
DEVELOPMENT OF THE KETUPAT VILLAGE TOURISM OBJECT BASED ON COMMUNITY RESPONSE IN BANJARMASIN CITY

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ABSTRACT

Tourism development in each region is closely related to economic development in order to obtain income or foreign exchange for the region and country. The research aims to analyze the development of Kampung Ketupat tourist attractions based on community responses in Banjarmasin City. The research method uses a quantitative descriptive method, with a sample size of 313 people using a questionnaire with a purposive random sampling technique, and the tourism object components consist of attractions, amenities, and accessibility and are analyzed using a Likert scale. The results of the research show that in the tourism aspect, the respondents agree with the attraction aspect, which is expected to be able to attract tourists and open up employment opportunities; the respondents strongly agree with the amenities aspect because the completeness, cleanliness, and tidiness of the facilities offered are excellent, such as not being allowed to bring food from outside which is afraid of increasing waste, Within the tourist attraction there is a place for people to sell food and drinks. The accessibility aspect of respondents agrees because the road access to Kampung Ketupat is via the river and land routes, which are easy to access, and there is adequate parking space for 2-wheeled and 4-wheeled vehicles.

Keywords: Development; Tourist Attractions; Ketupat Village; Community.

INTRODUCTION

Tourism is a journey undertaken by a tourist or the activity of a person traveling from one place to another (Abdi et al., 2022; Harsana, 2015). Based on Law no. 10 of 2009, tourists are defined as various kinds of tourism activities and the support of various facilities and services provided by the community, entrepreneurs, government, and local governments. Tourism comes from the word *Pari*, which means many times or going round and round, and *tourism*, which means journey or traveling (Yanti, 2021), so the definition of tourism is the journey of a person or group of people who are carried out repeatedly or travel from one place to another outside their place of residence, with various purposes other than activities that generate wages (Fadilah, 2021).

Tourism is considered the answer for developing countries to create a prosperous society (Hariyana & Mahangga, 2015). Tourism has succeeded in showing a significant role for the country because it is a factor in increasing Gross Domestic Product (GDP), as an income or contributor to the country's foreign exchange, as a provider of employment opportunities, and as a way to develop a country that is poor in natural resources by building artificial tourist attractions (Dewi & Idajati, 2022; Edison et al., 2019). Increase in foreign exchange value from the tourism sector in 2021 in Indonesia from 0.52 billion US dollars to 4.26 billion US dollars in 2022.

Tourism development is an effort to develop or advance tourist attractions to be better and more attractive to visiting tourists (Adhiepatih & Rita, 2022). The main objective of tourism development in local, regional, or national tourist areas is to develop the regional and state economy. Tourism development in tourist areas must be based on profits and benefits for the community at large (Hombing et al., 2021; Sulistyadi et al., 2021), so a tourist attraction must develop or build every component of the tourist attraction so that it attracts tourists to visit.

Tourism development in each region will benefit the native or surrounding communities at the location of the tourist attraction and society economically, socially, and culturally (Kamelia et al., 2021) so that tourism development will not be separated from the role of the surrounding community. The support and role of the community are vital in developing tourist areas because if the development is not prepared well, it will cause various problems that will be difficult or detrimental to the community (Sulistyadi et al., 2021).

There are three tourism object development programs in the City of Banjarmasin based on information from the Banjarmasin City Disbudporapar, one of which is Ketupat Village on Jalan Sungai Baru, Central Banjarmasin District, which in 2023 will be implemented with a creative economy tourism program. In 2020, Ketupat Village is being prepared as a cultural and culinary tourist attraction because it is a village where most residents previously produced and sold ketupat and lontong. It is located on the edge of the Martapura River and a tributary of the Pekapuran River, so getting to the area can be accessed via the main road and rivers because the buildings on the banks of the river have been cleared to make it easier to access and beautify the view directly onto the river(Delima et al., 2020). The Kampung Ketupat tourism development project aims to support small and medium enterprises (MSMEs) in the local community in developing their economy, and a food court and amphitheater will be built for tourism, arts, and cultural events.

Tourism development involves various stakeholders, the most basic of which is through community empowerment because they have more information and knowledge of the conditions of tourist attractions in their area so that local community-based tourism development can become a model approach that places the community as an essential part of the tourism component (Mandey et al., 2022). The development of tourist attractions is an interaction between social, economic, and industrial processes (Febriani, 2020). So that the elements involved have their respective functions, and the community is placed in the position of owning, managing, planning, and deciding on programs involving its welfare (Ayudiani, 2019). Tourism development and development requires community support because it plays a

role as a host in tourism development in the area, so the support of the local community is a guarantee of the success of tourism development.

METHOD

The research method is quantitative and descriptive based on the results of questionnaire analysis from respondents or the public. Population is the number of objects or subjects with specific characteristics and qualities determined in the research to be studied and conclusions drawn. The total population was 1,439 families, and the sample size was determined using the Slovin formula, resulting in a sample size of 313 families. A purposive random sampling technique was used based on specific criteria variables, which are attributes of a person or object that vary from person to person or object to object (Sujarwani, 2014). Research variables consist of attractions, amenities, and accessibility. Measurement analysis uses a Likert scale to measure attitudes, perceptions, and opinions of a person or group toward social phenomena (Sugiyono, 2019). Data analysis uses descriptive statistical analysis, which is the presentation of facts by describing what is seen and obtained (Hutomo & Firmansyah, 2020), so that research data analysis is descriptive quantitative using a Likert scale by determining the average score value and classification of score values.

RESULTS AND DISCUSSION

Sungai Baru Village is in Central Banjarmasin District, Banjarmasin City, which is located at latitude 3°31'43.83" South Latitude and longitude 114°59'25.13" East Longitude, and at an altitude of 0.16 meters above sea level. The land conditions in Banjarmasin City, especially Central Banjarmasin District, are alluvial soil with geological formations composed of Alluvium (Qa) deposits and relatively flat, swampy topography. The climate type in Central Banjarmasin District is type B (wet climate), and many rivers surround the hydrological conditions.

The public's response to the development of tourist attractions consists of attraction, amenity, and accessibility. The attraction includes tourist activities, icons, environmental conditions, management, appeals, development, and attitudes. Tourist attractions are anything with uniqueness, beauty value, cultural diversity, and man-made products that are the target or purpose of visiting (Permadi et al., 2021). The results of community responses at the Kampung Ketupat tourist attraction regarding attraction, amenity, and accessibility aspects are presented in Table 1.

Table 1. The number of Community Responses on the Attraction, Amenity, and Accessibility Aspects of the Kampung Ketupat Tourist Attraction in Banjarmasin City.

No.	KEGIATAN WISATA	JUMLAH TANGGAPAN MASYARAKAT							
		Sangat Setuju		Setuju		Tidak Setuju		Sangat Tidak Setuju	
		f	%	f	%	f	%	f	%
Aspek Atraksi									
1	Mendemontrasikan	80	26	121	39	73	23	39	12
2	Tugu Ketupat	192	61	121	39	0	0	0	0
3	Membuat Ketupat	127	41	138	44	37	12	11	4
4	Nyaman, Asri dan Bersih	158	50	150	48	5	2	0	0
5	Pengelolaan Obyek Wisata	79	25	222	71	12	4	0	0
6	Plang Kebersihan	137	44	171	55	5	2	0	0
7	Menyediakan Lapangan Pekerjaan	123	39	117	37	68	22	5	2
8	Bersikap Ramah	224	72	89	28	0	0	0	0
Aspek Amenitas									
9	Tempat Penginapan	67	21	205	65	41	13	0	0
10	Tempat Makan	166	53	147	47	0	0	0	0
11	Sertifikat Halal	149	48	164	52	0	0	0	0
12	Fasilitas Ibadah	157	50	156	50	0	0	0	0
13	Tempat Sampah	180	58	133	42	0	0	0	0
14	Toilet Umum	99	32	214	68	0	0	0	0
Aspek Aksesibilitas									
15	Kemudahan Akses Darat & Sungai	153	49	150	48	10	3	0	0
16	Kondisi Jalan	129	41	184	59	0	0	0	0
17	Ketersediaan Transportasi Umum	0	0	109	35	116	37	88	28
18	Ketersediaan Lahan Parkir	123	39	190	61	0	0	0	0
19	Keamanan Obyek Wisata	170	54	143	43	0	0	0	0

Sumber: Data Primer, Tahun 2023

Community responses in tourism development in the Attractions aspect can be described as follows:

1. The demonstration activity of making ketupat based on Table 1 shows that the people who stated that they agreed strongly agreed that there was a demonstration activity of making ketupat which could be seen by visiting tourists were 201 people (65%) because holding demonstration activities and learning to make ketupat casings could attract tourists to visit. In comparison, those who Disagree to strongly disagree as many as 112 people (35%) because ketupat making is not always carried out every day and only some people make ketupat from pokdarwis, and some people only sell ketupat and do not take part in demonstration activities.
2. The Ketupat Monument is a tourist icon in Ketupat Village as an identifier or identity of the Ketupat Village tourist attraction. The results of Table 1 show that the entire community agrees with constructing the Ketupat Monument as a tourism icon for the Ketupat village. Apart from presenting ketupat-making attractions that visitors to the ketupat village tour can see, Ketupat Village also allows tourists to make excellent and correct ketupat as exemplified by ketupat makers.
3. Based on the results of Table 1, the ketupat-making activity shows 265 people (85%) of people agree to strongly agree that the activity provides opportunities for tourists to be

- involved in ketupat-making activities to attract tourists to visit. In comparison, 48 people (16%) disagree), because making a ketupat will take a long time if tourists are involved and cannot supervise everyone who takes part in making ketupat.
4. Comfortable, beautiful, and clean environmental conditions will make tourists feel at home when traveling to the Kampung Ketupat tourist attraction. The results of Table 1 show that the majority of people agree to create environmental conditions for the Kampung Ketupat tourist attraction that is comfortable, beautiful, and clean, namely 308 people (98%), because there are regulations that do not allow tourists to bring food from outside and there are hygiene supervisors who go around the tourist attraction, while five people (2%) disagree because the conditions are comfortable, beautiful, and clean only in the Kampung Ketupat tourist area and in the surrounding area; there are still people who throw rubbish carelessly so it needs enforcement from the cleanliness supervisor. The results of observations in the field show that the environment of the Kampung Ketupat tourist attraction is comfortable and clean for visiting tourists.
 5. Good management of tourist attractions is one of the reasons for developing the Ketupat village tourist attraction. The results of Table 1 show that 301 people (96%) agree to strongly agree that the management of the Kampung Ketupat tourist attraction is well managed, namely by building children's play facilities, culinary venues, and an amphitheater to support activities or events held at the object. Ketupat village tourism makes it an attraction for tourists, while 12 people (4%) disagree because the activities or events are held during holidays and not every day, so the number of tourists is relatively small apart from holidays.
 6. The community at the Ketupat Village tourist attraction responded by installing cleanliness appeal boards provided at tourist attractions to increase tourist awareness of maintaining the cleanliness of tourist attractions. The results of Table 1 show that the majority of people agree to strongly agree with the installation of cleanliness signs at tourist attractions as many as 308 people (99%), because they serve as a reminder for tourists to participate in maintaining the cleanliness of tourist attractions, while the people who answered disagree were five people (2 %) because the number of cleanliness signs is only one and is not visible to tourists. Hence, the number needs to be increased.
 7. The community expects the development of tourist attractions to be beneficial and provide employment opportunities. The results of Table 1 show that the majority of people agree to strongly agree with the development of tourist attractions that are useful and provide employment opportunities, namely 240 people (76%), while those who answered disagree to disagree strongly 73 people (24%), because There are still some people who do not get a

positive impact from efforts to develop the Kampung Ketupat tourist attraction because there is a lack of places for them to sell. They have not found a place to sell at the Kampung Ketupat tourist attraction location, so the local government needs to organize community settlements so that they are more orderly and can be sold and crossed by tourists.

8. The friendly attitude of the community towards tourists is the most essential component of services to tourists because it will make tourists feel comfortable and safe. The results of Table 1 show that all people strongly agree to be friendly towards tourists who visit the Kampung Ketupat tourist attraction so that tourists feel safe and comfortable.

The community's response to developing tourism in the aspect of amenities is the availability of facilities at tourist attractions, which is an aspect that attracts tourists to visit but is not the primary objective because the condition of facilities at tourist attractions can increase or decrease tourist interest, so providing good facilities at tourist locations is very important. important to note(Putu & Putu, 2021). Amenity aspects include the public's response to accommodation that is close to the Kampung Ketupat tourist attraction, eating areas, halal certificates for food products, worship facilities, the availability of trash cans and representative public toilets, which can be described as follows:

1. Lodging close to tourist attractions is an additional facility for tour tourists. The results of Table 1 show that the public responded that they agreed to strongly agreed that there were 272 people (87%) providing accommodation near the Kampung Ketupat tourist attraction, while those who disagreed were 41 people (13%) because the accommodation was not too close to the tourist attraction. The distance from the accommodation is around 500m, and they hope that the local government can facilitate this by renovating their house into an accommodation or homestay.
2. Culinary has an essential role in tourism because most of the tourist spending is on culinary delights, and it is a strong attraction for attracting tourists. The results of Table 1 show that the community's responses all agree to strongly agree with the existence of a unique culinary area or place to eat for tourists, and the community hopes that the local government can facilitate the processing of halal certification for food products in food stalls or stalls, to increase consumer confidence in MSME products at tourist attractions and to guarantee the public that the products made are truly halal for consumption.
3. Tourism facilities are necessary for all types of facilities provided at tourist attractions and places of worship, and rubbish bins are supporting facilities in tourism because they are a basic need for tourists to carry out worship and dispose of rubbish in the right place. The results of Table 1 show that the public's responses all agree strongly with the availability of

adequate facilities for places of worship and rubbish bins at tourist attractions so that tourist attractions and places of worship will be kept clean.

4. Tourism facilities are necessary for all types of facilities provided at tourist attractions. Every tourist attraction should have adequate toilets, not only in large numbers, but they must be kept clean so that tourists feel comfortable using them. The results of Table 1 show that the public's responses all agreed strongly with the availability of clean public toilets at tourist attractions.

Public perception of tourism development in the aspect of accessibility, which is the ease of achieving something. Accessibility must be provided by the government regardless of whether it is used by the public (Zuhriah et al., 2022). Aspects of accessibility in tourism include ease of land and river access, road conditions, availability of public transportation, availability of parking spaces, and security of tourist attractions, which can be described as follows:

1. Travel that is easily accessible to tourists is an essential goal because easily accessible roads make visiting tourists comfortable and allow them not to have difficulty accessing the tourist attractions they are going to. The results of Table 1 show that most people's responses strongly agree (97%) with the ease of access to tourist attractions using land routes and river routes, while ten people (3%) answered disagree because getting to Ketupat village is just easier. Accessed by land compared to the river route, there is no dock for boats to stop at the Kampung Ketupat tourist attraction, so most boats carrying domestic and foreign tourists pass by.
2. The availability of accessible facilities for tourists, excellent and comfortable, and land road conditions will make it easier for tourists to visit the Kampung Ketupat tourist attraction. The results of Table 1 show that the public's responses strongly agree that the road conditions are excellent and comfortable for getting to tourist attractions, making it easier for tourists to visit the location using various types of vehicles.
3. Public transportation is essential in facilitating tourists' travel from their origin to and back to tourist attractions. The results of Table 1 show that the responses of respondents who agreed to the existence of public transportation facilities from their place of origin to and back to tourist attractions were 109 (35%) because the local government had not facilitated the existence of public transportation to various tourist attractions, especially the Kampung Ketupat tourist attraction, while the responses There are 204 (65%) people who disagree or strongly disagree with the existence of public transportation because domestic tourists prefer to use private transportation to get to and back to tourist attractions because the cost is

relatively cheaper, more practical, and faster to get to the object. Travel and do not have to worry about carrying supplies.

4. Parking space is one of the essential facilities for tourist attractions, especially the availability of land and sufficient parking area for parking two and 4-wheeled vehicles because if there is no parking space or it is not large, it can result in tourists parking their vehicles in every place and road shoulders, causing traffic jams and disrupting the entry and exit of local communities who live in tourist attractions. Table 1 shows that the community's responses all agree to strongly agree with the availability of ample parking spaces for 2-wheeled and 4-wheeled vehicles so that apart from not causing congestion on road access to tourist attractions, it also does not interfere with residents' activities in and out of tourist attractions and provides a sense of comfort and convenience. Safe for tourists regarding the safety of their vehicles.
5. The availability of unique or separate parking spaces for two and 4-wheeled vehicles is essential at every tourist attraction because it will provide a sense of security and comfort for tourists when entering and exiting the parking lot and vehicle safety. The results of Table 1 show that the majority of public responses agree to strongly agree with the separation of parking lots for two and 4-wheeled vehicles, as much as 298 or (95%), because apart from making it easier for vehicles to get in and out of the parking lot, it also looks neater, and makes it easier for parking officers to supervise, while the response from the public who disagreed with the separation of parking spaces for 2-wheeled and 4-wheeled vehicles was 15 (5%), because the land provided for 2-wheeled vehicles was not too significant and insufficient. In contrast, the number of vehicles parked was dominated by 2-wheeled vehicles, so After not being accommodated in the parking lot, some of the 2-wheeled vehicles were parked and overflowing onto the shoulder of the road. The availability of parking attendants to regulate, direct, and supervise vehicles is very necessary at every tourist attraction because it will tidy up the vehicles and provide a sense of security and comfort for tourists regarding the safety of their vehicles. Table 1 shows the responses from the public who agreed to strongly agreed with the availability of parking guards at the Kampung Ketupat tourist attraction were 199 people (64%), while those who answered disagree were 114 people (36%) because the parking guards were not always in place and tidied up the vehicles. They often do not return parking fees if tourists do not ask for them, so better parking management arrangements are needed.
6. The safety of tourist attractions for visiting tourists is one aspect of supporting the attractiveness of a tourist attraction. Table 1 above shows that the public's responses all

agree to strongly agree with the security of the Kampung Ketupat tourist attraction, so that strict and friendly security guards are needed at the entrance and who always go around to monitor the situation at the Kampung Ketupat tourist attraction.

Table 2 presents the results of calculating the average value of community responses to all tourism indicators.

Table 2. Average Results of All Indicators

Tourism site	The sum of Individual Values (X)	Number of Respondents (N)	Average	Category
Ketupat Village	22820	313	72,907	Good

The average result of the overall indicators based on Table 2 is known to be 72.907, which can be concluded that the community's response to the development of the Ketupat Village tourist attraction, Sungai Baru Subdistrict, is included in the excellent category because, based on the attraction aspect, the community agrees with the activities programmed by the Ketupat Village management by creating an attraction. Ketupat village is more attractive to tourists, while in terms of amenities, namely the complete facilities provided by the management of Ketupat village, tourists feel facilitated, and from the aspect of accessibility, security, and access to Ketupat village, it is easy for tourists to pass. There are two routes that tourists can access to get to the village. ketupat via land and river routes. These three aspects make tourism development one way to make tourist attractions attractive and make visitors interested in visiting. The excellent impact on society is expanding business fields to increase people's income, employment opportunities, and regional development.

CONCLUSION

The community stated that the conclusion of tourism development at the Kampung Ketupat tourist attraction is to be in a suitable category in calculating the average value of respondents of 72.907 based on each aspect of the measurements analyzed. Tourism development based on three aspects of tourism, namely attractions, amenities, and accessibility, is one way to make tourist attractions attractive and can make visitors interested in visiting.

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