



Primary Strategy of Navy Cooperation Fleet Cooperation II in the Development of Kampoeng Navy Tourism in Ketindan Village, Lawang District, Malang Regency

Budiyono¹, Masroro Lilik E², Sri Umiyati³

^{1,2,3} Master of Public Administration, Faculty of Social and Political Sciences, Universitas Hang Tuah Surabaya, Indonesia

ABSTRACT

Published Online: August 24, 2023

One of the tourist villages currently being developed by the Komondo Armada II Navy Cooperative Primary is the Navy Village which is located in Ketindan Village, Lawang District, Malang Regency, East Java Province. Kampung Navy has fresh and cool air because it is located in the highlands of Lawang, Malang Regency. Kampung Navy Tourism which is located in Villa Navy Residence Housing has several adequate tourist facilities, including villas to stay, rides to play and several other tourist rides. The purpose of this study was to describe and analyze the Primary Strategy of the Navy Cooperative (Fleet Command II) in the development of the Navy village in Ketindan Village, Lawang District, Malang Regency. Using qualitative research methods, this study analyzed the conception of tourism development which consists of 3A, namely Attraction, Accessibility and Amenities (Yoeti, 2022).

The results of this study indicate that Primkopal's role as executor in the development of the Kampung Navy tourism area. Primkopal strives for the development of tourism by giving the nuances of the Navy, so that it has its own characteristics and continues to preserve history and information about the Navy, as well as sustainable and beneficial educational tours for the community. The strategy that has been carried out by Primkopal in the development of tourist villages is a strategy that emphasizes the development of the potential of existing tourism concepts in Ketindan village. The strategy that has been implemented by Primkopal can be seen from three basic concepts, namely in terms of attractiveness, accessibility, and facilities. Factors supporting the development of Kampung Navy Tourism are adequate tourism facilities and infrastructure as well as the carrying capacity of the community in Ketindan Village, Lawang District, Malang Regency. While the Inhibiting Factors are communication and institutions that need to be improved in an effort to develop Kampung Navy tourism in Ketindan Village, Lawang District, Malang Regency.

KEYWORDS:

Development, Village, Navy, Malang, Tourism

INTRODUCTION

According to Yoeti (2008) tourism activities are closely related to the economic level achieved by a country. The higher the economic level achieved, the tourism activities in that country are also relatively higher compared to countries that have lower economic levels. Meanwhile,

Corresponding Author: Sri Umiyati

**Cite this Article: Budiyono, Masroro Lilik E, Sri Umiyati (2023). Primary Strategy of Navy Cooperation Fleet Cooperation II in the Development of Kampoeng Navy Tourism in Ketindan Village, Lawang District, Malang Regency. International Journal of Social Science and Education Research Studies, 3(8), 1710-1715*

according to Spillane (1987) the greater a person's income, the greater the portion set aside for tourism. With the current increase in the economy, the role of tourism in driving the economy will also be higher. Internationally, Indonesia is known for its various tourism potentials. Starting from the beautiful beaches, green mountains, and historical relics such as temples, ancient caves, volcanic mountains are also found in Indonesia. The development of tourist areas or tourist destinations according to Law No. 10 of 2009 concerning Tourism includes the tourism industry, tourism destinations, marketing, tourism institutions. Development and development of tourist destinations is now a development priority in order to bring back tourists who have visited, and increasingly attract tourists who have not yet visited through

Budiyono et al, Primary Strategy of Navy Cooperation Fleet Cooperation II in the Development of Kampoeng Navy Tourism in Ketindan Village, Lawang District, Malang Regency

the development of tourism that is world-class, competitive, sustainable, able to encourage regional development and people's welfare. (Zakaria : 2014)

Indonesia has natural resources and human resources which are quite large as the development of the basic capital for the development and development of tourism. These basic capitals, if properly managed and planned and directed, will have a major role in supporting national achievements, namely increasing people's welfare and prosperity, expanding and equalizing business and employment opportunities, encouraging regional development, introducing and utilizing tourist objects and attractions. (Yunita, 2015). Communities have an important role in improving the world of tourism. The community is currently demanded not only as a tourism object but as a tourism subject so that the community has the responsibility to become a tourist object in their area and to get a real economic impact in the form of increasing people's income. Various programs are carried out by the government through the Ministry of Tourism and Creative Economy (Kemenparekraf) to increase the competitiveness of tourism in Indonesia. The progress of tourism must be balanced with the progress of the community's economy. Empowerment is a measure of the success of Indonesian tourism, so there is a need to increase community-based tourism (Mahadewi: 2017). One way to increase community participation in the tourism sector is to form a Tourism Village or Tourism Village. Rural development is also supported by President Joko Widodo's Nawacita program, namely in the third point, which aims to build Indonesia from the periphery by strengthening regions and villages within the framework of a unitary state. One of the efforts that can be made to improve the economic level of rural communities is the development of the tourism sector. A tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in the structure of community life which is integrated with the prevailing procedures and traditions (Nugraheni, & Aliyah: 2020).

The United Nations World Tourism Organization (UNWTO) encourages Indonesia to further maximize village-based tourism development or tourist villages or tourist villages. In addition to attracting more tourists, the development of tourist villages also has an equitable impact on development down to the village level and raises the level of the community's economy. In addition, the development of tourist villages aims to involve the community in tourism development. Communities with their culture are not only objects of tourism, but they must be aware and willing to improve themselves by using tourism as a tool, both for increasing welfare and preserving local cultural and customary values (Sutiarso: 2018)

There are several characteristics of a tourist village including regional policies and planning that support the village as a tourist destination, the social and cultural characteristics of the local community, the proximity of the

tourist village to other tourist objects, the condition of facilities and infrastructure that affect tourism activities in the village, and conditions of land use in the village (Anwar, M. A et al: 2018). Meanwhile, according to Sihombing (2016), the characteristics of a tourist village can be seen from several aspects including the attractiveness of tourism to the village, accessibility to the village in the form of transportation facilities and infrastructure that facilitate access for tourists to the village, supporting facilities for tourism activities, and ancillaries in the form of things that support tourism, the availability of tourist information centers, souvenir shops, and so on (Susiyati: 2018)

One of the tourist villages currently being developed by the Komondo Armada II Navy Cooperative Primary is the Navy Village which is located in Ketindan Village, Lawang District, Malang Regency, East Java Province. Kampung Navy has fresh and cool air because it is located in the highlands of Lawang, Malang Regency. Kampung Navy Tourism which is located in Villa Navy Residence Housing has several adequate tourist facilities, including villas to stay, rides to play and several other tourist rides. A tourist village is indeed developed to form an attractive tourist attraction for tourists. Therefore, good tourism development and management is needed so that it can provide benefits to the community around these tourism objects (Bambang Sutikno et al: 2023)

RESEARCH METHOD

The type of research used in this research is qualitative research. The qualitative research method is a research process/procedure that aims to collect, describe and analyze descriptive data in the form of writing, expressions and observed human behavior (Islamy, 2005).

"Qualitative research methodologies refer to research procedures which produce descriptive data: people's own written spoken words and observable behavior" (Bogdan and Taylor, 1996). Qualitative research is a tradition in the social sciences that is fundamentally dependent on humans. A qualitative approach is shown through implementation in the field by observing a symptom, both direct observation through information and by studying data to be able to answer questions.

This research uses a qualitative method with a case study approach (Cresswell, 2018) because first, the phenomenon of Kampoeng Navy tourism development in Ketindan Village, Lawang District, Malang Regency is a unique phenomenon, moreover it is still quite rarely studied by researchers in Indonesia. Second, the concept of developing Kampoeng Navy tourism is an integrated tourism concept, which so far has been successfully implemented in tourist areas in Indonesia, such as Bali or Jogjakarta with a variety of complete tourism infrastructure facilities.

Budiyono et al, Primary Strategy of Navy Cooperation Fleet Cooperation II in the Development of Kampoeng Navy Tourism in Ketindan Village, Lawang District, Malang Regency

RESULTS AND DISCUSSION

1. Primary Strategy for Navy Cooperative Fleet Command II in the Development of Navy Village Tourism

The development of Kampung Navy tourism is the main focus of the Fleet Command II Navy Cooperative Primary. There are three important components that need to be considered in tourism development, namely attraction, accessibility and amenities. These three components must be sustainable so that tourism objects can have high competitiveness.

a. Attraction

Kampung Navy is a traditional tourist area that has its own interests, Kampung Navy is used as a tourist area based on the Navy. Lots of potential and cultural treats that can be enjoyed by tourists when visiting this place. Various tourist objects are provided here, such as: lodging with a typical Navy character, unique photo spots with the Eiffel and Windmills as a backdrop, cottages, conference halls, cafes, educational parks, swimming pools and other tours such as picking cassava. These potentials can be the main attraction for visiting tourists. Activities to develop tourist objects and tourist attractions in Kampung Navy can be categorized as cultural tourism.

Primkopal in collaboration with the Regional Government, Villa Navy Residence Management and local residents carried out several strategies in an effort to develop tourist attractions in this area, the first strategy was to hold the Navy Jazz Traffic Festival. This festival was held last year on May 14 2022 by inviting several Indonesian musicians such as Tulus, Dewa19, Virzha, Reza Artamevia, Padi Reborn, Syaharani & Queen Fire Works, Bari Likumahuwa & The Rhythmic Service and Pavoiseren with the aim of introducing Kampung Navy. Supported by the cool mountain air, this festival is very much in the interest of the public. Ticket sales for this festival counted 15,000 spectators sold out and were greeted enthusiastically by the public. It is this support from the community that turns the economy around and develops this area so that it is more widely known.

Based on the explanation of the research results, the Navy Jazz Traffic Festival was held in collaboration with Suara Surabaya. This festival is also the opening concert after the corona virus pandemic has passed. The enthusiasm of the audience made the atmosphere very lively. This festival is the main attraction for the spectators who come, as well as introducing the outside world to the Villa Navy Residence area. In addition to the music festival, a series of events were also held to enliven it, including blood donations, air eagle demonstrations, airborne demonstrations by Kopaska troops, defense equipment exhibitions and hundreds of SMEs that could sell at this festival. With this festival it is hoped that it can increase income through MSMEs and people are interested in coming and traveling in this area.

Apart from the Navy Jazz Traffic Festival, the second strategy undertaken by Primkopal to develop this tourist area

is to build several tourist objects that have the same concept. The concept referred to here is the tourism concept. So far, several tourist objects have been built in the Villa Navy Residence area, including: Meeting Hall, Cottage, Hotel, Café, Garden. And it will be planned to build other tourist objects such as educational parks, metered picking tours, museums and so on. In an interview conducted with Lt. Col. Nanda, it was explained that the attraction of the Navy Village itself is the atmosphere of the Navy. The atmosphere of the Navy here is not synonymous with the military, but also about history and culture. Apart from that, the atmosphere of the inn or cottage that was built was also given a naval feel such as photos, war posters and the like to provide information and knowledge about the military. Things like this are expected to become a special attraction for visitors who come. This is also what makes this tourist attraction area different from other tourist attraction areas.

In the future Primkopal will continue to innovate in order to be able to add tourist objects that carry the same concept and can be fully integrated. From the results of interviews, the plan in question is like building swimming pools, museums, agro tourism and picking souvenirs. In the future, if all of these objects are running, then the tourism concept that is built will be integrated from one object to another. Thus, visitors can enjoy the rides comfortably. With so many tourist objects that can be enjoyed, it is hoped that this will become a special attraction for visitors to be able to visit this tourist area. The third strategy is to create agro tourism that visitors can enjoy, such as picking apples, strawberries, avocados or cassava. At present the land in the Villa Navy Residence area has been planted with avocados which are expected to provide added value in this tour. So that the more you come here, the concept of this tour can be said to be historical and educational tourism.

This avocado picking tour is also a special attraction, because visitors can come and pick the fruit directly. According to avocado experts in Lawang Regency, Malang itself has a shortage of avocado commodities. So this is a great opportunity for Villa Navy Residence to develop this tour. The proceeds from the sale of avocados can be used to manage this area so that it can be further developed, that this area has its own charm. Even climbers of Mount Arjuno also stopped in this area. This means that this area is very strategic for visitors. There are lots of tourist objects that can be visited and have added value such as gaining new knowledge on this tour. Primkopal carries out its duties well in supporting the development of the Villa Navy Residence tourist area.

b. Accessibility

One of the essential elements in tourism development can be seen from the accessibility aspect. With good accessibility, it can provide convenience for tourists who will visit tourist destinations. Adequate infrastructure and facilities are also an important factor in terms of accessibility. In the context of developing Kampoeng Navy tourism in

Budiyono et al, Primary Strategy of Navy Cooperation Fleet Cooperation II in the Development of Kampoeng Navy Tourism in Ketindan Village, Lawang District, Malang Regency

Ketindan Village, Lawang District, Malang Regency, Primkopal has implemented several strategies to support accessibility, including the first by improving infrastructure such as roads leading to tourist destinations. Infrastructure is very important as a reference for the development of tourist destinations. The construction of road infrastructure that connects the city center to Ketindan Village is quite good, but it still looks less than optimal so Primkopal plans to make repairs at several road points by collaborating with the local village/regional government.

From the results of the research it can be seen that Primkopal's strategy in improving road infrastructure to get to Kampoeng Navy is very important because it is to get good and comfortable accessibility for tourists. The road there can be considered good enough for small vehicles and large vehicles to pass. Primkopal also has the full support of the village and regional governments. In addition to road infrastructure, things that need to be considered to get good accessibility are transportation that is supported by terminals, airports and train stations. The availability of interconnected transportation to get to tourist destinations is also very necessary. The location of Kampoeng Navy can be reached by various types of public transportation, including land and air transportation. Land transportation can be reached by train, bus or other motorized vehicles. Meanwhile, if you go by air transportation, you can go to Malang or Surabaya airports which are then continued by using train, bus or other motorized vehicles. Apart from that, getting there can also be reached by online taxis/motorcycle taxis. The second strategy in terms of accessibility is to increase tourism promotion activities. With the tourism promotion is expected to increase the number of tourist visitors.

From the results of the research above, it can be seen that Kampoeng Navy has budgetary constraints in carrying out its promotion, but this obstacle can be overcome by creating social media in the form of Instagram which is not paid. Apart from that, they are also still intensifying promotions to various agencies by way of door to door and inviting them to carry out various types of activities in tourist locations. Social media such as Instagram can also be used as a means of communication as well. Through Instagram, people can interact and look around virtually without having to survey there first. This can also make it easier for tourists to get complete and accurate information.

c. Amenities

Kampung Navy as a tourist destination certainly needs to be supported with adequate facilities for tourists. When the tourist area facilities are considered complete and can fulfill the wishes of tourists, tourists will feel at home and certainly not reluctant to visit the tourist village. The strategy carried out by Primkopal in terms of developing the Kampung Navy tourist area is to support existing facilities in the area, namely by providing and developing facilities and infrastructure. Efforts to develop facilities and infrastructure for tourist areas

include the construction of cottages and villas with a navy nuance. Cottage is a small house which is also known as a seasonal house. Villas are also dwellings but are often larger and more expensive than cottages. The similarities between the two, in the countryside or on the beach are often used as resting places. Rest areas as one of the main means of tourism is something that is really needed because it is to meet the needs of tourists while in tourist areas. The concept of a cottage in Kampung Navy itself is a house with a navy nuance which is then rented out to tourists who come, so that tourists can really enjoy a unique place to live. Primkopal together with Villa Navy Residence management has carried out the construction of a building for meetings and places of worship. This meeting hall is also rented out for various events ranging from engagements, weddings and other official events.

In addition to meeting hall facilities that can be used for various formal or informal events, Villa Navy Residence also provides other public facilities. This public facility is also a priority for Primkopal during the construction period. Other facilities that can be enjoyed by visitors such as a café which was just inaugurated 2 months ago can be used as a relaxing place to enjoy the scenery with a cool climate, because this area is also very strategically located under the slopes of Mount Arjuno. But indeed this café is not open from the morning, only operates from noon to night. Apart from sitting and enjoying the view, for visitors who like photos, this area is perfect because there are photo spots like abroad. For example photo spots on the Eiffel Tower and Windmills. This concept was actually made because it started with anti-lightning in the area, but in order to beautify the atmosphere, it was finally designed to become the Eiffel Tower. From the results of the research, it can be concluded that the existing facilities and infrastructure at Villa Navy Residence already exist and will continue to be developed in line with the needs of interested visitors. The existing facilities in this area are the result of collaboration between interested parties and contributions from external parties in the form of environmental responsibility. It can also be seen from the interview that the existing facilities are a strategy implemented by Primkopal to develop the Area so that there are more and more enthusiasts. So that with efforts to develop facilities from Primkopal it can be a positive value for tourists visiting Kampung Navy.

The supporting factors for developing Navy Village Tourism in Ketindan Village, Lawang District, Malang Regency are as follows;

1) Means

What is meant by facilities are the completeness of tourist destination areas needed to serve the needs of tourists in traveling. The development of Kampung Navy tourist facilities is needed to complement existing and future infrastructure so that it can support the utilization of natural resources in Ketindan Village, Lawang District, Malang Regency. Based on research, tourism facilities in Kampung

Budiyono et al, Primary Strategy of Navy Cooperation Fleet Cooperation II in the Development of Kampoeng Navy Tourism in Ketindan Village, Lawang District, Malang Regency

Navy are quite adequate, such as accessibility to locations, accommodation facilities, green open spaces, toilets, facilities for worship and others that are already available in Kampung Navy.

2) Infrastructure

Namely natural resources and man-made resources that are absolutely needed by tourists on their way to tourist destinations. The development of tourism infrastructure towards the Kampung Navy tourist area is continuously being carried out to make it easier for visitors to get to tourist sites. This aims to increase the carrying capacity and optimal utilization of the potential of man-made resources and natural resources in the Navy Ketindan village area. The results of this study indicate that the infrastructure that supports tourism activities in Kampung Navy is quite adequate, namely with good paved roads leading to tourist sites.

3) Community Aspect (Environmental and Culture)

This aspect has a big role when tourists visit tourist objects and are received in a friendly manner. Support from the community is very much needed in achieving Kampung Navy tourism development efforts because actually there is good community participation which will be the main attraction. The attitude of hospitality shown by the local community is through the comfort shown to visitors indirectly by not disturbing their tourism activities so that they feel safe.

and comfortable when traveling in Kampung Navy. The results of the study show that the community has been given knowledge about the benefits of tourism so that the community can provide a sense of comfort to tourist visitors. This certainly has an impact on increasing the number of tourist visitors to Kampung Navy.

CONCLUSION

Based on the results of research conducted by researchers either through observation, interviews, or documentation related to problems in research, it can be concluded that:

- a. Primkopal's role as executor in the development of the Kampung Navy tourist area. Primkopal strives for the development of tourism by giving the nuances of the Navy, so that it has its own characteristics and continues to preserve history and information about the Navy, as well as sustainable and beneficial educational tours for the community. Primkopal is working with the Village Government, Villa Navy Residence and Residents so that the process of developing this tourist area goes well. The purpose of developing this area is a potential area for tourism, so that it is expected to become an asset that has long-term value.
- b. The strategy that has been carried out by Primkopal in the development of tourist villages is a strategy that emphasizes the development of the potential of existing tourism concepts in Ketindan village. The strategy that

has been implemented by Primkopal can be seen from three basic concepts, namely in terms of attractiveness, accessibility, and facilities. In terms of attractiveness, Primkopal's strategy is to hold a music festival, here Primkopal is holding a navy java jazz festival with a series of events to enliven this event, including blood donations, air eagle demonstrations flight, Kopaska troops dropping action, defense equipment exhibitions and hundreds of MSMEs that can sell at this festival. The concept that is carried out in this tourist area is also quite unique, namely related to the Navy in order to preserve information about the Navy itself and agro tourism that can be enjoyed by visitors, such as picking avocados and picking cassava. This tourist area is perfect for educational outings for kindergarten and elementary school children. Furthermore, the second is in terms of accessibility, Primkopal carries out several strategies to support accessibility, including the first by improving infrastructure such as roads leading to tourist destinations. Then Primkopal also carried out promotions through social media such as Instagram and Youtube. Furthermore, the third is in terms of facilities, the village government's strategy in efforts to develop tourist villages, namely the provision of cottages and the development of tourism support facilities. Tourism support facilities such as places of worship, cafes, interesting photo spots, public toilets at every tourist destination, as well as parking lots at every tourist destination.

- c. Factors supporting the development of Kampung Navy Tourism are adequate tourism facilities and infrastructure as well as the carrying capacity of the community in Ketindan Village, Lawang District, Malang Regency. While the Inhibiting Factors are communication and institutions that need to be improved in an effort to develop Kampung Navy tourism in Ketindan Village, Lawang District, Malang Regency.

REFERENCES

1. Adyla Nur, Nurlaela, 2018. Local Wisdom-Based Tourism Village Development Strategy in Tammangalle Polewali Mandar, *Journal of Plano Madani* Volume 7 Number 2 October 2018, 132-1411. ISSN 2301-878X - E ISSN 2541-2973
2. Ariani, Ekayani, Suriani, Kusyanda. 2022, Local Potential-Based Evidence Village Culinary Tourism Development Strategy, *Journal of Technology and Vocational Education* Vol. 19, No. January 1, 2022 P-ISSN : 0216-3241 E-ISSN : 2541-0652
3. Anwar, M. A., Syahrani, G., Maulana, A. Z., Putryanda, Y., & Wajidi. (2018). Local Wisdom-Based Tourism Development Strategy in South Kalimantan. *Journal of Development Policy*, 13(2), 187–197. Retrieved from

Budiyono et al, Primary Strategy of Navy Cooperation Fleet Cooperation II in the Development of Kampoeng Navy Tourism in Ketindan Village, Lawang District, Malang Regency

- <https://jkpjjournal.kalselprov.go.id/index.php/menu/article/download/73/39>
4. Ariyaningsih, A. (2019). Strategy for Developing Cultural Tourism in the Lasem Chinatown Area. *SPECTA Journal of Technology*, 2(2), 27–38. <https://doi.org/10.35718/specta.v2i2.102>
 5. Bambang Sutikno, Sri Hastari, & Yufenti Oktavia. (2023). ANALYSIS OF LOCAL POTENTIAL-BASED COMMUNITY EMPOWERMENT STRATEGIES THROUGH THE DEVELOPMENT PROGRAM TOWARDS PATUGURAN TOURISM VILLAGE (CASE STUDY IN PATUGURAN TOURISM VILLAGE). *Journal of Scientific Horizons*, 2(6), 2503–2516. Retrieved from <https://bajangjournal.com/index.php/JCI/article/view/4921>
 6. Choirunnisa Iin, Karmilah Mila, 2021. CULTURAL TOURISM DEVELOPMENT STRATEGY CASE STUDY: LASEM PECINAN AREA, MASPATI LAWAS VILLAGE, SELUMBUNG VILLAGE, *Journal of Spatial Studies Vol 1 No 2 September 2021*. <http://jurnal.unissula.ac.id/index.php/kr>
 7. Grant, M.Robert. 1997. *Contemporary Strategy Analysis*. Jakarta: Erlangga Publisher <https://tiar73.wordpress.com/2017/05/07/mengenal-dan-memahami->
 8. Miles, M.B, Huberman, A.M, and Saldana, J. 2014. *Qualitative Data Analysis, A Methods Sourcebook*, Edition 3. USA: Sage Publications. Translated by Tjetjep Rohindi Rohidi, UI-Press.
 9. Mahadewi Ni Putu Eka, Sudana I Putu, 2017, *Community-Based Tourism Village Development Strategy Model in Kenderan Gianjar Village, Bali*, *Journal of Tourism Analysis ISSN : 1410 – 3729 Vol. 17 No. 1, 2017*
 10. Nugraheni, I., & Aliyah, I. (2020). TOURISM DEVELOPMENT STRATEGY BASED ON IDENTIFICATION OF CULTURAL TOURISM CLUSTERS IN SURAKARTA CITY. *Journal of Tourism Development*, 21(1), 34–42.
 11. Nugroho, W., & Sugiarti, R. (2018). Tourism Potential Analysis of Ngemplak Sutan Mojosoong Organic Vegetable Village Based on Tourism Components 6A. *Journal of Tourism and Culture*, 35–40.
 12. Regulation of the Minister of Home Affairs No. 84 of 2015 concerning Organizational Structure and Work Procedures (SOT) of Village Governments
 13. Ramos, A.M & Prideaux, B. 2014. Indigenous Ecotourism In The Mayan Rainforest Of Palenque: Empowerment Issues In Sustainable Development. *Journal Of Sustainable Tourism*. Vol. 22(3). Matter. 461-479
 14. Rozaki, Abdur et al. 2004. *Strengthening Village Capacity in Building Village Autonomy*. Yogyakarta: IRE Press.
 15. Sukmadi, S., Kasim, F., Simatupang, V., Goeltom, A. D. L., & Saftara, I. (2020). *Tourism Development Strategy Based on Local Wisdom in Pagerharjo Tourism Village, Samigaluh District, Kulon Progo Regency*, Yogyakarta. 1(d), 1–12. <https://doi.org/10.34013/mp.v1i1.356>
 16. Susiyati. (2018). TOURISM ATTRACTION DEVELOPMENT STRATEGY OF MUARAREJA BEAUTIFUL BEACH IN THE CITY OF TEGAL. Semarang State University Faculty of Economics, 53.
 17. Sutiarto, M. A., Arcana, K. T. P., Juliantari, N. P. E., & Gunantara, I. M. . (2018). Culture-Based Tourism Development Strategy in Selumbung Village, Karangasem. *Cultural Tourism: Scientific Journal of Religion and Culture*, 3(2), 14. <https://doi.org/10.25078/pba.v3i2.594>
 18. Umar, Husein. 2005. *Strategic Management In Action*. Jakarta: PT Gramedia Pustaka Utama.
 19. Yoeti, Oka A. 2008. *Tourism Planning and Development*. Jakarta: PT Pradaya Paramita.
 20. Zakaria, Faris. and Suprihardjo, Rima. 2014. The concept of developing a tourist village area in Bandungan Village, Pakong District, Pamekasan Regency. *Journal of Engineering POMITS Vol. 3. No. 2. Surabaya*