



Enhancing Tourism Attraction: Marketing Strategy Analysis of Japan Tourist Village in Kudus Regency from an Islamic Economic Perspective

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Abstract

The Kudus Regency government has been actively supporting this initiative by designating 28 villages as tourist destinations since 2020. Among these, Japan Tourist Village, situated in Kudus, has emerged as a prominent destination, renowned for its natural beauty, rich cultural heritage, and distinctive history. Often referred to as the "Land of Coffee," the village boasts a significant population engaged in coffee cultivation. This study undertakes an analysis of the marketing strategy employed by Japan Tourist Village, utilizing the Business Model Canvas and SWOT analysis methodologies. Employing descriptive analysis and field research approaches, the study assesses marketing strategies aimed at enhancing tourist attraction. The SWOT analysis yields recommendations for refining the value proposition, broadening customer segments, and optimizing key resources. The research findings underscore the favorable religious perspectives towards the economic, social, and cultural aspects of the Japan tourist village community. Moreover, coupled with effective marketing strategies, governmental support, and the village's inherent potential, these findings suggest significant prospects for increasing income and enhancing tourist attraction. With the implementation of these strategies, Japan Tourist Village is poised to evolve into a self-sustaining and sustainable tourist destination within Indonesia.

Keyword: Marketing Strategy, Tourist Village, BMC, SWOT.

INTRODUCTION

The recovery of Indonesia's tourism and creative economy sectors is gaining momentum following the impact of the global pandemic. As one of the key pillars in Indonesia's economy, the tourism sector has made a significant contribution to the country's foreign exchange earnings (Kartiko, 2020). Recognizing the importance of the sector's recovery, the Indonesian government has demonstrated its commitment through various supports and budget allocations in the State Budget (APBN). Strategic measures are being directed towards accelerating the recovery of the national tourism industry, which was significantly affected during the pandemic period. Indonesia's government measures in the recovery of the Indonesian tourism sector reflect actions similar to those taken by Muslims in the early days of the prophethood of Prophet Muhammad SAW in Mecca, where Muslims faced serious oppression and persecution from the rulers and tribes of Quraysh who opposed

Islam. In such conditions, Muslims were taught to remain just and do good even in the face of pressure and injustice, as stated in Surah An Nahl verse 90.

إِنَّ اللَّهَ يَأْمُرُ بِالْعَدْلِ وَالْإِحْسَانِ وَإِيتَاءِ ذِي الْقُرْبَىٰ وَيَنْهَىٰ عَنِ الْفَحْشَاءِ وَالْمُنْكَرِ وَالْبَغْيِ يَعِظُكُمْ لَعَلَّكُمْ تَذَكَّرُونَ ﴿٩٠﴾
Indeed, Allah commands justice, good conduct, and giving to relatives. And He forbids immorality, wrongdoing, and oppression. He admonishes you that perhaps you will be reminded.

One initiative taken by the government is through the development of tourist villages. This program is designed to harness the tourism potential at the local level, especially in villages rich in cultural heritage, natural beauty, and other local uniqueness. The development of tourist villages is expected to create job opportunities, stimulate local economic growth, and provide authentic experiences to tourists (Rahu, 2021). This aligns with the command of Allah SWT in Surah Hud verse 61.

إِلَهُ غَيْرُهُ هُوَ أَنشَأَكُمْ مِنَ الْأَرْضِ وَاسْتَعْمَرَكُمْ فِيهَا فَاسْتَغْفِرُوهُ ثُمَّ تَوْبُوا إِلَيْهِ إِنَّ رَبِّي قَرِيبٌ مُجِيبٌ ﴿٦١﴾
He created you from the earth and made you inhabit it. Therefore, ask forgiveness of Him and repent to Him. Indeed, my Lord is near and responsive.

The development of tourist village programs not only plays a role in the recovery of the tourism sector but also supports the growth of the creative economy within the local community. With continuous government support, these efforts are expected to revitalize the tourism sector and create new opportunities for economic development in Indonesia. Such endeavors align with the command of Allah SWT in Surah An Najm verse 39, which states:

وَأَنْ لَّيْسَ لِلْإِنْسَانِ إِلَّا مَا سَعَىٰ

And that there is not for man except that [good] for which he strives.

The Kudus Regency government actively supports the Indonesian government's initiative to promote the development of tourist villages. In line with this effort, the Kudus Regency has successfully designated a total of 28 villages as tourist village destinations since 2020, comprising 23 pilot tourist villages and 5 developing tourist villages. The abundant tourism potential in Kretek City, Kudus, has proven capable of attracting tourists from various regions. In 2022, remarkable achievements were recorded with a total of 1,733,989 domestic tourists and 11 foreign tourists choosing to visit this city (data.kuduskab.go.id). This success demonstrates the attractiveness of tourist destinations in Kretek City, which combines enchanting natural beauty, cultural richness, and unique historical heritage.

Japan, a village in Kudus located in the highlands, has been established as a tourist village destination. Beautiful natural scenery such as green mountains,

captivating valleys, and clear rivers adorned with waterfalls can be enjoyed at various locations. The famous waterfalls in this village include Monthel Waterfall, Gender Waterfall, and Kedhung Paso Waterfall, all originating from the Three Flavor Springs in Rejenu. Additionally, the village offers places of historical and religious significance, including the Tomb of Syekh Hasan Sadzali, a figure who spread Islam in the Muria region. This aligns with one of the Hadiths of the Prophet Muhammad describing the benefits of visiting graves, as follows.

كُنْتُ نَهَيْتُكُمْ عَنْ زِيَارَةِ الْقُبُورِ إِلَّا فَرُّوْهُمَا، فَإِنَّهُ يُرِقُّ الْقَلْبَ، وَتُذْمِغُ الْعَيْنَ، وَتُذَكِّرُ الْآخِرَةَ، وَلَا تَقُولُوا هُجْرًا
Before, I forbade you from visiting graves, but now visit them, for visiting graves softens the heart, brings tears to the eyes, reminds one of the Hereafter, and refrain from saying bad things / while visiting (Narrated by Hakim).

The visual beauty of Japan Tourist Village is evident in almost every corner of the village. Nearly one-third of Japan's approximately 317 hectares consists of plantation areas, predominantly cultivated with coffee (desawisatajapan.com). The majority of the village's population, at least 90 percent, is engaged in coffee cultivation activities. Most residents of Japan Village rely on their income from coffee cultivation efforts, which are spread over approximately 75 hectares of land, with a production potential of over 200 tons of coffee beans annually. This not only makes Japan Tourist Village an attractive natural tourism destination but also offers educational tourism opportunities related to coffee and pomelo fruit cultivation. The village's immense potential led to the branding initiative of Japan Tourist Village as the "Land of Coffee." Coffee cultivation is believed to have existed in Japan Village since the 12th century, based on the historical accounts of the life of Syekh Hasan Sadzali. Therefore, this article outlines the implementation of existing marketing strategies using Business Model Canvas (BMC) and SWOT analysis.

RESEARCH METHODS

This research adopts a descriptive analysis method approach, a method used to analyze, describe, and summarize various conditions and situations based on data collected from observations regarding the issues focused on in the research. The issue examined in this study relates to the marketing strategies applied by Japan Tourist Village to enhance tourist attraction. The research method used is field research, a type of in-depth investigation conducted through field research procedures (Tanjung, 2019). This research also utilizes qualitative descriptive data, aiming to describe or depict existing phenomena, both natural and human-engineered. Qualitative data is used to analyze marketing strategies in enhancing tourist attraction in Japan Tourist Village, Kudus. The data analysis technique used is the Business Model Canvas analysis method and SWOT analysis. The collected data is identified based on the nine elements of the Business Model Canvas to analyze the current situation.

Furthermore, SWOT analysis is conducted to generate strategies that can be applied to developing new business models to enhance tourist attraction.

RESULT AND DISCUSSION

The Japan Tourist Village in Kudus Regency comprises tourism attraction components including attraction, accessibility, amenities, and ancillary services (Prabawati, 2020). The tourism activities concept in Japan Tourist Village already incorporates three elements: something to see, something to do, and something to buy.

Business Model Canvas Desa Wisata Japan

The Business Model Canvas of Japan Tourist Village illustrates the business structure and strategy encompassing nine key elements, namely value proposition, customer segments, customer relationships, channels, key activities, key resources, key partners, cost structures, and revenue streams (Hermawan and Pravitasari, 2013). Table 1 represents the current Business Model Canvas of Japan Tourist Village.

Table 1
Current Business Model Canvas of Japan Tourist Village

Key Partners:	Key Activities:	Value Propositions:	Customer Relationships:	Customer Segments:
1. Village Government of Japan 2. Department of Culture and Tourism of Kudus Regency 3. PT Djarum 4. BNI (Bank Negara Indonesia) 5. Paridjoto Tourist Awareness Group (Pokdarwis Paridjoto) 6. Rajenu Motorcycle Taxi Club (ROC) 7. Rejenu	1. Planning and layout design of Japan Tourist Village 2. Crafting bamboo violin typical of Japan 3. Providing education on coffee, pomelo, and parijoto 4. Assisting in pilgrimage to graves 5. Traditional dance welcome 6. Assisting in batik-making activities 7. Making typical Japan culinary dishes	1. Something to see: serene natural atmosphere 2. Something to do: batik-making, coffee tasting, enjoying the three-flavored water, meditation, river trekking, coffee education, pomelo and parijoto education, pilgrimage to the tomb of Syekh Hasan	1. Social media 2. Group services	1. Domestic 2. International

Foundation 8. Indonesian Journalists Association (PWI) of Kudus Regency 9. Indonesian Nature Conservation Foundation (YKAN) 10. Angkah Pandawa Indonesia 11. Tourism Influencer Jogja	Key Resources: 1. Tangible assets including rural land, buildings, human resources (HR), natural raw materials, and financial resources. 2. Intangible assets encompass community culture, batik-making skills, bamboo violin crafting skills, and traditional dance skills.	Sadzali 3. Something to buy: unique bamboo violin crafts, culinary products (fern salad, pacar chili paste, kulup nayadhita, etc.) 4. Easily accessible access 5. Adequate facilities 6. Additional services in the form of tour packages	Channels: 1. Social media 2. Networking 3. Website 4. Participation in tourist village competition events	
Cost Structure: 1. Operational expenses 2. Marketing expenses 3. Development expenses 4. Maintenance expenses 5. Labor wages 6. Cost of crafting unique bamboo violin 7. Cost of purchasing batik raw materials		Revenue Streams: 1. Sales of entrance tickets to Japan Tourist Village area 2. Sales of Japan Tourist Village Tour Packages 3. Sales of souvenirs and culinary products 4. Accommodation services		

Source: Processed Data, 2024

SWOT Analysis

The SWOT analysis of Japan Tourist Village's marketing strategy reflects a deep understanding of the strengths, weaknesses, opportunities, and threats affecting marketing efforts (Nabilla and Tuasela, 2021). By leveraging its uniqueness and optimizing local resources, Japan Tourist Village can build key strengths in attracting visitors. However, challenges related to infrastructure or limited accessibility can be identified as weaknesses that need to be addressed. On the opportunity side, marketing strategies should be able to exploit trends in the tourism industry and potential partnerships. Meanwhile, threat analysis involves considerations of competition with similar destinations, as well as external factors such as regulatory changes or economic conditions. Marketing strategies can be designed to maximize potential and address challenges,

creating sustainable competitiveness for Japan Tourist Village. The SWOT matrix of Japan Tourist Village is shown in Table 2.

Table 2
SWOT Matrix of Japan Tourist Village

<p>Internal</p>	<p>Strengths (S):</p> <ol style="list-style-type: none"> 1. Having social media accounts and a website for promotional purposes 2. Affordable access and adequate facilities 3. Various tour packages available 4. Availability of homestays 5. Unique tourism products 6. Numerous attractive tourist destinations 7. Affordable prices 	<p>Weaknesses (W):</p> <ol style="list-style-type: none"> 1. The skills of human resources need further improvement 2. Lack of variety in tourist attractions 3. Potential of the area still needs to be enhanced and developed 4. Lack of healthcare facilities
<p>Eksternal</p> <p>Opportunities (O):</p> <ol style="list-style-type: none"> 1. Alternative funding using People's Business Credit (Kredit Usaha Rakyat) 2. Support from the Kudus Regency government through Regional Regulation Number 12 of 2020 concerning the Kudus Regency Integrated Regional Tourism Master Plan 2020-2035 3. Technological advancements 4. Integration into tourism packages in Kudus, and even in Central Java 5. Increasing the number of visitors 6. Providing employment opportunities for local residents 	<p>S-O Strategies:</p> <ol style="list-style-type: none"> 1. Organizing unique visitor experiences, such as periodic events and festivals related to coffee products, coffee workshops. 2. Collaborating with local communities, local coffee producers, coffee farmers, or local artists. 3. Collaboration with travel agencies as a distribution channel. 4. Introducing promotional programs that emphasize the uniqueness and special features of Japan. 5. Creating an attractive and memorable logo as the hallmark of Coffee Land. 6. Development of engaging narratives about coffee. 7. Participating in local and regional coffee events or festivals. 8. Selling coffee merchandise. 	<p>W-O Strategies:</p> <ol style="list-style-type: none"> 1. Adding various types of tourist attractions. 2. Enforcing cleanliness regulations. 3. Providing skill training to human resources, including basic health training, knowledge training, and skill training on coffee and foreign languages. 4. Exploring, managing, and developing the potential of Coffee Tourism Villages. 5. Collaborating with healthcare services or medical teams.
<p>Threats:</p> <ol style="list-style-type: none"> 1. Environmental conditions, 	<p>S-T Strategies:</p> <ol style="list-style-type: none"> 1. Installing disaster warning signs. 	<p>W-T Strategies:</p> <ol style="list-style-type: none"> 1. Adopting effective risk management strategies,

phenomena, and natural disasters. 2.Competitors.	2.Highlighting the unique features of Japan.	such as evacuation training and emergency plan development. 2. Collaborating with insurance services.
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Source: Data Processing, 2024

The SWOT Matrix results suggest four categories of strategies as recommendations. S-O Strategy for Japan Tourism Village involves leveraging internal strengths to exploit external opportunities (Putri, et al., 2018). The village can enhance visitor experiences by organizing periodic events and festivals, particularly those related to coffee products and coffee workshops. Collaborating with local communities, coffee producers, coffee farmers, or local artists can be a strategic step to expand reach and attract more visitors. Additionally, Japan Tourism Village can utilize travel agencies as a distribution channel to reach a wider audience. Promotional programs emphasizing the uniqueness and special features of Japan, aided by the creation of an attractive logo as the identity of Coffee Land, can also strengthen the village's image and appeal. Developing engaging narratives about coffee can enhance visitor attraction, while participation in local and regional coffee events or festivals can expand networks and increase visibility for Japan Tourism Village. Moreover, selling coffee merchandise can be a profitable source of additional income. By implementing these S-O strategies, Japan Tourism Village can optimize growth potential and sustainability.

The W-O Strategy for Japan Tourism Village involves minimizing internal weaknesses while maximizing existing external opportunities (Rahu, 2021). Firstly, the village can enhance its appeal by adding various types of tourist attractions that can capture visitors' attention. Furthermore, efforts to improve environmental quality and cleanliness can be achieved through strict enforcement of cleanliness regulations. The importance of quality human resources (HR) can be accommodated by providing skills training to HR, including basic health training, knowledge about coffee, and foreign language skills. Exploring, managing, and developing the potential of Japan Tourism Village can be an effective strategy to strengthen the village's foundation and competitiveness. Collaboration with healthcare services or medical teams can also enhance healthcare infrastructure and the well-being of the local community. By implementing this W-O strategy, Japan Tourism Village can address its internal weaknesses while leveraging external opportunities to achieve sustainable growth.

S-T Strategy, leveraging strengths to address threats (Rahmania, 2012). Japan Tourism Village can enhance responsiveness to threats by implementing several strategies that leverage internal strengths. Firstly, installing disaster warning

signs can help increase awareness and preparedness for potential natural risks. Additionally, highlighting distinctive features inherent in Japanese culture can provide a unique identity that can mitigate some of the threats that may be faced. W-T Strategy, addressing weaknesses to confront threats (Chaniago, 2014). To address internal weaknesses while confronting external threats, Japan Tourism Village can adopt effective risk management strategies. This includes evacuation training and the development of emergency plans to enhance readiness and response to emergency situations. Collaboration with insurance services can also be a strategic step to gain financial and administrative support in handling potential risks and associated negative impacts. By combining these policies, Japan Tourism Village can minimize its vulnerability to threats and face challenges more prepared and effectively.

Development of Japan Tourism Village

The recommended strategies based on the results of the SWOT analysis are adjusted into the Business Model Canvas Matrix to advance the tourism business model in Japan Tourism Village, Kudus. The developed Business Model Canvas Matrix is shown in Table 2.

Table 3
Developed Business Model Canvas for Japan Tourism Village

Key Partners:	Key Activities:	Value Propositions:	Customer Relationships:	Customer Segments:
<ol style="list-style-type: none"> 1. Japan Village Government 2. Kudus District Office of Culture and Tourism 3. PT Djarum 4. BNI (Bank Negara Indonesia) 5. Paridjoto Tourism Awareness Group (Pokdarwis Paridjoto) 6. Rajenu Ojek Club (ROC) 7. Rejenu Foundation 8. Indonesian Journalists Association 	<ol style="list-style-type: none"> 1. Planning and layout design of Japan Tourism Village 2. Crafting bamboo violin crafts typical of Japan and coffee merchandise 3. Providing education on coffee, pamelos, oranges, and parijoto 4. Accompanying pilgrimage to graves 5. Traditional dance welcoming 6. Accompanying batik-making 	<ol style="list-style-type: none"> 1. Something to see: pristine natural environment, 2. Something to do: batik-making, coffee tasting, enjoying three-flavored water, meditation, river trekking, coffee education, pomelo and parijoto 	<ol style="list-style-type: none"> 1. Social media engagement 2. Group services 3. User journey mapping 	<ol style="list-style-type: none"> 1. Domestic 2. International

Value Propositions to Develop

Japan Tourism Village needs to expand activities that visitors can enjoy, such as introducing outbound activities. This will provide a more diverse experience, ensuring that every visitor has activities tailored to their interests. Additionally, expanding shopping options by offering local products or unique souvenirs from Japan Tourism Village can enhance the destination's appeal. By ensuring ease of access, adequate facilities, and providing additional services such as tour packages, Japan Tourism Village can create a comprehensive and satisfying experience for visitors.

Customer Segments to Develop

For the domestic segment, efforts to enhance Japan Tourism Village's business can be focused on providing tour packages that are more aligned with local preferences and culture. A deep understanding of the needs and expectations of the local community is key to designing attractive tourism experiences. Meanwhile, for the international segment, it is important to develop effective and appealing marketing strategies for foreign tourists. Clear and accurate information in foreign languages, enticing tour package offers, and adaptation to the preferences of international travelers can be crucial points in enhancing the appeal of Japan Tourism Village in the global market.

Customer Relationships to Develop

Japan Tourism Village needs to enhance its presence on social media platforms, engaging more with customers, providing engaging content, and responding quickly to inquiries or feedback. User journey maps need to be added to help better understand the steps customers take from the beginning to the end of their experience in the village.

Channels to Develop

To strengthen its business model, Japan Tourism Village can enhance its distribution channels by partnering with travel agencies. Collaborating with travel agencies can expand marketing reach and facilitate access for potential visitors. Through this partnership, Japan Tourism Village can reach a wider audience and benefit from the promotion and tour package offers arranged by travel agencies.

Key Activities to Develop

In terms of key activities, Japan Tourism Village can enhance its service by adding accompanying activities, especially in conducting outbound activities and making coffee merchandise. By providing skilled and knowledgeable accompaniment in every outbound activity, Japan Tourism Village can provide a more focused experience and ensure the safety and satisfaction of visitors. The presence of competent guides can also add value to the tourism experience,

making every outbound activity or coffee merchandise hunt in Japan Tourism Village more memorable and enjoyable for participants.

Key Resources to Develop

Both tangible and intangible assets need to be enhanced and developed to continue to attract tourists. Key Partners to Develop Engagement with tourism influencers can be a strategic key to increasing the visibility of Japan Tourism Village on various social media platforms and gaining attention from a wider audience. By collaborating with influencers who have a solid follower base, Japan Tourism Village can leverage their influence to promote the attraction and uniqueness of the destination. This collaboration not only expands marketing reach but also provides direct testimonials and positive experiences from influencers to their followers.

Cost Structure to Develop

Japan Tourism Village needs to carefully consider its cost structure. Operational costs, covering day-to-day expenses such as employee salaries, utilities, and facility maintenance, can be optimized for better efficiency. Similarly, marketing expenses need to be carefully considered, focusing on effective and measurable marketing strategies. To support long-term growth, investment in development costs can be directed towards improving infrastructure and visitor experiences. Furthermore, maintenance costs should be managed wisely to ensure the quality of facilities and services remains intact. By detailing and managing this cost structure optimally, Japan Tourism Village can achieve a good balance between operational efficiency, sustainable development, and quality service, which in turn will support its business sustainability.

Revenue Streams to Develop

Japan Tourism Village can intensify efforts in several key areas. Firstly, the development of ticket sales to the Japan Tourism Village area can be done by offering more attractive and affordable packages and creating unique experiences for visitors. Furthermore, the development of tour package sales covering various activities and attractions can be a strategy to enhance attraction and add value for tourists. Increasing sales of unique and high-quality coffee souvenirs and culinary products can also expand revenue sources. Lastly, with the development of accommodation services, Japan Tourism Village can provide comfortable and suitable accommodation options for visitors who want to enjoy a complete experience in the village.

Islamic Economic Perspective on Empowering the Economy of Japan Tourism Village

Islamic economics encompasses the application of Sharia teachings and rules to prevent injustice in acquiring material resources, enable the fulfillment of human needs, and fulfill obligations to Allah and society. The goal of Islamic

economics is to achieve goodness, prosperity, and virtue while eradicating evil and suffering. Empowering communities in the context of tourism, such as in Japan Tourism Village, creates business opportunities and job prospects. However, although not fully in line with the principles and provisions of Sharia tourism, the development efforts undertaken have met the criteria of Sharia tourism in the view of Islamic economics. The village has empowered the community through programs and socialization, creating planned and comprehensive tourism development with positive impacts on the economic, social, and cultural aspects of society. The religious view of Japan Tourism Village in this context is positive because it is conducted in a good manner and achieves good goals as well.

CONCLUSION

Analysis of internal strengths and weaknesses as well as external opportunities and threats, based on SWOT, provides recommendations for Japan Tourism Village. These strategies include enhancing various aspects of the business model canvas, particularly focusing on the value proposition. Improving customer reach, which requires enhancing channels through collaboration with Travel Agencies, as well as creating new alternatives in customer relationships through partnerships with tourism influencers. The enhancement of the value proposition should be balanced with the improvement of key resources through upgrading the quality and quantity of supporting facilities, as well as increasing key partners through collaborations with tourism influencers and increasing community participation. Additionally, the creation of new key activities, such as producing coffee merchandise, is necessary. Although business development requires additional costs, this can be addressed through improving the cost structure. Implementation of these strategies is expected to enhance revenue streams, increase tourism attractiveness, and create new sources of income. The religious perspective on Japan Tourism Village regarding economic, social, and cultural aspects is positive because it is conducted in a good manner and achieves good goals as well.

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