

ANALYSIS OF SUPPORTING AND INHIBITING FACTORS OF TOURISM DEVELOPMENT VIEWED FROM THE CAPITAL OF TEMAJUK VILLAGE, PALOH DISTRICT, SAMBAS REGENCY

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ABSTRACT

The effort to develop tourism in Temajuk Village, which is one of the border regions between Indonesia and Malaysia, has begun to bear fruit. Although there is no official record of figures, the last two years the number of visits, according to the people, has grown so rapidly especially during national holidays. This research was conducted to explain the supporting and inhibiting factors for tourism development in Temajuk Village by using attraction elements, accessibility, amenities, and other supporting factors, linked to capital theory. This research is a qualitative research with a case-study form, using purposive sampling technique. There were three informants selected who represent important elements of tourism, namely the government, private sector, and local people. The data were collected using interview and observation techniques. The findings indicate that the factors that support the tourism development of Temajuk Village are natural and cultural attractions. Temajuk Village is a symbol of the border region, and the people's social capital is in their hospitality (Jerampah). The inhibiting factors are inadequate road access, the absence of tourist information, the absence of banks, the quality of inadequate communication networks, and the availability of electricity that is not yet 24 hours.

KEYWORDS: tourism factor, attractions, accessibility, amenity, ancillary, capital.

INTRODUCTION

Temajuk is a village currently popular as a tourist destination, especially during holidays and national holidays or just weekends. Temajuk village has also been widely highlighted by local and national media. The existence of Temajuk Village, which is one of the foremost villages of the Indonesia-Malaysia border, is currently developing into a tourist destination with all its potential. The main attractions of Temajuk itself are the stretch of beach and sea, which are the location for spawning rare turtles, such as green turtles; the hills, boundary areas with Malaysia; and a variety of local wisdom with traditional people's lives maintained.

As a Village area in the border region, Temajuk Village is currently known as the main tourist destination in West Kalimantan. The data from the tourism service, youth and sports department of Sambas Regency noted that at least more than 20 registered inns opened lodging services in the village. Temajuk Village has great potential in efforts to support tourism in Sambas Regency including the use of turtle activities to develop tourism and make people aware of environmental sustainability (Nurita, DKK, 2015). In addition, much other potential that have been revealed are

mainly related to maritime potential. In an effort to develop tourism, we need an analysis of supports and inhibitions to tourism. The important thing is to look at supporting and inhibiting factors.

In an effort to find supporting and inhibiting factors for tourism development in Temajuk Village, this research sees at people's capital factor of Temajuk Village by using 4A components (attractions, amenity, accessibility, and ancillary) in tourism development (Sunaryo, 2013: 159). According to some experts, such as Cooper, Fletcherm Gilbertm Shepherd and Wanhill (in Sunaryo 2013: 159), the tourism development framework must at least include the following main components:

- a. Objects or attractions, which include natural, cultural, or artificial attractions, such as events or often referred to as special interests.
- b. Accessibility, which includes the support of a transportation system that includes transportation routes, terminal facilities, airports, ports, and other modes of transportation.
- c. Amenity, which includes tourism supporting facilities like accommodation, food and beverage, retail, souvenir shops, money-exchange facilities, travel agents, tourist information centres, and other leisure facilities.
- d. Ancillary services, the availability of supporting facilities used by tourists, such as banks, telecommunications, post-offices, hospitals, and so on

The four elements can be a reference in mapping the supporting factors and the inhibiting factors of the existing tourism development in a region. These elements can be explained specifically by looking at the advantages and disadvantages of a tourist area.

Capital, in tourism development, becomes an important element in directing the strategies to be made and decision making for tourism development itself. Bourdieu stated that capital has a very broad definition. It has a symbolic value and broad significance (Demartoto et al., 2013: 31). According to this, we can understand that capital concerns not only the economic aspects, but also socio-cultural aspects. The function of capital, according to Bourdieu (in Firdaus, 2017), is "as a social relation in an exchange system, which presents something rare, which is worth seeking out in a particular social form". Various types of capital can be exchanged with other types of capital. The most dramatic exchange is exchange in symbolic form. Bourdieu then classifies capital into four, namely economic capital, social capital, cultural capital, and symbolic capital. The fourth capital can determine the position of a person or people's group for other people.

1. Economic Capital

Economic capital is all forms of capital owned in the form of material (Demartoto, 2013: 31). In general, economic capital can be interpreted in specific and general. In specific, economic capital can be interpreted as a means of production produced, but broadly, economic capital means that every increase in knowledge causes economic performance in the future to increase.

2. Social Capital

Bourdieu stated that social capitals are relations and networks of relationships as useful resources in determining and reproducing social positions. Capital is related to networks which have an important position on the existence of one's social status. Robert Putnam (In Lawang, 2004) mentioned that there are at least three aspects of social capitals, namely seen as social institutions that network (norms), norms, social trust that encourage a social collaboration (coordination and cooperation) for the common interest. Social capital is based on universal principles such as equality, freedom, pluralistic and humanity values, openness, and independence (Hasbullah, 2006). Social capital is also a part of social organizations such as trust, norms, and networks that can improve community efficiency by facilitating coordinated actions (Demartoto et al., 2014: 31).

Social capital is the basis for a person or group of people to interact and cooperate. In a further development, Bourdieu stated that for social capital to be maintained, individuals and groups must strive for it as social capital is an actual or virtual number of resources gathered in an individual or group because it has a long-lasting network of mutual relations between introductions and acknowledgements, which are more or less institutionalized (Lawang, 2005). Woolcock (in Vipriyanti, 2011), proposes three dimensions of social capitals namely bonding, bridging, and linking. These three dimensions have the following characteristics:

a. Bonding social capital

This social capital refers to the relationship between individuals in primary groups or interrelated neighborhood. It will be easier and more efficient for communities that show strong internal cohesion to share knowledge.

b. Bridging social capital

This social capital refers to the relationships that occur including people from different communities, cultures, or socio-economic backgrounds. Individuals in the community that reflect this social dimension of bridging social capital will easily gather information and knowledge from the environment outside the community and still obtain actual information outside. This type of social capital focuses on its relation to relationships between individuals who have power or access to business and social relations through secondary groups.

c. Linking social capital

This social capital refers to the possibilities for individuals to explore and manages resources, ideas, information and knowledge in a community or group at the level of formation and participation in formal organizations. The important aspect of social capitals according to John Field is at the "social level" (Paradise, 2017). In this context, Field assumes that social capital is closely related to other capitals. The other capitals are resources that can be an optimal carrying capacity for optimizing social capitals. Likewise so on, other capitals will be able to develop with good social capitals. In the context of social relations, the existence of the three capitals (social, economic and cultural) is a guarantee of a strong social bond. (Field, 2010: 16).

Social capital has three important dimensions in its application, namely trust, social networks, and norms. The aspects are explained as follows:

a. Trust

Fukuyama (2002: 24) mentioned that trust is "cooperative norms such as honesty and willingness to help which can be divided between limited groups of people and not with others from society or with others in the same society". Trust is the initial provision in building good social relations between individuals and society. Trust is the result of willingness to be a mutually supportive part of social relations. Trust should be remembered in oneself not a moral virtue, but rather a side effect of virtue. (Fukuayama, 2002: 75).

b. Social network

A network is a group of individual agents who share informal norms or values beyond values or norms that are important for ordinary market transactions (Fukuyama, 2002: 324). In this case, the network provides the basis for social cohesion because it will encourage people to work together with one another and not just with people they know directly to get mutual benefits (Field, 2010: 18).

c. Norm

Norms are a set of rules complied with and carried out by the community even though they are not written. These collective rules are understood by all members and there are social sanctions to prevent individuals from doing things that deviate from the prevailing habits in the community.

3. Cultural Capital

Bourdieu (In Demartoto, 2013: 34) argues that cultural capital is a concept to explain the relationship between social class and culture. Cultural capital is a capital obtained by someone in a way that is formed and internalized to him since he was a child, for example the teachings of parents, or the influence of the family (Demartoto, 2013: 34). The process of internalizing cultural values will make the existing culture reproduced. Cultural reproduction can emerge through the family environment, formal education, and communities that always interact (Wijaya and Pujihartati, 2018). The importance of cultural reproduction influences tourism potential in an area, therefore agents that can carry it out are needed. As Wright (in Wijaya and Pujihartati, 2018) stated that family environment, formal education, and community can create individual life behaviours.

Lawang (2005) identifies cultural capital into three dimensions, namely the human dimension of the body, the dimensions of objects in the form of anything produced by humans, and institutional dimensions, specifically pointing to education (Lawang, 2005). In its own cultural perspective, there are seven elements of universal culture classified by Koentjaraningrat, which include language, knowledge systems, social organizations, living and technological systems, living systems, religious systems, and arts.

4. Symbolic Capital

Bourdieu explained that symbolic capital refers to the capital symbolically understood in relation to knowledge (Demartoto. 2013:35). Symbolic capital is inseparable from symbolic power, namely the power that allows getting the equivalent of what is obtained through physical and economic power due to the existence of mobility.

RESEARCH METHOD

This research is a case study research located in Temajuk Village. The methods used in this research are in-depth interviews and observations. There were 3 informants representing the main actors in Temajuk Village, who were representatives of the Government (Temajuk Village government), Private sectors (Lodging Owners and Restaurants), and Community (head of Temajuk Village Tourism Awareness Group). The informants were selected purposively so that the data and results obtained were more directed and effective. The research took place within 2 months from January to March 2019.

RESULTS

Supporting and Inhibiting Factors related to Attractions

In terms of tourist attraction, actually all the potential that exists in Temajuk Village can be a tourist attraction, as stated by an informant from the village government. When the researcher asked whether any potential could be a tourist attraction, he answered "Yes, of course. Just how to well package the concept." This is in line with the answer of the private "It could be", which was then strengthened by the statement of the head of the tourism awareness group, "Yes, especially for those who are sensitive and can capture opportunities well because actually, as I said at the beginning, Temajuk can be said to be a complete place". This strong attraction can be a capital to develop tourism in Temajuk Village. Based on observations, the clearly visible natural and social attractions from Temajuk Village which can become capitals for tourism development are the coastal areas in Camar Bulan Village and the fisherman activities along with all their habits related to local people who work as fishermen and pepper farmers.

The existence of Temajuk Village which began to be glimpsed as a tourist spot was also realized by the informants when the researcher asked about what made Temajuk Village different from other tourist attractions in Sambas Regency, the village government realized that the existence of Temajuk Village had more "selling value" than other villages. He said that Temajuk might have no beach or clear water like in the east, but they have a selling value as the outermost region of Indonesia. However, the natural quality of Temajuk Village is also more potential, as replied by the private sector that the mouth-to-mouth story matched the reality in the field. The beach is better and cleaner than others in Jawai or Paloh. Likewise with the answer from member of the tourism awareness group who added, "Typical sea water is clearer than other beaches in the northern coastal area of Sambas. Then, the fact that Temajuk is in the forefront of Indonesia by allowing tourists to enter one of the villages, a part of Malaysia, washout a passport becomes the attraction for tourists who want to enter the Temajuk Village area."

Then, in an effort to develop tourism, tourism actors are also aware of the importance of a strategy in developing tourism in Temajuk Village. This can be seen from the informant's answer when the researcher asked about his view about the existence of well-known and unknown tourist spots. The Village Government mentioned two important things as follows: "The place that develops rapidly usually gives impression to the visitors. It is the friendly society or Jerampah in Sambas Malay that makes the tourists feel homey. For those who do not feel so, maybe they have unpleasant experiences or the management needs to do more promotion". Some private sectors also focus on the promotion aspect while the tourism awareness group that represents the community, realizes an important way of promotion by making it viral as what he added " It is more about promotion, the more place or or spots are known, the more people will visit, especially for the social-media viral trend".

Supporting and Inhibiting Factors Associated with Access (Accessibility)

The findings regarding the supporting and inhibiting factors of tourism development related to access began with asking for the choice of routes, both informants from the government, the private sector, and the community provided two alternative routes altogether, namely Sambas-Paloh-Temajuk or Sambas-Sungai Bening-Temajuk routes. These two routes have different road characteristics. As observed, the Bening River route does not cross the river, but passes through hilly roads that are not yet connected to the full asphalt road. For the Paloh route, people must pass two river crossings. It takes around 4.5 hours of travel to Temajuk with a distance of approximately 90 KM.

Then, the researcher asked about access related to the transit location to Temajuk. The answer from the village government was "The departure point from Pontianak is usually Pontianak-Bus Station Sambas-Temajuk by public transportation, but if we use a private vehicle, we can choose a transit anywhere ". This is in line with the answer of the private sector, "In particular, there is no such thing, but many places can be used as a place to stop if you are tired, especially if you use a private vehicle". This is similar with the answers from the local community, "It is much easier to use private or actual travel vehicles, but if using public facilities, you can use the departure point of Pontianak, usually Pontianak-Bus Station Sambas-Temajuk". It can be concluded that the transit or rest area location from Pontianak to Sambas does exist, but for the trip from Sambas to Temajuk, there is no official transit or rest area location. Now, it is the visitors that must adjust themselves with their needs.

Furthermore, the researcher asked about the road condition, the Village Government answered as follows: "Well, this is one of our obstacles; the road to Temajuk is very bad, starting from the smooth road in the capital to sandy roads in deserted areas. Not to mention the hollow road ". Then the answer from the private sector is as follows: "One of our hopes is the road to the Temajuk is paved with asphalt because the 90-km journey with a travel time of about 4.5 hours feels too long, which means there are still many holes unpaved roads." This is in line with the answer of the village community who stated that the access is one of the main problems. Not all road access is connected

by land and paved. Especially if we cross the route, we will cross two rivers. The main obstacle is the road has not all been paved. Sometimes in the rainy season, it is hard for the car to enter because it is usually trapped in a muddy yellow road puddle. This answer gives a little description of the road condition to Temajuk Village.

Then, the researcher asked about the type of vehicle that could be used to get to Temajuk Village, all informants agreed that all types of vehicles could be used for public and private transports. However, during observations, the researcher found that in the rainy season, small cars, city cars, were not recommended for use because they may break down due to floods or being trapped in mud puddles.

Supporting and Inhibiting Factors Associated with Amenity

The amenities in this research is related to the existence of a place to stay, tourist information centre, travel agents, restaurants, and souvenir centres.

When the researcher asked about the existence of lodging, all the informants answered that there were. This was backed by the observation result of the researcher where there are lodgings, from the home stay (place to stay by staying with residents) or a lodging that is specifically reserved outside the house. Based on the observations, the available accommodation starts at Rp. 150,000 to Rp. 1,000,000 per night. However, it is noted that the existence of the lodgings is always insufficient in Eid holiday season. This is as stated by the lodging owner when the researcher asked about the existence of the lodging. He said, "Definitely, but, in the crowded season like Eid, it is not accommodated because of many visitors". Then, it is highlighted that there is still a practice of price manipulation as the answer from the tourism awareness group stating that there are many accommodations, but tariff is still not transparent. It often "adjusts with". This is an interesting finding that there is actually no price standardization, making lodging tariff are still negotiable.

Regarding the existence of tourist information, through both interviews and observations, the researcher concluded that there is no tourist information centre in Temajuk Village. Now, tourist information can only be seen on social media related to tourism promotion in Sambas Regency. A tourist information centre can only be found in the regency capital, 90 km from Temajuk Village.

Furthermore, the existence of tourist travel agents is also still difficult to find. The researcher was informed that tourist travel agents usually work directly with the lodging owners. However, here have been tourist travel agents who provide trips to Temajuk Village, not regular in the sense of adjusting to tourist demand. One of the problems in the development of travel agents is that there is no certified tour guide that makes tourists, which becomes the consideration for tourists in choosing a travel agent. This is in line with the answer of the informant from the tourism awareness group who answered, "Yes, there is, but the information is still limited. Most of the visitors who come are those who have been here or came here with others".

When the researcher asked about the existence of a restaurant, all the tourism actors answered that there is. This is also in accordance with the observation results. The only important note from their answer is that the food stalls are too simple. There is no visually interesting display of food stalls and menu.

Finally, when the researcher asked about the souvenir centre, all the informants answered that they did not yet exist, but that did not mean there were no sales of souvenirs because, as the informants from the village, private sector, and tourism conscious groups stated, there were already several parties who sell souvenirs of Temajuk Village such as t-shirts, key chains, and processed shellfish, but the sales are still not centralized and managed by each seller. The location is also in the seller's address. At present, the presence of souvenir sales is dominated by several lodgings and craftsmen with capital. During observation, the researcher found that there were 10 shops called "Griya Souvenir", which were grants from the Ministry of Tourism of the Republic of Indonesia sourced from the Special Allocation Fund. However, they could not be utilized related to product and seller regulations about those who can sell their products there.

Supporting and Inhibiting Factors Associated with Other Supports (Ancillary)

In the findings regarding the supporting factors for tourism in Temajuk Village, the researchers focused on four main things, namely the existence of banks and ATM, internet communication and network facilities, electricity, and health facilities.

In the presence of banks and ATMs, based on interviews and observations, there were no bank or ATM facilities in Temajuk Village. This was explained by one of the informants from the village government, there was bank, but with no ATM. However, it worked like an ATM. It could not work properly due to inadequate electricity and internet connection. At this time, when visitors would be on vacation in Temajuk Village, it is recommended to bring enough cash money or allocate 2 hours to go to the district.

Regarding the existence of electricity, as asked by the researcher, the informant from the village government replied, "At present, electricity only lights up from 4pm to 6am". The answer from the tourism awareness group is also the same. One of the informants said that the electricity only lighted up from 4pm to 6am. The electricity is sometimes turned off at night. The findings regarding expectation on electricity in Temajuk Village were also as what was stated by the lodging owner who answered, "Yes, the village has been lighted up at night. Hopefully, it will be like in Paloh, where the electricity is 24 hours, but we realize to we have to wait for that. This is better than two years ago. At that time, there were street lights, the support from the aspiration funds of one of regional representative members. "

DISCUSSION

Based on the findings and data display, at least researcher can characterize two factors in the effort to develop tourism strategies in Temajuk Village. The factors are related to the supporting and inhibiting factors viewed from 4A elements in tourism development and associated with the existing capital in the village.

Supporting Factors of Tourism Development in Temajuk Village

1. The natural and cultural attractions are the economic capital of Temajuk Village.

The existence of the landscape of Temajuk Village which has the characteristics of the coastal area makes it an economic capital in an effort to support tourism in Temajuk Village, as well as the Tanjung Datu area which is a protected forest area. Then, the cultural products of Temajuk people, which have cultural roots from Malay, also present a great attraction that can be explored that they can become an economic capital in the tourism development strategy of Temajuk Village. Economic capital is closely related to "all forms of capital owned in the form of material" (Demartoto, 2013: 31). However, economic capital is not only that. Broadly, economic capital can refer to any addition in knowledge that causes economic performance in the future to increase. The economic capital owned by Temajuk Village is also related to the elements of amenity. They are accommodation, restaurants, transportation providers, and travel agents. In addition, the supporting element outside tourism is that there are health facilities available at Temajuk Village which can be said to be sufficient.

2. The border village as the Symbolic Capital of Temajuk Village

It can be ascertained that one of the strong reasons tourists want to visit Temajuk Village is the symbol of the national boundary attached to it. Currently, only a few villages are directly adjacent to neighboring countries. On the other hand, they are developing into tourist destinations. This factor is in accordance with the concept of symbolic capital which refers to "capital that is symbolically understood in relation to knowledge" (Demartoto, 2013: 35). The knowledge in question is shared knowledge of the border region between Indonesia and Malaysia, so that Temajuk Village becomes a symbol of the foremost region that borders directly with other countries.

3. People's hospitality (Jerampah) as the social capital of Temajuk Village

The findings in the field suggest that the tourists were impressed with the people's friendliness and hospitality (Jerampah) as the representation of social capital linking to the people with tourists. This supports the linking concept which refers to "the relationship that exists, including people from different communities, cultures, or socio-economic backgrounds". In the end, this social capital will be able to support the tourism development strategy because it will form the three main dimensions of social capitals namely beliefs related to cooperative norms such as honesty and willingness to help, which can be shared to limited groups of society and not to others or to others in the same society (Fukuyama, 2002: 24); social networks related to the basis for social cohesion because they will encourage people to work together with one another and not just people they know well to get mutual benefits (Field, 2010: 18); and norms related to collective rules understood by all members of

society and social sanctions to prevent individuals from doing things that deviate from the prevailing habits in the community. From these aspects, there will be other tourism supporting strategies such as the presence of travel agents, photography service providers, and so on.

Inhibiting Factors of Tourism Development in Temajuk Village

1. Adequate road conditions that have not been connected

To travel 90 km, tourists must spend around 4.5 hours or an average of 20 km/hour with various types of road conditions ranging from smooth to damaged roads. This will hamper tourism development when faced with tourists who are not accustomed to crossing damaged roads. They will think again to go to Temajuk Village especially if coupled with the condition of the tourist attractions not in accordance with their expectations.

2. There is no tourist information centre

The tourist information centre is an important factor in an effort to increase tourism promotion and visits. In addition to being a tourist destination information site, the existence of tourist information centres will avoid deviant practices in tourism development such as ticket brokering, lodging price manipulation, and so on. The absence of tourist information causes such practices to occur that will actually hamper the development of tourism itself. Bad things will be shared and become backfire for tourism in Temajuk Village.

3. The unavailability of banks and ATMs and internet networks

This important factor is not yet available. Meanwhile in external supporting factors of tourism, ATMs or banks are an important part of tourism development efforts. This refers to the unstable internet access that has not reached the entire network and even all communication service providers. The observations result showing several providers that could not even be used at all becomes one of the reasons for the banking or ATM network to be difficult to realize in Temajuk Village. This internet network, in addition to impacting the banking sector, also has a major impact on tourism promotion strategies in Temajuk Village. The difficulty of access to information and communication makes the connection to the city area or the outside world hampered.

4. Electricity is not yet 24 hours

The next inhibiting factor is the availability of electricity that is not yet 24 hours. Some lodging providers use generators, solar panels, or batteries, but of course by spending more expenses. Electricity is vital not only for lighting but also other matters that require electricity. The more difficult access to electricity indeed hampers tourism development.

The inhibiting factors that can be classified by researchers are those related to access, amenities, and supports outside tourism. All of them are relate to economic capital, but not all outside of the supporting factors can be said to be the inhibiting factors. This is cause by the availability of

souvenir centres, transit areas, and types of vehicles that are not too significant factors because each has an alternative that allows the tourism development to continue as they are supposed to.

CONCLUSION

The findings indicate that the factors that support the tourism development of Temajuk Village are natural and cultural attractions. Temajuk Village is a symbol of the border region, and the people's social capital is in their hospitality (Jerampah). The inhibiting factors are inadequate road access, the absence of tourist information, the absence of banks, the quality of inadequate communication networks, and the availability of electricity that is not yet 24 hours.

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