Journal of Agri Socio Economics and Business
Available online at : https://ejournal.unib.ac.id/index.php/jaseb/index
DOI: 10.31186/jaseb.04.2.127-140

ANALYSIS OF REGIONAL TOURISM DEVELOPMENT STRATEGY (CASE STUDY OF LOVE BAY TOURISM IN PAYANGAN BEACH, JEMBER REGENCY)

Dini Nafisatul Mutmainah[1)]; Sekar Ayu Wulandari[2)]; Septine Brilliyantina[3)]
Inaya Rahmasari[4)]; Rahma Dita Widya Astuti[5)]
[1,2,3,4,5)] ***Study Program of Agroindustry Management, Departement of Agribusiness Management, Polytechnic of Jember***

Corresponding author:
Email: [1)] dini.nafisatul@polije.ac.id

How to Cite :
Mutmainah, D. N., Wulandari, S. A., Brilliyantina, S., Rahmasari, I., Astuti R. D. W. 2022. Analysis of Regional Tourism Development Strategy (Case Study of Love Bay Tourism in Payangan Beach, Jember Regency). *Journal of Agri Socio Economics and Business*. 4 (2): 127-140. DOI: https://doi.org/10.31186/jaseb.04.2.127-140

ARTICLE HISTORY
Received [05 Sep 2022]
Revised [11 Oct 2022]
Accepted [14 Nov 2022]

KEYWORDS
Love Bay Tourism, Payangan Beach, Jember Regency, ISM

ABSTRACT

This study aims to develop a strategy for developing the tourism sector in Jember Regency, namely Love Bay in Payangan Beach. The method in this study uses a qualitative descriptive approach. The information was derived from primary data gradually gathered from respondents per the study's requirements. The data collection methods used in the study were an observation carried out by entering the Love Bay tourism area on Payangan Beach and an interview conducted by asking directly to respondents who had been chosen intentionally. The results of this study are that the existence of good infrastructures, such as roads and street lighting (E2), is a sub-element that has the highest level of power effect (Driver Power) and Independence Power. On the other hand, the sub-element of easy access to tourist attractions (E1) has the lowest Driver Power and Independence. The result indicates that E1 can be influenced but cannot affects, whereas E2 can affect but is hard to influence. The conclusion that can be reached is that E2 is a sub-element with a high ability to improve the quality of regional tourism, especially Love Bay tourism, in Payangan beach, Jember Regency.

INTRODUCTION

Indonesia's abundant natural resources open opportunities for tourism development in Indonesia. People are drawn to metropolitan places to make a living

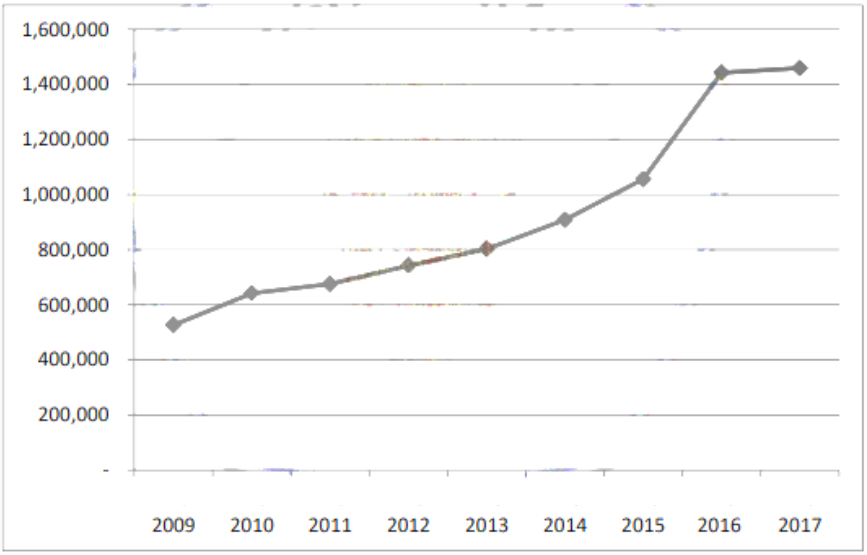
because of the prevalence of technology advancements and extensive urbanization. As a result, many people in the city are engaged in a tense atmosphere or experiencing stress. One of the ways to escape this is through recreation or vacations at tourist destinations (Suryani, 2016). Anggarawati et al. (2022) and Deni & Winarni (2017) explained that tourism is derived from the Sanskrit words “pari” (meaning “full”) and “wisata” (meaning “journey”). Another meaning of tourism is a trip carried out temporarily from one place to another, with the intention not of doing business or earning a living in the place visited but rather to enjoy sightseeing, recreation, or fulfill various desires.

Currently, the trend of tourism has shifted away from what was previously conventional tourism to specialized tourism. In specialized tourism, tourists appreciate the environment, nature, culture, and social interactions within society (Arida & Sunarta, 2017). Village-based tourism is a type of specialized tourism that is now expanding in Indonesia. Several locations in Indonesia are establishing village-based tourism; Jember Regency is one of the regions currently promoting village-based tourism.

Jember is one of the regencies in the province of East Java that is renowned for its natural beauty and beach tourism. Payangan Beach, located in Payangan Hamlet, Sumberejo Village, Ambulu District, is one of the beaches in Jember Regency with a beautiful panorama. Payangan Beach is one of the beaches in Jember Regency with a vast beach area Tourists on Payangan Beach can visit a wide variety of tourist attractions. Local governments are developing some tourist areas, but some village-based tourism areas still need to be developed to promote Jember Regency tourism nationally and worldwide. Payangan Beach is one of the vast beaches in the Jember Regency. Tourists on Payangan Beach can visit a wide variety of tourist attractions. Local governments are creating various tourist sites, but village-based tourism areas must also be developed to promote Jember Regency tourism nationally and worldwide.

Love Bay is one of the few village-based beach sites that have the potential to be developed to improve the quality of village-based tourism. Even though the residents of Jember are familiar with this beach location, many tourists are still reluctant to visit due to the lack of accessibility. In addition, other elements must be improved to achieve tourist quality satisfaction. Therefore, developing a strategy to improve the quality of Love Bay beach tourism is vital.

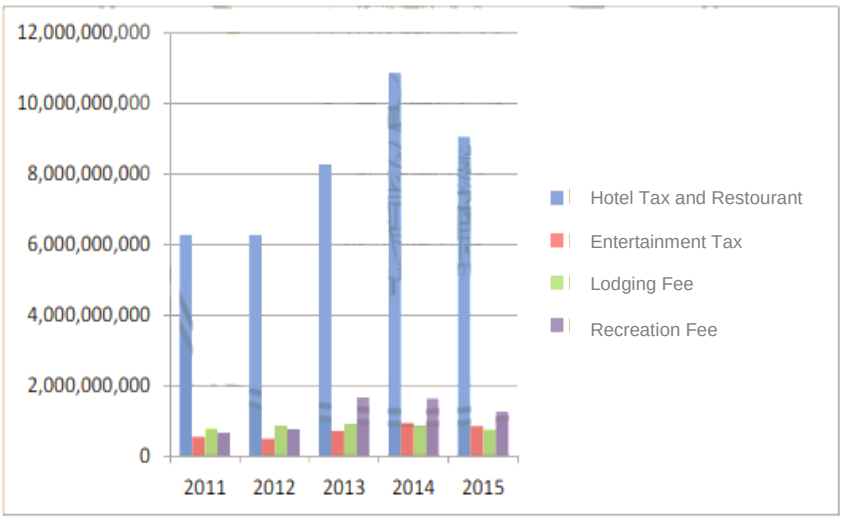
Regarding the growth of the tourism sector, the government mainly relies on public and private sector support. This matter implies that, for the government’s development to be successful, everyone must have a strong sense of dedication and allegiance. Tourism capital must be utilized in developing and improving the quality of tourist sites; to create the necessary conditions for tourism development, Sapta Pesona is required. Sapta Pesona is a condition that must be realized to attract tourists to visit a tourist destination and ensure their contentment throughout their visit (Hamzah & Utomo, 2016). Sapta Pesona includes elements of security, order, cleanliness, coolness, attractiveness, hospitality, and memories (Hadi & Widyaningsih, 2020; Susanto et al., 2021). Sapta Pesona is one of the main elements in developing and improving tourism in a tourist destination (Rafi et al., 2015; Riawan & Endaryanti, 2017). The following is the number of tourist visits to Jember Regency in 2009-2017 :



Source: Jember Regency Tourism and Culture Office, 2017.

Figure 1
Number of Tourist Visits to Jember Regency in 2009-2017

Based on the graph above, it can be seen that the number of tourist visits to Jember Regency has increased significantly from year to year, where in 2016 and 2017 were the highest increases from. The following is the local revenue of the tourism sector in Jember Regency in 2011-2015 :



Source: Regional Revenue Agency of Jember Regency 2015.

Figure 2. Local Revenue of the Tourism Sector in Jember Regency in 2011-2015

Based on the graph of local revenue for the tourism sector in Jember Regency above, the retribution for recreational areas which includes several tourist attractions in Jember Regency, including Regional Tourism, shows that in 2013-2014 there was a significant increase in income. However, in 2015, the income component in the tourism sector experienced a slight decline.

This study will examine the factors that form the framework for improving the quality of Teluk Cinta tourism at Payangan Beach, Jember Regency, namely from the aspect of facilities and infrastructure which refers to the concept/elements of Sapta Pesona. This is because the aspect of facilities and infrastructure is the element that receives the most complaints from various parties, from tourism managers to tourist visitors. Sapta Pesona is starting to be commonly used as a condition that must be realized in every tourist destination, be it natural, cultural, artificial or special interests. The concept of Sapta Enchantment is expected to create a comfortable visit for tourists so that it will make a good impression for every tourist. One of the tourist destinations that is closely related to the community is a tourist village. Based on the results of previous discussions conducted by researchers, the facilities and infrastructure aspects are then further divided into several sub-elements of facilities and infrastructure (Rahmawati, 2017).

RESEARCH METHODS

This research was conducted in the Payangan Beach area, which is located in Payangan Hamlet, Sumberejo Village, Ambulu District, Jember Regency. The sample in this study was collected using the purposive sampling approach, with a particular focus on the role of respondents in improving the quality of Love Bay tourism at Payangan Beach (Sugiyono, 2021). The sample or respondents used are experts who have expertise in their respective fields, namely Village Heads, Tourism Managers, and the Jember Tourism Office.

Method of Collecting Data

The data used in this study was derived from primary data acquired directly from the relevant respondents based on the study's requirements. The approaches for collecting research data are conducted in two ways (Sugiyono, 2021):

1. Observations were carried out by visiting the Love Bay tourism area on Payangan Beach, Jember Regency.
2. Interviews are conducted by interview method or by asking respondents who have been chosen intentionally, namely the Village Head, Village Leaders/Tourism Managers, and the Jember Tourism Office.

Data Analysis Method

The data obtained from the interview results are then analyzed by using Interpretative Structural Modelling (ISM), which is a model or method used to acquire numerous connections between sub-element, and classify each one according to its driver power, dependence, and critical elements as drivers of quality development (Rimantho & Rosdiana, 2017; Sugita & Wisnawa, 2021; Maharani et al., 2022). In general, the development of the ISM model includes 3 steps (Suherlan, 2015), namely:

1. Through interviews with experts, identify elements related to the quality development of the Love Bay tourism area on Payangan Beach.
2. Decipher the selected elements into more detailed sub-elements.
3. Perform matrix processing and continue with sub-element grouping based on Driver Power (DP) and Dependence (D).

Empirical Model

According to Saskia & Rispianda (2022), the Interpretative Structural Modeling (ISM) technique can be divided into element classification and hierarchical arrangement. The initial step that must be taken in an ISM analysis is to match up the elements with the existing problems. Next, the sub-elements are arranged for each selected element. The selection of elements and the preparation of sub-elements are carried out from the results of discussions with experts. The assessment results are arranged in a Structural Self Interaction Matrix (SSIM), which was constructed as a Reachability Matrix (RM) table by substituting V, A, X, and O into numbers 1 and 0. Based on the Structural Self Matrix (SSM), which is derived from the VAXO system (Palobo & Baliadi, 2019). The classification of elements is as follows:

a) V if eij = 1 and eji = 0
b) A if eij = 0 and eji = 1
c) X if eij = 1 and eji = 1
d) O if eij = 0 and eji = 0

The matrix was later transformed into a closed matrix to correct whether the matrix has met the requirements for the transitivity rule, i.e., if A affects B and B affects C, then A must affect C. The initial step in ISM processing is to create a Structural Self Interaction Matrix (SSIM), where the variables are contextual relationships by combining variables I and j to become one. The next step is to create a Reachability Matrix (RM) by changing V, A, X, and O with numbers 1 and 0. The final step is to create a Canonical Matrix to determine the level through iterations. When there is no longer an intersection, it is possible to create a model developed by ISM that can be used to solve problems.

Further processing of the Reachability Matrix (RM) that has met the requirements for the transitivity rule is the determination of the level partition. Based on the chosen level, each element's scheme can be described according to the vertical and horizontal levels. Driver-power-dependence is compiled for some sub-elements in an element based on the RM matrix. The classification of sub-elements is described in the following 4 sectors (Marimin, 2004; Sulistyadi & Sukamdani, 2019):

a. Weak Driver Power- Weak Dependent variables (AUTONOMOUS), This sector's variables are often unrelated to the system, or the relationship is minimal.
b. Weak Driver Power - Strong Dependent variables (DEPENDENT), The variables that fall into this group are dependent.
c. Strong Driver Power - Strong Dependent variables (LINKAGE), variables in this industry, should be analyzed carefully because their interactions can affect the system and create feedback.
d. Strong Driver Power - Weak Dependent variables (INDEPENDENT), this sector's variables significantly impact the system and are crucial to the program's success.

RESULTS AND DISCUSSION

Tourism infrastructure and facilities are “Tourism Equipment” that must be prepared or provided if we want to develop the tourism sector. Tourism infrastructure is identical to economic infrastructure, because tourism activities are very similar to the economic sector (Edyono, 2021). Ismayanti (2021) explains that tourism facilities are businesses that provide services to tourists, either directly or indirectly, and their livelihoods are highly dependent on tourist arrivals. Tourism infrastructure is also all facilities that allow tourism facilities to develop and provide services to various tourists. Tourism facilities can be divided into three categories: basic tourism facilities, tourism complementary facilities, and tourism supporting facilities.

Based on Silalahi (2005), implications are consequences arising from the implementation of a program or policy, which can be positive or negative for the parties responsible for implementing the implementation. Policy implications that will occur if the tourism sector cooperates with district governments or the private sector include:

1. Regional income will increase
2. Tourism increases and can become famous
3. Create job opportunities

Factor Analysis of Tourism Quality Improvement

In this study, Interpretative Structural Modeling (ISM) was used to analyze the elements of Facilities and Infrastructure, which served as the structural model for improving Love Bay tourism’s quality in Payangan Beach, Jember Regency. This study chooses this element because this element has received the most complaints from various parties, ranging from tourism managers to tourist visitors. Based on the outcomes of prior discussions carried out by the researcher, these elements are subsequently subdivided into many sub-elements. (Sianipar, 2012).

Elements of facilities and infrastructure are factors related to the facilities and infrastructure required by tourists to improve the quality of Regional Tourism. The aspects of facilities and infrastructure are divided down into eight sub-elements, as shown in the table below:

Table 1. Sub Elements of Facilities and Infrastructure

No	Sub-Elements
1	Easy access to tourist attractions
2	The existence of good infrastructures, such as roads and street lighting
3	There are directions that tourists easily understand
4	Availability of parking lots
5	There is a rest area
6	Availability of public toilets
7	There is local transportation to tourist attractions
8	Availability of trash bins

Source: Processed Data, 2022.

For various desired purposes, an Interpretative Structural Modeling (ISM) framework model can be constructed based on identifying problems, strategies, and various factors and matters in the development of regional tourism, which refers to the

eight sub-elements of the facilities and infrastructure elements listed above. Regarding the problems and obstacles faced by regional tourism, particularly in Love Bay Tourism in Payangan Beach, it is anticipated that key stakeholders can implement the recommended regional tourism development strategy to promote regional tourism development in Jember Regency. It is used to establish the contextual relationship between variables in the ISM model, whereas the ISM method uses opinions from experts with the VAXO framework. Experts are involved in compiling the model, consisting of the Village Head, Village Leader/Tourist Manager, and the Tourism Office in Jember Regency.

Contextual relationships are selected to analyze the relationships between variables or sub-elements of regional tourism development in the Jember Regency by defining how one variable influences another variable. Whether it affects, be influenced, impacts each other, or has no relationship at all. Based on the ISM concept, the contextual links between variables were built by addressing inquiries related to Love Bay tourism in Payangan Beach, Jember Regency. The questions consist of several sub-elements from the previously defined facilities and infrastructure elements. The expert will justify sub-elements compiled in a questionnaire and compare the sub-elements in the column with the sub-elements in the row for each sub-element box by selecting the value V, A, X, or O to represent the expert's perception of the relationship between these variables.

Structural Self Interaction Matrix (SSIM)

Eight sub-elements of the facilities and infrastructure elements are variables related to evaluating regional tourism development in Love Bay tourism in Payangan beach, Jember Regency, which are arranged in a row and column format. The letters i and j represent each variable in the row and column, where i is a row, and j is a column. Therefore, each pair of variables can be independently analyzed. There are four keywords used to represent the direction of the relationship between a set of variables (i and j) (Marimin, 2004; Arsiwi & Adi, 2020; Djamhur et al., 2014):

1. V indicates that variable i affects variable j
2. A indicates that variable j affects variable i
3. X indicates that variable i affects variable j and vice versa, variable j affects variable i, or there is a mutually influencing relationship between variables i and j.
4. O indicates that the variables i and j are not related.

The relationship between the variables in this model is presented in a matrix known as the Structural Self Interaction Matrix (SSIM), with each pair of variables' values agreed upon by the expert. The Structural Self Interaction Matrix (SSIM) will be explained in more detail in the following table:

Table 2. Structural Self Interaction Matrix (SSIM)

i/j	E1	E2	E3	E4	E5	E6	E7	E8
E1		A	A	A	A	A	A	A
E2			O	V	V	V	V	V
E3				O	O	O	O	O
E4					X	V	A	O
E5						V	A	O
E6							A	O
E7								O
E8								

Source: Processed Data, 2022.

Reachability Matrix (RM)

The Reachability Matrix (RM) is derived from the Structural Self Interaction Matrix (SSIM) using a two-step procedure. In the first step, the alphabet indicates the relationship between variables in the SSIM. Then reaches the second step, where the alphabet is replaced with the numbers 0 and 1 in the RM matrix. The value of this Reachability Matrix (RM) is dependent on the type of relationship in the SSIM (Faisal, 2015), which is summarized as follows:

1. If the relationship between variables in a row with other variables in a column is V, then in the RM matrix, the row entry will be 1, while the column entry between these two variables will be 0
2. If the relationship between a variable in one row and another in a column is A, then in the RM matrix, the row entry will be 0, while the column entry between these two variables will be 1
3. If the relationship between a variable in one row and another in a column is X, then in the RM matrix, the row entry will be 1, while the column entry between these two variables will be 1
4. If the relationship between a variable in one row and another in a column is O, then in the RM matrix, the row entry will be 0, while the column entry between these two variables will be 0

Based on the rules described above, the RM matrix or this second step can also be referred to as transitivity. Transitivity in this contextual relationship is a basic assumption made in ISM, where this concept states that if variable X is related to variable Y and variable Y is on variable Z, then variable X must provide driver power (power affects) and dependence power of each sub-element. The driver power value for each sub-element is derived from the sum of the eight sub-element entry values (from left to right), with the driver power column appearing in the final row of the table. In the meantime, the dependence power value for each sub-element is obtained using the sum of the eight sub-element entry values (from top to bottom), with the dependence power row located at the bottom of the table. The Reachability Matrix (RM) is described in greater detail in the following table:

Table 3. Reachability Matrix (RM)

No	E1	E2	E3	E4	E5	E6	E7	E8	Drv
E1	1	0	0	0	0	0	0	0	1
E2	1	1	0	1	1	1	1	1	7
E3	1	0	1	0	0	0	0	0	2
E4	1	0	0	1	1	1	0	0	4
E5	1	0	0	1	1	1	0	0	4
E6	1	0	0	0	0	1	0	0	2
E7	1	0	0	1	1	1	0	0	5
E8	1	0	0	0	0	0	1	1	2
Dep	8	1	1	4	4	5	2	2	

Source: Processed Data, 2022.

Reachability Matrix (RM) is an advanced stage of Structural Self Interaction Matrix (SSIM) which has been converted into numbers in accordance with the explanation that has been delivered. According to the RM matrix in Table 3 in the form

of VAXO, the range defined for a particular sub-element consists of the sub-element itself and other sub-elements that may assist in reaching that goal. The set intersection is derived for all sub-elements. The sub-elements in the intersection and RM sets are identical, forming the top level of the hierarchy in the ISM model. This sub-element will not help to reach any other sub-element above its level. These levels were identified in constructing the ISM quadrant and final model.

Quadrant Analysis of the Matrix of Impact Cross Multiplication Applied to Classification (MICMAC)

The Matrix of Impact Cross Multiplication Applied to Classification (MICMAC) quadrant is used to classify variable systems that have already been clarified. The foundation of the classification is the driver power and dependency power calculated in the RM matrix. MICMAC analysis can also be used to examine the direct relationship between the sub-elements generated from the ISM technique, so that based on driver power and dependency power, the sub-elements in this study can be classified into four groups as shown below (Rusydiana, 2018):

1. Autonomous Variables, these variables do not have a strong influence or high dependence. These variables are detached from the system, even though they may have numerous powerful relationships. Quadrant I represent the autonomous variable. Sub-elements (3) There are directions that tourists easily understand, (4) availability of parking lots, (5) there is a rest area, and sub-elements (8) availability of trash bins that fall under the Autonomous category in this study.
2. Dependent Variable, Quadrant II is a dependent variable with low driver power and high dependence. Sub-elements (6) availability of public toilets and sub-elements (1) easy access to tourist attractions fall under the dependent category in this study.
3. Linkage Variables, these variables have both a high driver power and high dependence. The characteristic of this variable is that every action it takes will affect the variable above its level and have a feedback effect on the variable itself. Quadrant III is the quadrant for the linkage variable. There are no sub-elements in the linkage category in this study.
4. Independent Variables, these variables have high driver power and low dependency. This variable represents Quadrant IV, in which the sub-elements that fall into the separate category are sub-elements (2) the existence of good infrastructure and sub-elements (7) local transportation to tourist attractions. The following figure is an image of the MICMAC chart in more detail:

Based on the graph, it can be seen that the existence of good infrastructures, such as roads and street lighting (E2), is a sub-element that has the highest level of power effect (Driver Power) and Independence Power. On the other hand, the sub-element of easy access to tourist attractions (E1) has the lowest Driver Power and Independence. The result indicates that E1 can be influenced but cannot affects, whereas E2 can affect but is hard to influence. The conclusion that can be reached is that E2 is a sub-element with a high ability to improve the quality of regional tourism, especially Love Bay tourism, in Payangan beach, Jember Regency.

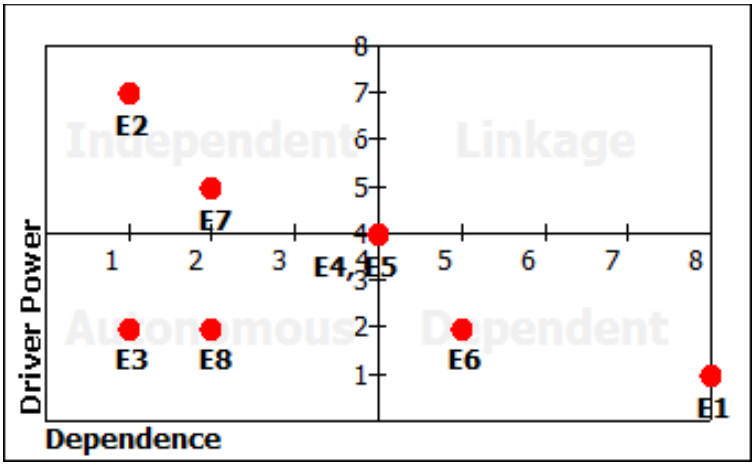


Figure 3. MICMAC Graph

This research is also relevant to research (Sianipar, 2012) which shows that the sub-elements of facilities and infrastructure facilitators are in the independent sector and have the highest driving force in encouraging other actors in the agro-industry cluster to be involved in the profit-sharing system.

Hierarchy Digraph (Directional Graph) Structure

According to Nurhadi et al. (2014), based on the strategic aspects needed in the framework of regional tourism development, the sub-elements or strategies used in Love Bay tourism in Payangan Beach, Jember Regency, are E1 (easy access to tourist attractions), E2 (the existence of good infrastructures, such as roads and street lighting), E3 (There are directions that tourists easily understand), E4 (availability of parking lots), E5 (there is rest area), E6 (availability of public toilets), E7 (there is local transportation to tourist attractions), and E8 (availability of trash bins). In addition, a hierarchical framework will be used to describe the stages of futures management in the figure below :

Based on the figure above, it can be seen that the Digraph Hierarchy Structure reveals that the sub-elements of constraints that affect regional tourism management from the lowest level (level 1), which has the weakest influence, to the highest level (level 4), which has the most significant impact. Sub-elements (1) E1 (easy access to tourist attractions) exist at the first level. At the second level, there are three interrelated sub-elements which are sub-elements (3) There are directions that tourists easily understand, sub-elements (6) availability of public toilets, and sub-elements (8) availability of trash bins. At the third level, two sub-elements are directly related to one another, sub-elements (4) availability of parking lots and sub-elements (5) there is a rest area. At the fourth level, there are sub-elements (7) there is local transportation to tourist attractions. Furthermore, at the fifth or highest level, there are sub-elements (2) The existence of good infrastructures, such as roads and street lighting.

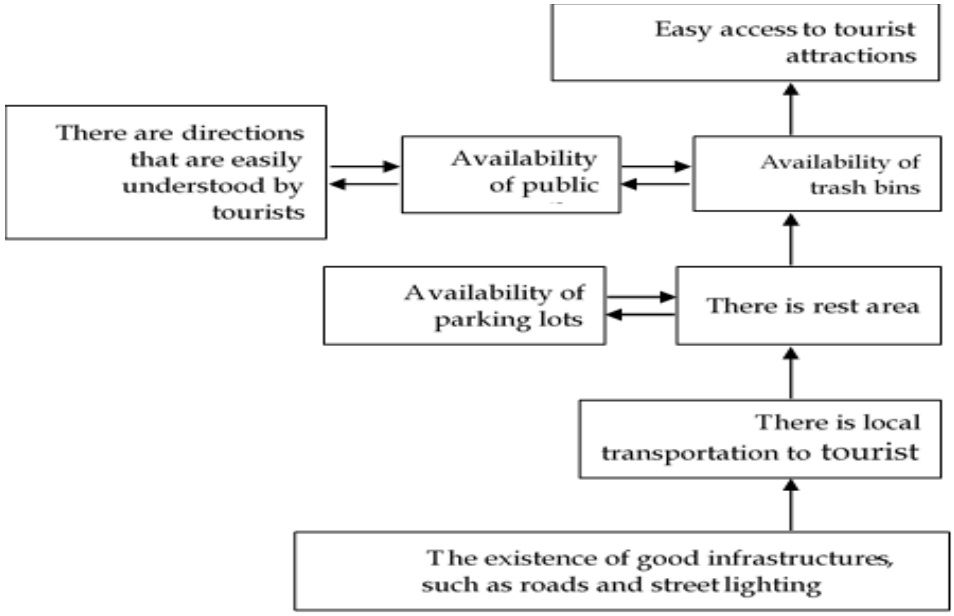


Figure 4. Hierarchy Digraph (Directional Graph) Structure

The existence of good infrastructure, such as roads and street lighting (E2) is a sub element that has a high ability to improve the quality of regional tourism, especially Teluk Cinta tourism on the Payangan beach, Jember Regency, which has been explained through the graph above. The results of the analysis can also be used to formulate tourism management policies for the Teluk Cinta tourist area on the Payangan beach, Jember Regency. This is relevant to Saskia's (2021) research, where the sector was chosen because the selected sub-criteria has a driven power value with very strong strength or can be referred to as a key factor. In the independence sector, it shows that the existing sub-criteria have a strong influence but have low relevance to the sub-criteria in other sectors.

CONCLUSIONS AND POLICY IMPLICATIONS

Conclusions

The results of this study are that the existence of good infrastructures, such as roads and street lighting (E2), is a sub-element that has the highest level of power effect (Driver Power) and Independence Power. On the other hand, the sub-element of easy access to tourist attractions (E1) has the lowest Driver Power and Independence. The result indicates that E1 can be influenced but cannot affects, whereas E2 can affect but is hard to influence. The conclusion that can be reached is that E2 is a sub-element with a high ability to improve the quality of regional tourism, especially Love Bay tourism, in Payangan beach, Jember Regency.

Policy Implications

Two solutions can be implemented, including cooperating with the regency government or cooperating with a private organization that can fund the management of

these tourist attractions. Before making a persuasive proposal, researchers must conduct a site survey to interview residents, especially the village head or village officials (Suwena & Widyatmaja, 2017).

The proposals that will be submitted include all residents' wishes regarding the profit and loss that will be experienced. Additionally, to foresee potential solutions that may arise if cooperation is carried out. After the site survey, the researcher must make a funding plan, gather feedback from the residents, and determine what actions residents and the local government can take. Researchers must also make a letter of a cooperation agreement between residents and the regency government, where the contract contains the aims and objectives of the cooperation, revenue sharing, the rights and obligations of the parties, revenue sharing, force major, and how to resolve disputes if they occur. Several things must be considered when cooperating with the regency government and the private sector, conducting appropriate surveys, making proposals that adhere to rules, and cooperating agreements that benefit residents.

REFERENCES

Anggarawati, S., Suradi, Wicaksono, A., K, A. P., A, Y. P. E., A, M. U., Della, R. H., Hadawiah, & Rainanto, B. H. 2022. Kepariwisataan. GET Press. Padang.

Arida, I. N. S., & Sunarta, I. N. 2017. Pariwisata Berkelanjutan. In Pariwisata Berkelanjutan. Sustain-press. Bali.

Arsiwi, P., & Adi, P. W. 2020. Interpretive Structural Modelling untuk Meningkatkan Daya Saing Rantai Pasok UKM Mina Indo Sejahtera. *Jurnal Penelitian dan Aplikasi Sistem dan Teknik Industri (PASTI)*. 14(1): 26-36. https://doi.org/10.22441/pasti.2020.v14i1.003

Deni, M., & Winarni, S. 2017. Pengaruh Pramuwisata dan Promosi Terhadap Kunjungan Wisatawan Kota Palembang. *Jurnal Manajemen dan Bisnis Sriwijaya*. 15(1): 39-48. https://doi.org/10.29259/jmbs.v15i1.5646

Djamhur, M., Boer, M., Bengen, D. G., & Fahrudin, A. 2014. Pemodelan Interpretasi Struktural Pengembangan Kawasan Pesisir dan Pulau-Pulau Kecil di Teluk Weda. *Jurnal Sosial Ekonomi Kelautan dan Perikanan*. 9(2): 127-140. https://doi.org/10.15578/jsekp.v9i2.1216

Eddyono, F. 2021. Pengelolaan Destinasi Pariwisata. Uwais Inspirasi Indonesia. Retrieved from https://www.researchgate.net/publication/350513025

Faisal, M. N. 2015. A study of Inhibitors to Transparency in Red Meat Supply Chains in Gulf Cooperation Council (GCC) Countries. *Business Process Management Journal*. 21(6): 1299–1318. https://doi.org/10.1108/BPMJ-11-2014-0107

Hadi, W., & Widyaningsih, H. 2020. Implementasi Penerapan Sapta Pesona Wisata terhadap Kunjungan Wisatawan di Desa Sambirejo Kecamatan Prambanan Kabupaten Sleman Daerah Istimewa Yogyakarta. *Khasanah Ilmu: Jurnal Pariwisata dan Budaya*. 11(2): 127-136. https://doi.org/10.31294/khi.v11i2.8862

Hamzah, F., & Utomo, E. T. 2016. Implementasi Sapta Pesona pada Museum Mandala Wangsit Siliwangi Kota Bandung. *Jurnal Pariwisata*. 3(2): 118-128. https://doi.org/10.31294/par.v3i2.1467

Ismayanti, M. 2021. Dasar-Dasar Pariwisata Sebuah Pengantar. Universitas Sahid. Jakarta.

Maharani, M. D. D., Poernomo, M. I., & Nurwiyoto, N. 2022. Elemen-Elemen Kunci Pengelolaan Ekowisata Menghadapi Endemi dan Pasca Pandemi (Studi Kasus: Bogor Fruit Garden, Gunung Menyan, Desa Pamijahan, Kecamatan Pamijahan Kabupaten Bogor, Pantai Panjang dan Tahura di Bengkulu). *Seminar Nasional Pariwisata dan Kewirausahaan (SNPK)*. 1: 35-45. https://doi.org/10.36441/snpk.vol1.2022.13

Marimin, M. 2004. Teknik dan Aplikasi Pengambil Keputusan Kriteria Majemuk. Grasindo. Jakarta.

Nurhadi, F. D. C., Mardiyono, & Rengu, S. P. 2014. Strategi Pengembangan Pariwisata oleh Pemerintah Daerah terhadap Pendapatan Asli Daerah (Studi pada Dinas Pemuda, Olahraga, Kebudayaan dan Pariwisata Kabupaten Mojokero). *Jurnal Administrasi Publik (JAP)*. 2(2): 325–331.

Palobo, F., & Baliadi, Y. 2019. Penerapan Interpretive Structural Modeling (ISM) dalam Penentuan Elemen Pelaku Pengelolaan Tanaman Terpadu (PTT) Padi Sawah Menuju Pertanian Berkelanjutan di Kabupaten Merauke. *Jurnal Penelitian Pertanian Terapan*. 19(1): 30-44. https://doi.org/10.25181/jppt.v19i1.1232

Rafi, Z., Kasmita, & Waryono. 2015. Penerapan Sapta Pesona di Objek Wisata Benteng Fort De Kock Bukittinggi. *Journal of Home Economics and Tourism*. 10(3).

Rahmawati, S.W, Sunarti, & Hakim, L. 2017. Penerapan Sapta Pesona pada Desa Wisata. *Jurnal Administrasi Bisnis*. 50(2): 195-203.

Riawan, A., & Endaryanti, D. 2017. The Role of Sapta Pesona Wisata in Increasing The Revenue of Tourism Industry Entrepreneurs at The South Bantul Beaches. *Khasanah Ilmu: Jurnal Pariwisata dan Budaya*. 8(2): 39-44. https://doi.org/10.31294/khi.v8i2.2322

Rimantho, D., & Rosdiana, H. 2017. Penentuan Faktor Kunci Peningkatan Kualitas Air Limbah Industri Makanan Menggunakan Interpretative Structural Modeling (ISM). *Jurnal Ilmu Lingkungan*. 15(2): 90-95. https://doi.org/10.14710/jil.15.2.90-95

Rusydiana, A. 2018. Aplikasi Interpretive Structural Modeling untuk Strategi Pengembangan Wakaf Tunai di Indonesia. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*. 4(1): 1-17. https://doi.org/10.20473/jebis.v4i1.9771

Saskia, D. P., & Rispianda. 2022. Usulan Pemilihan Supplier Bahan Baku Sofa dengan Menggunakan Metode Interpretive Structural Modelling (ISM) dan Analytical Network Process (ANP) pada Pabrik Sofa di Kota Bandung. *Prosiding Diseminasi Fakultas Teknologi Industri Semester Genap 2020/2021*. https://eproceeding.itenas.ac.id/index.php/fti/article/view/630/517

Sianipar, M. 2012. Penerapan Intrepretative Structural Modeling (ISM) dalam Penentuan Elemen Pelaku dalam Pengembangan Kelembagaan Sistem Bagi Hasil Petani Kopi dan Agroindustri Kopi. *Agrointek: Jurnal Teknologi Industri Pertanian*. 6(1): 8–15. https://doi.org/https://doi.org/10.21107/agrointek.v6i1.1948

Silalahi, G. A. 2005. Strategi Pelatihan & Pengembangan Sumber Daya Manusia. Batavia Press. Surabaya.

Sugita, I. W., & Wisnawa, I. M. B. 2021. Strategi Pengembangan Pariwisata Bali Menghadapi Pandemi Covid-19 melalui Peran Asosiasi Profesi Pariwisata. *Jurnal Manajemen Pelayanan Hotel*. 5(1): 30-50. https://doi.org/10.37484/052724

Sugiyono. 2021. Metode Penelitian Kuantitatif, Kualitatif, dan R&D (2nd ed.). CV Alfabeta. Bandung.

Suherlan, A. 2015. Persepsi Masyarakat Jakarta terhadap Islamic Tourism. *The Journal of Tauhidinomics*. 1(1): 61–72. https://doi.org/10.15408/thd.v1i1.3324

Sulistyadi, K., & Sukamdani, N. B. 2019. Pemodelan Sistem Pengelolaan Wisata Pesisir Pantai P. Pramuka, Kepulauan Seribu. *Seminar Nasional Sains dan Enterpreneurship*. 1(1): 1-10.

Suryani, A. I. 2016. Strategi Pengembangan Pariwisata Lokal. *Jurnal Spasial: Penelitian, Terapan Ilmu Geografi, Dan Pendidikan Geografi*. 5(1): 33-42. https://doi.org/10.22202/js.v3i1.1595

Susanto, J., Usman, Y., Marlina, E., Anggraini, Z., & Chotib, H. M. 2021. Implementasi Sapta Pesona di Objek Wisata Mengkarang Purba Desa Bedeng Rejo Kecamatan Bangko Barat Kabupaten Merangin. *Dinamika Governance: Jurnal Ilmu Administrasi Negara*. 11(1): 61-86. https://doi.org/10.33005/jdg.v11i1.2499

Suwena, I. K., & Widyatmaja, I. G. N. 2017. Pengetahuan Dasar Ilmu Pariwisata. Pustaka Larasan. Bali.