the ancestral legacy continues guarded and celebrated.

Besides riches culture, Village Pampang Also offer beauty natural Whichcharming. Surrounded by the wilderness of East Kalimantan, this village provides unique natural tourism experiences, from trekking in tropical rainforests to explore the rivers that flow around it. Tourists can enjoy the natural authenticity of East Kalimantan while enjoying the charm of Dayak culture rich. Experience traveler in Village Pampang Also enriched with diverseactivity culture Which can they follow, like making craft hand traditional, cook Cook typical Dayak, or participate in activity a day-local community day. Direct interaction with local residents is possible tourists to gain a deeper understanding of the culture and life Dayak people's daily lives.

As destination tour culture Which develop, Village Pampang offera different and memorable experience for tourists looking for adventure at a time learning about riches culture Indonesia. With diversity culture, natural beauty and the friendliness of its people, Pampang Village is promising experience tour Which unforgettable for everyone the

visitors. Media social possible Village Pampang For reach audience Which more globally widespread. By utilizing platforms such as Instagram, Facebook, and Twitter, this village can share interesting photos, short videos and stories captivating about its culture, traditions and natural beauty. It's not just that increase awareness about Village Pampang, but Also increase involvement with potential tourists Which interested to know more carry on. According to Samanta Sahoo (2020), social media is an effective tool to reach potential tourists and raise awareness about the village's attractions.

The Role of Social Media in Promoting Pampang Village

Social media provides a direct communication channel between Pampang Villages And traveler potential. User can with easy send message, submit question, or give bait come back about experience they. This possible Village Pampang For give information Which more detailed, respond to questions quickly, and provide more personalized service to traveler. Social media can also be used to encourage interaction and participation traveler in various activity promotion. Village Pampang can stage contest photos, online quizzes, or polls to invite tourist participation. This is not only creates greater engagement, but also builds community Which active and enthusiastic around tourist destinations the.

According to Tansomros (2023) in his article entitled "Influences of Social Media Marketing On Promoting the Cultural Tourism: A Case Study of Thailand" he stated that social media can be used to promote village culture and traditions, as well as to connect tourists with local residents. Through media social, Village Pampang can intertwine connection with various party, including perpetrator tourist local, government area, And community public. Collaboration with influencers local or company tour can help increase the visibility and popularity of Pampang Village. Apart from that, the media Social media can also be used to gather support from local communities and support effort cultural preservation and environment.

Media social become place main for traveler For share experience them about visiting Pampang Village. Positive reviews from satisfied travelers can be a strong incentive for potential tourists to visit a destination the. Village Pampang can utilise review And recommendation This For strengthen positive image and improve candidate's confidence traveler. In a previous study entitled "The impact of online reviews on destination trust and travel intention: The moderating role of online review trustworthiness", this article found that online reviews can influence tourists' decisions to visit a village or not (Lujun et al., 2021)

Through Social media Which develop fast Of course give matter Which positive towards the tourism value in the Pampang Cultural Village. Location of Pampang Village Which is at Far from civilization city Samarinda, Which Where need time Which It doesn't take long to find this tourist village with Dayak nuances. No development social media and "word of mouth" perhaps this Pampang Cultural Village has been extinct. The images depict an array of vibrant cultural activities from Indigenous Dayak village in Samarinda, East Kalimantan, Indonesia. This village is renowned for preserving and showcasing the rich cultural heritage of the Dayak Kenyah tribe, one of the many ethnic groups in Kalimantan. The photos highlight traditional clothing adorned with intricate patterns and vibrant colors, elaborate feathered headdresses, and ornate accessories that are emblematic of Dayak identity. These traditional garments, often worn during

cultural performances and ceremonies, play a significant role in maintaining the community's connection to their ancestral roots and cultural practices.

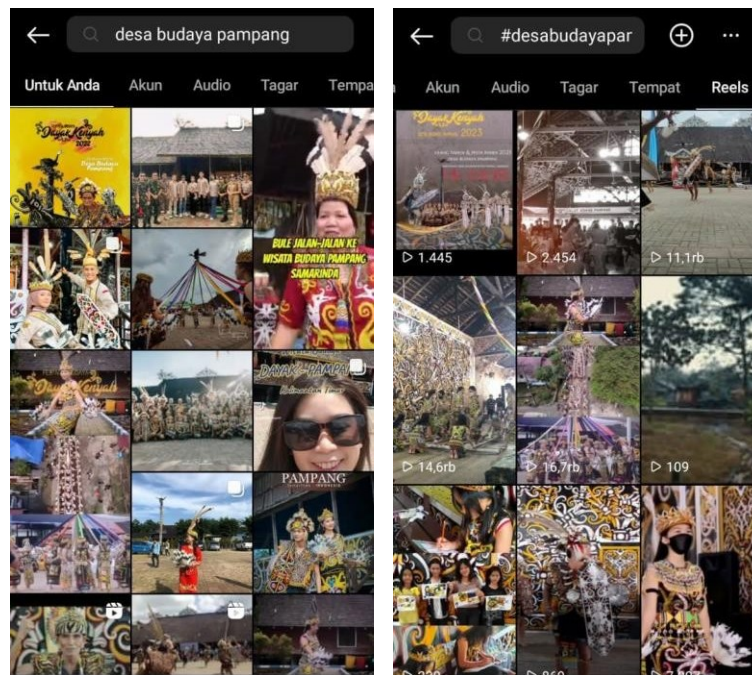


Figure 1. Instagram reels and posts featuring “Desa Budaya Pampang”
Source: Instagram, 2024

In addition to the traditional attire, the images also capture various cultural performances and events held within the village. These include traditional dances, ceremonial rituals, and community gatherings, all of which are vital in keeping the Dayak culture alive. The performances are typically accompanied by traditional music, often played on instruments like the sape (a traditional lute), which adds to the authenticity and immersive experience for visitors. The village serves not only as a living museum of Dayak culture but also as a popular cultural tourism destination where visitors can learn about and engage with the Dayak way of life.

The village's commitment to preserving and promoting its cultural heritage is evident in the active participation of both young and old members of the community in these cultural activities. The images reflect a sense of pride and continuity, as younger generations take part in cultural performances, ensuring that their traditions are passed down. Furthermore, the use of social media to showcase these events suggests a modern approach to cultural preservation, allowing the traditions of Desa Budaya Pampang to reach a global audience and foster greater appreciation for Dayak culture.

Culture typical Kalimantan Which in dressing in nuance modern and in display in every activity , of course it will be an additional value for the tourists visit this Cultural There is show, through media social also, para manager inform that mark mark culture Dayak is still very strong in this village Village, even though they have to travel a long way Enough Far, but flavor tired That Can just disappear in a way itself with pampering eye in every show Which There is. No only. Apart from using posts to promote culture in this village, party manager Also follow feature development. Wrong the only one that is follow make content via Instagram reels, which through reels can be reached lots of new

tourists. The management also actively participates in answering questions social media, as well as those on your Google Maps account. It's not just managers who participate promote this Tourist

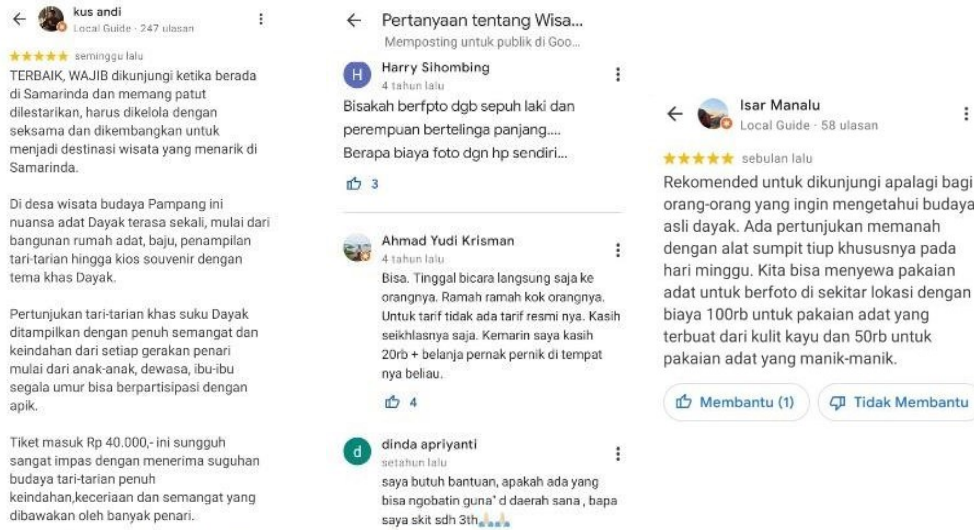


Figure 2. Positive Feedback from Tourists
Source: Google Review, 2024

Social media allows Pampang Village to gain exposure wider globally. Through platforms such as Instagram, Facebook, and Twitter, content visual Which interesting about beauty natural, culture, and tradition Village Pampangcan with fast disseminated to millions user. Matter This help increase awareness traveler to existence Village Pampang as destination interesting tour. Media social facilitate involvement and interaction direct between userwith content promotion Village Pampang. Traveler can give comment,ask about other people's experiences, and share promotional content with friends Friend they. Matter This create effect network Which strong, in where recommendation fromfriends or family can have a big impact in influencing decisions traveler to visit the Village Pampang.

Media social give visitors Village Pampang For share their experiences firsthand through photos, videos and reviews. Testimonials and This personal story has a strong appeal because it provides a unique perspective authentic and direct from people who have visited the destination. This matter can influence potential tourists' interest in planning a visit to Village Pampang. Social media plays a role in forming a shared community of travelersinterest And trend For visit places unique like Village Pampang. Through tourist groups and forums on social media platforms, visitors can exchange information, tips and experiences about their trip to the Village Pampang.

Matter This create environment Which support in where user feelsupported and motivated to explore new tourist destination. Factors that support and hinder the role of social media in attracting tourists can influence how destinations like the Village are promoted Pampang, East Kalimantan. Supporting factors include media capabilities social media to disseminate information quickly and widely. Through platforms such as Instagram, Facebook, and Twitter, Pampang Village can gain great exposure to a wide

range of potential tourists around the world, helping to increase awareness about the destination.

Direct interaction between tourists and promotional content in Pampang Village media social possible formation connection personal Which strong. User mediasocial media can exchange information, experiences and recommendations, which can strengthen interest traveler For visit Village Pampang. Testimonial from Previous travelers or positive reviews can provide additional encouragement candidate tourists to plan a visit they. One of the communication strategies that is often used is with the media social. Explaining in Kbbi.kemdikbud.go.id social media can be described as a page or application that allows users to socialize each other and done online which is a human imperative for each other interact and share content or engage in social networks. Social media on use in promotion culture display as following:

1. Instagram; Instagram is a social media platform that allows users to share photos and videos. As well as interacting with other users via comments, likes, and direct messages. Instagram is an effective tool in promotion product, service or even account business. Instagram media social based Photo And videos reels For share content visual with follower they And add information using hashtags and interact with content from other users via comments. Instagram has features such as Stories, igtv, and Instagram live For share secaea content real time and interactive.
2. Merchandise; In Dictionary Indonesian Language, Merchandise or souvenir have meaning, that is giving (as keepsake memory, as sign remember, And etc) or sign eye lover or heart. Merchandise as one of the media The application of the logo from the Pampang Cultural Village can be used as an application memories Which Can brought go home by traveler. Handcrafted silver accessories with an artistic touch craftsmen are the choice if you visit to make memories your friend. Selection of merchandise is based on needs owned by the Village Culture Pampang.
3. Festival; Program or celebration Which done in a way periodically For celebrate or commemorate something like culture, tradition, music, art, food and certain themes. Festivals are often attended by lots of people and featuring various activities and performances as well as activity exhibitions that attract visitors. Village festival Pampang culture is held every year from June 20 to with 13 July 2023 Which aim For promote the richness of traditional culture, art and natural beauty in the village. Through image festivals and attractions as cultural tourism destinations which is unique and interesting besides being a means of bonding connection between inhabitant village And build awareness will importance conserve cultural heritage and local traditions.
4. YouTube; is a platform for various kinds of videos that has a lot of users For upload, watch, and interact with various type videos. User You Tube can find content such as music videos, video tutorials, videos vlogs, product review videos, destination video reviews and many more. You Tube is one of the largest platforms in the world with millions of active users everyday. In the context of promoting cultural tourism destinations on YouTube can be used as a tool to showcase the beauty and uniqueness of the village culture display to wider audience.
5. Facebook; Via page pampang cultural village official facebook information about festivals and The cultural tourism potential of Pampang Village can be widely announced to users Facebook. Post photos and videos live broadcasts by influencers and video creators by Chary Wijaynti explains that the traditional head

and Dayak elders are keen to participate dancing with guests and tourists who come to the festival to Pampang village can attract users attention of facebook users and make them interested in visit.

Media plays a crucial role in the tourism industry. Traditional media such as television, radio, letter news, And magazine has long used For promote destination tour. However, development technology information has change landscape tourism promotion with the emergence of digital media such as websites, social media, and platforms share videos. Media digital possible information about the destination tour spread more fast and wide, as well as possible interaction direct with candidate traveler. Comparison between media traditional and digital in promotion tourist indicate the advantages and disadvantages of each.

Traditional media tends to town traveler which are more wide in segment certain, like television still become the main source of information for many people. However, traditional media has limitations in matter interactivity And cost production tall one. On the contrary, mediadigital offer flexibility And cost Which more low in making content. Platforms like media social (Facebook, Instagram, TikTok) and site share videos (YouTube) allows tourist destinations such as Pampang Village to promote attractions they in a way more personal and interactive. Media digital also possible deeper data analysis of traveler behavior and preferences, which can used to improve promotional strategies.

Several case studies show the success of using media in attracting interest traveler. For example, promotion tourist in Bali Which use strategy digital marketing through social media and *viral* video campaigns is increasing success number of tourist visits. This shows that digital media can be a tool which is effective for tourism promotion if used with the right strategy. Although While digital media offers many opportunities, there are several challenges that must be overcome. One of the main challenges is the sustainability of promotional content. Interesting content is a must constantly being produced to remain relevant and attractive to tourists. Apart from that, there is information Which excessive (*information overload*) in Internet make competition between tourist destinations are becoming increasingly strict. Therefore, there is a need for a content strategy creative and innovative to attract tourist attention.

Study This show that media play role important in promote Pampang Village as a tourist destination. The main findings of this research includes:

1. Event Promotion And Activity; Information about various events and activities in Pampang Village, such as festivals culture, handicraft exhibitions, or culinary events, spread through local media as well as social media. This matter has interesting tourist interest to visit and involved in these activities. The role of the media in attracting tourists to Pampang Village can be seen from a number of aspect Which more in depth.
2. Build Image Positive; Media plays an important role in building a positive image and increase awareness public about Pampang Village. This positive image is built through reporting that highlights uniqueness and beauty culture Dayak Kenyah, craft hand, as well as beauty natural Village Pampang. Positive and interesting reporting in various media has helped Pampang Village build image Which Good And increase Power pull as destination tour. By presenting inspiring stories about local people and their traditions, media can create an emotional connection with tourists, who in turn increase tourist interest in visiting.

3. Facilitate Interaction and Communication; Digital media such as *websites* and social media accounts facilitate interaction and communication between village managers and potential tourists. This makes things easier for tourists in plan visit, look for information Which necessary, as well as possible manager village For respond question and input from candidatetraveler in a way direct. Interaction This Also create experience Which more personal for tourists, which can increase their satisfaction and loyalty. Besides Therefore, social media allows for two-way dialogue, where village managers canaccept bait come back direct from traveler, Which can used For increase service and power tourist attraction.
4. Spread Information Events; Media plays an important role in disseminating the latest information about various *events* and activities in Pampang Village. This information is not just of interest traveler but Also increase participation in activities Which held in the village. Promotion of *events* through social media can reach tourists wider and encourage active participation from tourists. Apart from that, news inmedia local And national about *events* culture And festival in Village Pampang help build anticipation And expectation Which tall in circles candidatevisitors.
5. Enhancement Brand Awareness; One of the biggest contributions of the media in tourism promotion is increasing brand awareness. By continuously showing Pampang Village in various ways media platforms, both online and offline, public awareness of this destination increase. Consistent and creative media campaigns help strengthen the image brand And make Village Pampang more easy recognized And remembered by traveler.Matter This very important considering the competition tight in tourism industry.

Analysis and Measurement Effectiveness Promotion

The use of digital media allows village managers to analyze and measure the effectiveness of their promotional campaigns more accurately. Social media platforms and web analytics tools provide valuable insights into how promotional content is received by tourists, including the level of interaction and the impact on tourist visits. This data can be leveraged to optimize promotional strategies and make informed decisions that are more appropriate for future campaign planning. Despite Pampang Village utilizing various types of media for promotion, several challenges need to be addressed to optimize tourism promotion further.

First, creating consistently interesting and relevant content remains a significant challenge. The content must capture the attention of tourists and engage their interest in learning more about Pampang Village. Achieving this requires creativity and a deep understanding of the target audience. Second, Pampang Village faces stiff competition from other tourist destinations that also use media for promotion. This situation necessitates a unique and innovative strategy to highlight the village's distinctiveness and differentiate it from other destinations. Third, effective media management demands adequate resources and capacity, both in terms of finances and human resources. Pampang Village must ensure that its team is skilled and supported with the necessary tools and technologies to run an effective media campaign.

To overcome these challenges and maximize the benefits of digital media in tourism promotion, several recommendations can be considered. Firstly, there is a need to optimize digital content by developing more engaging and informative materials to attract tourists. Utilizing videos, infographics, and visual storytelling can be more

effective in conveying promotional messages. Content that features real traveler experiences, testimonials, and cultural narratives can create a strong emotional connection with potential tourists. Secondly, forging stronger partnerships with local and national media can enhance promotional reach and attract more tourists. Media partners can assist in disseminating information more widely and credibly. Collaboration with influencers and travel bloggers can also boost visibility and attract a broader audience.

Thirdly, village managers should be more proactive in interacting with social media users. Responding to comments, sharing relevant content, and organizing contests or quizzes can increase tourist engagement and loyalty. Active interaction and responsiveness on social media can help build a loyal community of followers and drive word-of-mouth recommendations. Fourthly, it is essential to conduct training programs for village managers and local communities on using digital media for tourism promotion. This training can cover content creation, social media management, and data analysis, thereby enhancing the effectiveness of campaigns. Finally, adopting advanced technologies like augmented reality (AR) and virtual reality (VR) can offer potential tourists a more immersive experience. For instance, an AR application could allow users to explore digital replicas of Pampang Village's cultural attractions, while a VR tour could offer an immersive experience of the daily life of the Dayak Kenyah community. These efforts are expected to further stimulate tourist visits to Pampang Village in the coming period.

CONCLUSION

This research highlights the important role of the media in attracting tourists to the village Pampang. From results study, can concluded that media, Good print, electronic, and digital, play a very vital role in promoting tourism potential and culture of Pampang Village. The media helps build a positive image of the village, facilitating interaction between managers and potential tourists, as well as disseminating information about events And activity Which taking place in the village. In an effort to maximize the role of the media, several strategies and recommendations have been made identified, including optimization content digital, cooperation with media local And national, enhancement interaction in media social, training and enhancement capacity management, as well as the use of advanced technology such as augmented reality (AR) and virtual reality (VR). The implementation of these strategies is expected to further increase interest tourists to visit Pampang Village, which in turn will have a positive impact to development economy And public welfare local.

However, there is a number of challenge Which need overcome, like competition with other tourist destinations, the need for interesting and relevant content, and limitations resources and capacity. Facing this challenge requires collaborative efforts between manager village, community local, government, and other related parties. Overall, this research makes an important contribution to understanding the role of the media in tourism promotion and offering insights and practical recommendations to increase the effectiveness of future promotional campaigns. With implementation the right strategy and strong collaboration, Pampang Village can continue to develop as destination tour superior Which known wide by public local nor international.

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