INTERNATIONAL JOURNAL OF APPLIED SCIENCES IN
TOURISM AND EVENTS

IJASTE

International Journal of Applied Sciences in Tourism and Events

International Journal of Applied Sciences in Tourism and Events promotes and enhances research developments in the field of tourism. The journal provides an international platform for debate and dissemination of research findings whilst also facilitating the discussion of new research areas and techniques. International Journal of Applied Sciences in Tourism and Events continues to add a vibrant and exciting channel for those interested in tourism and hospitality research developments.

The scope of the journal is international and encompasses research into tourism aspects as well as the development of new research approaches. It continues to include high quality research papers in any area of tourism, including reviews of literature in the field and empirical papers on tourism issues.

The journal welcomes submissions based upon both primary research and reviews including papers in areas that may not directly be tourism based but concern a topic that is of interest to researchers in the field of tourism, such as economics, marketing, sociology and statistics. All papers are subject to strict double blind peer review by the international research community.

Table of Content

Taman Ujung Soekasada: Analysis of Physical Attributes and Urban Heritage Management

I Gede Wyana Lokantara[1]*, Dessy Mayasarib[2], Farisa Maulinam Amo[3]

[1,2]*Urban and Regional Planning, Universitas Terbuka, Indonesia*

*Corresponding Author: *igede-wyana@ecampus.ut.ac.id*

Abstract: The revitalization and preservation of Taman Ujung Soekasada cultural heritage area make this building used as a heritage tourism destination in Karangasem. The purpose of this research is to analyze the uniqueness of Taman Ujung Soekasada cultural heritage as heritage tourism and to find out people's perceptions about the development of the area into a tourist destination in Amlapura City. This study uses a mixed-method that combines two analyzes, namely quantitative and qualitative. Quantitative analysis was obtained through a perceptual survey of one hundred respondents to find out their opinion on the management of Ujung Soekasada Park as a heritage tourism area. Qualitative analysis was carried out by identifying spatial conditions, spatial planning, and building patterns in Ujung Soekasada Park, Amlapura. The physical elements contained in the traditional architecture of Taman Ujung Soekasada have a high value if it can be managed properly to become a tourist destination, especially to provide added value to community economic activities such as increasing micro-businesses, selling local community handicrafts, staging cultural arts and activities. other. Based on the results of the analysis, it is obtained the identification of the perceptions of the visitor community and tourism actors that they strongly agree to use Ujung Soekasada Park as a cultural tourism area by displaying the potential of traditional works of buildings, with a percentage of 86.57% hope that it can encourage tourists to come to Amlapura City, so that it can encourage progress of community economic activities around the tourist center.

Keywords: Heritage, Tourism, Revitalization, Arts, Building Pattern, Economic Activities

Introduction

The city center is the heart of the most dynamic urban life and contributes to determining growth and city development, almost all kinds of activities are centralized in the city center. The city center which is embryo growth has many historical and cultural artefacts besides economic potential. The current trends show decrease quality of environment and architecture from the city center. The potential of the physical and non-physical natural environment, social, culture and history seem not able to improve the image of the city center. Pressure and domination of commercial activities lead to neglect development of tourism support facilities and blurring elements forming the character of the region so that hopefully city center as one of tourism has not achieved (Agustiananda, 2012).

All activities of life in urban areas tend to form a region, while specific regions tend to form characteristics of the region into region identity. The city must have region characteristics because required to provide an understanding of city identity, according to existing potential, this is the problem being encountered in Amlapura. Amlapura city has many tourism both natural and artificial that can not renewable as historical assets and natural environment (Lokantara et al., 2018). This area is thecenter of activity since the beginning that started formation of the city. Attractiveness as the center of commerce and service into a melting pot of business and commerce from various backgrounds and social status. It makes decrease environmental quality and blurring image from the city center. Becoming a tourism destination must have tourism potential and be

equipped with infrastructure system, social and economic eligible for tourists (Utami & Anza, 2017).

Ujung Soekasada park is located in Tumbu village, Karangasem which existence can not be released as a history kingdom of Karangasem and architecture combines local culture with western makes unique and become identity Amlapura city, Bali. Ujung Soekasada park can be seen from form and structure of the building and has a strategic role to serve as a resource learning local history and heritage tours. Revitalization and conservation of heritage area Ujung Soekasada park make building can be used as a tourist destination of heritage tourism in Karangasem. Seeing the potential for cultural tourism that is owned by the City of Amlapura in the form of an urban heritage area. The purpose of this research is to analyze the uniqueness of Taman Ujung Soekasada cultural heritage as heritage tourism as well as to identify people's perceptions regarding the development of the area into a tourism destination in Amlapura City.

Methodology

This study uses a mixed method approach that combines two analyzes, namely quantitative and qualitative. Quantitative analysis was obtained through a perceptual survey of 100 respondents who were local people, in Amlapura City, Bali, and travelers who were obtained through questionnaires using social media to get their opinion about the creation of Taman Ujung Soekasada, Amlapura has become one of the tourist destinations because it was previously a heritage area. which has a sacred history for the people of Karangasem. The tourism concept that will be applied is cultural tourism which is oriented towards the introduction of the ancient kingdom buildings of Karangasem, local culture, and local art performances. The data analysis model used is to calculate the score of the respondent's statement by describing it through the use of a Likert scale.

Table 1. Grading criteria for the respondents

Information	Score	
Maximal	100 (respondents) x 5 = 500	means very positive
Minimal	100 (respondents) x 1 = 400	means positive
Median	100 (respondents) x 3 = 300	Neutral
Quartile I	100 (respondents) x 2 = 200	means negative
Quartile II	100 (respondents) x 4 = 100	very negative

Source: Sugiyono, Qualitative and Quantitative Research

If projected, the level of community perception can be calculated based on the following formula:

$$Participation\ Rate = \frac{Obtained\ Scores}{Maximal\ score} \times 100\%$$

(1)

Meanwhile, qualitative analysis is carried out by identifying spatial conditions, layout and building patterns in Taman Ujung Soekasada, Amlapura, then describing it in a brief description to provide an overview of the suitability of the heritage area as a tourist destination.

Results and Discussion

Results

Factors Physical Attributes and Urban Heritage Management in Taman Ujung Soekasada

Historic area is an area which many ancient relics from city formation. Overview history growth of Amlapura city provides an understanding patterns of spatial development city inline

series of historical periodization. Amlapura City center has functions and objects related to development cultural in environment. Establishment of Ujung Soekasada park caused by several factors, including:

a. History: Ujung Soekasada park was built directly by the King of Karangasem, Anak Agung Ketut Anglurah Karangasem and he has high culture and art in the field of architecture, he leads design and construction at the same time.

b. Culture: attitude to honor cultural differences. Ujung Soekasada park has natural beauty in terms of geography very strategic, next to the sea, the other side king of Karangasem frequently visited abroad so inspired to design Ujung Soekasada combining existing building at Ujung Soekasada park designed such as Europe and Netherlands.

c. Politics: Ujung Soekasada built to give a good image attitude of openness to outsiders. Ujung Soekadasa park is a place to welcome guests of honor.

d. Religiousity: Ujung Soekasada park which king to meditate when having a problem.

Ujung Soekasada park development has concepts that Tri Mandala space such as Nista Mandala, Madya Mandala and Utama Mandala. At Nista Mandala, there is access from Karangasem to Seraya village, and opposite Lombok Strait. To enter into Ujung Soekasada park area, has four entrances or gates with ornate temples and gate which have combines Balinese architecture, Europe and Netherlands. At Madya Mandala, there is a large garden with a pool, fountain and some sculptures that surround it.

Table 2. Element Structure of Ujung Soekasada Park

No	Name Building Structure	Description	Function	Picture
1.	KambangHall	Rectangular building above pool and surrounded some statues	As a place for guests and execute investigation process or adjudicate problem	
2.	Dirah Pool	Mini Pool	As a place which persons convicted by king and no longer has black magic	
3.	Gili Hall	There are several rooms such as resting room for king, and family room	Used by king for rest	
4.	Bundar Hall	Round building and located beside Gili Hall	Used by king to Meditate	
5.	Kapal Hall	Square shape and located in middle between Gili and Lunjuk Hall	As a place monitor for passing in Lombok Strait	
6.	Lunjuk Hall	Lunjuk Hall is located to west Bundar Hall, Lunjuk Hall form shaped rectangle connected two stairways from	As a place where king gave instructions at kingdom	

No.		Description	Function	
		the west seven steps and the east comprised ninety seven stairs		
7.	Warak Hall	This building has a rectangular shape. The building is equipped with three statues including rhino, lion and cow	A place of ceremony for ancestors of King of Karangasem is called Nyegara mountain.	
8.	*Dawe* Hall	Panjang Hall is located north from Warak Hall and has rectangular shape, length building equipped some fruit and Manikan Temple.	The place held deliberation for residents of Kingdom	

Source: Analysis of Observation Data, 2021

In addition, bookmarks are used to presence of landmark frequently as an area hierarchy. Many examples where a landmark area became an important point for urban planning, transportation, as well as cultural hierarchy. The existence of Ujung Soekasada which became icon from Amlapura City, Bali. Based on historical story of Karangasem as one element in formation of identity from Amlapura city and characteristics of cultural hierarchy Karangasem. It makes Ujung Soekasada as landmark Karangasem, Amlapura City, Bali more than landmark as building of cultural heritage

Table 3. Treatment Urban Heritage Development of Ujung Soekasada Park

No.	Indicator	Character	Handling
1.	The role and position in city	1. As area of historical heritage Kingdom 2. As sentral cultural tours	Low level / not used optimal as a region cultural sites of cultural tour.
2.	Pattern settlement and characters building	1. Layout building 2. The facade of building 3. Balinese traditional *architecture*	Moderate level / Several building using Balinese traditional architecture design
3.	Handling government as urban Heritage	• Internal handling • Region: determination • Heritage cities, environmental building management plan • Handling External • Call Region: publications, promotion area	Low level, there is no intervention from government provide incentives exclusively in handling issue of revitalization heritage area management
4.	Lane concept pedestrian	• Concept of pedestrian paths	High level, pedestrian pathways are very complex to make this cultural sites spatial arrangement with beautiful aesthetics

5.	Landmark	• Entrance gate Park • Heritage buildings • Special architectural road furniture (streetfurniture	High level High level High level
6.	Acculturation Culture	• Interfaith relations	Moderate level

Source: Primary Data Analysis, 2021

The existence landmark in a region is very important at this time. Style of building and urban planning become similar to each other. Style of the building is architecturally a style that applies worldwide. Although its application at this time began to be returned on local wisdom but similarity of style bit obscure characteristic a region. Ujung Soekasada always put forward concept of original architecture, and will be landmark and resource of learning history in Indonesia and the world because of its splendor and survive in preserving existence cultural sites.

Table 4. Physical Attributs of Ujung Soekasada Park

No.	Indicator	Sub Indicator	Handling
1.	Spatial pattern (land use & konfigurasi)	• Path • Nodes • Landmark • District	High level, Amlapura image elements, typical easily recognizable
2.	Formation hierarchy environment	• Circulation • Roads, pedestrian Paths	Moderate level High level
3.	Form and Building mass	• Traditional building • Chinese architecture, Netherlands	Low level Moderate level
4.	Open space	• Communal public space • Green space	High level
5.	Availability infrastructure	• Water level network • Phone network • Electric network	Low level

Source: Analysis Primer Data, 2021

Public Perception on the Development of Taman Ujung Soekasada

Urban heritage conservation is not just an attempt to maintain and create a harmonious visual relation between the forms old and new. Utilization old buildings in historic district have an important contribution improvement quality and simultaneously opportunities process cultural appreciation. There fore creation of sense of place more than just restore authenticity area. Physical intervention (new in-fill developments) should be made meaningful and responsive, in order to provide sustainability social, cultural and environmental. The preservation of physical intervention is to be understood through as ongoing activity or maintain their environment.

Discussion on urban conservation is revealed shift in substance design as simply external appearance. Attention not just townscape but includes public space as well as focus to public perception and atmosphere offered by existence building and urban spaces. Changes related to development of contemporary conservation approach, where focus only building but substantially extended and spatial, functional considerations because of awareness ecological aspect.
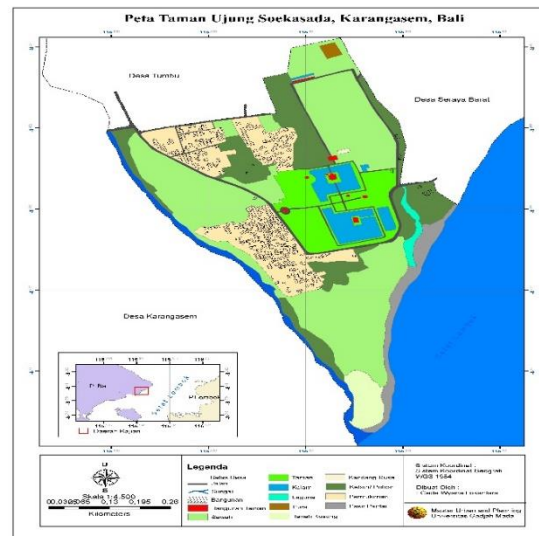
Sources: Analysis of Citra Satelit, 2021
Figure 1. Taman Ujung Soekasada Heritage Area

Revitalization is an attempt revive atmosphere and activity area that never existed in present atmosphere. Revitalizing area with based on principles of revitalization that empowering or raise back vitality declining or degradation by time, economic and social cultural. One of the urban heritage in Amlapura City is Taman Ujung Sukasada which has great potential to generate tourism and economic activities for the surrounding community, which can be done in two stages, namely building the Urban Heritage area of Taman Ujung Sukasada by fulfilling the aminities of tourism needs. The second element is to meet the infrastructure standards connecting the city center of Amlapura with the Urban Heritage Taman Ujung Sukasada, fulfillment of tourism transportation modes and the readiness of the community to support regional economic development with the development of a heritage tourism model.

The physical elements contained in the traditional architectural buildings of Taman Ujung Sukasada have a high value if they can be managed properly to become a tourist destination, especially to provide added value to community economic activities such as increasing micro-businesses, selling local community handicrafts, staging cultural arts and other activities. In other words, the physical element can provide an attraction for visitors as the identity of a city. Physical element will die if it is not activated in the presence of a non-physical element. The non-physical element will also disappear if it is not understood by the wider community. The development of the heritage park area of Ujung Sukasada, the City of Amlapura combines the improvement of the physical elements through the improvement of the physical condition of the building and its environment. Furthermore, non-physical elements will play a role in reviving the socio-cultural activities built in tourist areas. Therefore, to combine these two elements requires the contribution of empowering local communities to support the sustainability of the existence of heritage tourism in Taman Ujung Sukasada.

Table 5. Planning to Revitalize Ujung Soekasada Park

No.	Macro Plan	Micro Plan
1.	Ujung Soekasada Park as one of goals heritage tour with theme of local culture in city center	Building historic district as a place equipped with information boards about documentation of building and historic sites in region
2.	Procurement guidelines about ways of improvement, renovation and restoration of buildings or environments so that does not occur destruction	Historical and cultural value, expected Amlapura can become tourist destinations. Jakarta and other big cities in Indonesia had planned on making their old town as well as characteristic city tourism destinations
3.	Structuring environment area in Amlapura	Hold special events such as art performances, carnival, photography or painting with themes related to urban heritage, and other events, so that it can attract people
4.	Provide relief funds to preserve building that serve as social facilities by government	Make residential buildings and structures spaces as a hometown attraction areas
5.	Create profile bring up old city tourism figure/profile park Ujung Soekasada to be brand image as tourist destination unique and old city in Bali	Amlapura to become a maritime tour support area as tour support and drive economic society
6.	Organizing workshops and dissemination regarding direction macro micro landing tourist area culture on society by using concept of best practice	Divide community in a group and group supervisor of production
8.	Formulation on incentive licensing construction tourism supporters but still fit aspect of sustainability	Conduct process of making traditional food or traditional crafts can be seen or even attended by visitors

Source: Secondary Data Analysis, 2021

Based on the analysis of the survey results related to the perceptions of the local community and the manager of Taman Ujung Sukasada tourism services, the following results were obtained
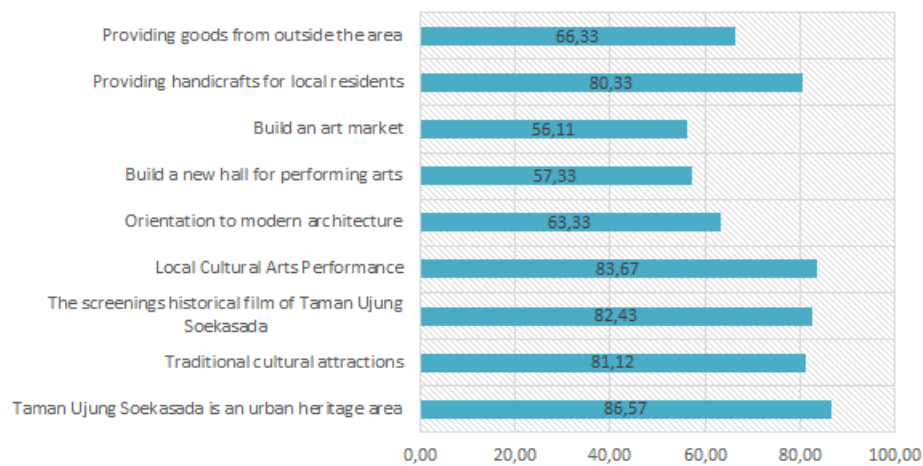
Source: Secondary Data Analysis, 2021
Figure 2. Public perception about the development of Taman Ujung Soekasada Heritage

Discussion

Based on the results of the analysis obtained, the identification of the perception of the visitor community and tourism actors that they strongly agree to use the Ujung Soekasada Park as a cultural tourism area by displaying the potential of traditional work buildings, with a percentage of 86.57% the hope is to encourage tourists to come to Amlapura City, so that they can encourage the progress of the economic activities of the community around the tourist center. Apart from that, the public thinks that it is also necessary to support tourist attractions such as cultural arts performances, film screenings that tell about the history of the kingdom and other activities that reach a score of 82.43%.

However, according to their perceptions, the change in the orientation of the building architectural model towards modern gets a poor response, such as adding a performance hall to score 57.33%, in this case the respondent thinks that cultural performances are better in open spaces because if you build a new building it will reduce the essential meaning of the royal architectural meaning of Taman Ujung Soekasada. While the community also disagrees if an art market is built around a heritage area that gets a score of 56.11%, they think that building an art market area will cause the environment to be disorganized around the tourist area, they think it is better to provide a building with an open concept The design is in accordance with traditional Balinese architecture, which is limited specifically to local people and minimizes incoming goods from outside Karangasem Regency.

Conclusions

Revitalization and conservation of heritage area Ujung Soekasada park make building can be used as a tourist destination of heritage tourism in Karangasem. Seeing the potential for cultural tourism that is owned by the City of Amlapura in the form of an urban heritage area. The purpose of this research is to analyze the uniqueness of Taman Ujung Soekasada cultural heritage as a heritage tourism as well as to identify people's perceptions regarding the development of the area into a tourism destination in Amlapura City. This study uses a mix method approach that combines two analyzes, namely quantitative and qualitative. Quantitative analysis was obtained through a perceptual survey of 100 respondents who were local people, in Amlapura City, Bali and travelers who were obtained through questionnaires using social media to get their opinion about the creation of Taman Ujung Soekasada, qualitative analysis is carried out by identifying spatial conditions, layout and building patterns in Taman Ujung Soekasada, Amlapura.

The physical elements contained in the traditional architectural buildings of Taman Ujung Sukasada have a high value if they can be managed properly to become a tourist destination, especially to provide added value to community economic activities such as increasing micro-businesses, selling local community handicrafts, staging cultural arts and other activities. Based

on the results of the analysis obtained, the identification of the perception of the visitor community and tourism actors that they strongly agree to use the Ujung Soekasada Park as a cultural tourism area by displaying the potential of traditional work buildings, with a percentage of 85.67% the hope is to encourage tourists to come to Amlapura City, so that they can encourage the progress of the economic activities of the community around the tourist center.

References

Agustiananda, P. A. P. (2012). Towards Urban Conservation in The City of Solo, Indonesia. *Jurnal Sains &Teknologi Lingkungan*, *4*(2), 67–77. https://doi.org/10.20885/jstl.vol4.iss2.art1

Indrawan, R. (2014). *Metodologi Penelitian Kuantitatif, Kualitatif dan Campuran untuk Manajemen, Pembangunan dan Pendidikan*. PT Refika Aditama.

Lokantara, I. G. W., Hidayati, N., & Putri, M. B. (2018). Implementasi Green and Eco-Habit Concept Terhadap Desain Fisik Kawasan Wisata Di Kota Ubud. *Kurvatek*, *3*(1), 95–105. https://doi.org/10.33579/krvtk.v3i1.576

Orbaşli, A. (2000). Tourists in historic towns: urban conservation and heritage management. London: Spon

Picard, R.D. (1996). Conservation in the built environment. Essex: Longman.

Sidharta and Budihardjo, E. (1989). Konservasi lingkungan dan bangunan kuno bersejarah di Surakarta. Yogyakarta: Gadjah Mada University Press.

Sugiyono. (2014a). *Memahami Penelitian Kualitatif R&D*. Alfabeta.

Sugiyono. (2014b). *Metode Penelitian Bisnis*. Alfabeta.

Sugiyono. (2014c). *Metode Penelitian Manajemen*. Alfabeta.

Sujarweni, V. W. (2014). *Metode Penelitian*. Pustaka Baru Press.

Thomas, M.J. (1996?). Conservation of the urban: issues and politics. Oxford: Oxford Brookes University. (School of Planning working paper no. 168).

Tiesdell, S., Oc, T. and Heath,T. (1996). *Revitalizing historic urban quarters*. Oxford: Architectural Press.

Timothy, D.J. and Boyd, S.W. (2003). *Heritage Tourism. Harlow*: Prentice Hall.

Utami, D. P., & Anza, M. R. (2017). *Analysis of Urban Heritage Management in the Heritage Area of Jakarta Old-City*. *167*, 306–314. https://doi.org/10.2991/icaspgs-icbap-17.2017.40

Zahnd, Mark. (1999). *Designing an Integrated City*. Yogyakarta: Kanisius.

Zalina, Samadi. (2009). Integrating Architectural Heritage: An Approach for Urban Revitalization. UPENA, UiTM, Shah Alam, Malaysia.

The Dynamics of Tourism Development: Study Case Tourism Attributes in Penyengat Island

Hary Jocom[1], Dodi Setiawan[2], Indah Andesta[3], Aprilyana Kusuma Dewi[4]*

[1234]*Bintan Cakrawala Polytechnic, Bintan, Riau Island, Indonesia*

***Corresponding Author**: haryjocom@pbc.ac.id*

Abstract: Penyengat Island has a valuable historical footprint not only for Indonesia but also for Malaysia and Singapore, as well as having a wealth of ancient literacy and influential religious values. Data were collected from tourists visiting Penyengat Island through distributing questionnaires to 100 respondents, combined with in-depth interviews, focused discussions with representative and competent key persons related to the issues discussed. This study found that the accommodation and amenities components are still the main problems in developing tourism on Penyengat Island. The factors of tourism management, tourist safety, public awareness of tourism, and environmental preservation are other central issues that need attention. The development of broad tourism promotion using information technology media and supported by professional management will be able to accelerate the tourism growth of Penyengat Island. Purpose of this study is to measure the dynamics of historical and religious tourism on Penyengat Island using the 5 A attribute approach (attractions, accessibility, accommodation, amenities and awareness). This research is focused on the empirical conditions of the dynamics of tourism development in Penyengat Island, with a qualitative descriptive research method through questionnaires, in-depth interviews, observations, and transects. The attributes of accommodation, amenities, and awareness of public tourism are still low. The main factor of the problem lies in the management of tourism in Penyengat Island that has not been done professionally and integratedly by targeting foreign tourists Overall and integrated tourism management by building destinations that ensure the comfort and safety of tourists, building information technology-based promotional media that can reach the wider community, and building a network of partnerships with stakeholders in the development of tourist destinations and strengthening human resources.

Keywords: 5A Attribute Approach, Gurindam 12, Historical Tourism

Introduction

Tourism development is one of the important aspects to attract tourists visiting tourist destinations. It relates to the promotion and branding of a tourism destination. Tanjung Pinang city is one of the cities in Riau Island continuously developing tourism destinations. Penyengat Island is key in Tanjung Pinang city based on tourism potential that is owned by Penyengat Island such as cultural heritage objects, histories (Yulianty, 2005). Furthermore, based on local government regulation Tanjung Pinang city No.10/2014 related spatial planning of Tanjung Pinang city 2014-2034, determined that Penyengat Island as city strategic area, cultural center, harbor, water resource network and tourism. Penyengat Island is the king's area of Riau-Lingga-Johor-Pahang. Mostly the tomb of kings is buried in Penyengat Island like the tombs of Haji Fisabillillah, Abdul Rachman, Ali Haji and Raja Jafar.

The king of Ali Haji made Malay dictionary and became the forerunner of Bahasa. On the other hand, the king of Ali Haji wrote Gurindam 12 as the philosophy of life Malay community. Tourism in Penyengat Island has developed and foreign tourists one of the highest number visitation such as from Singapore and Malaysia (Pristiwasa & Augustinus, 2017). Historical ties between Penyengat island and Malaysia and Singapore as well becoming tourist attractions to visit Penyengat island. Besides histories site and culture, the other tourism components support tourism in Penyengat Island such as local culinary and hospitality.

Based on data from the Central Bureau of Statistics Tanjung Pinang 2017-2019 represented the highest of foreign tourist visitation in March, June and December. Tourist visitation in Tanjung Pinang can not be separated from Penyengat Island as a tourist destination due to the location of Penyengat Island close to Tanjung Pinang city. It is around 10 minutes by traditional ship well known pompong in Penyengat Island. To increase tourist visitation in Penyengat island, there is a tourism package and traditional dress experience as a tourism attraction. Based on its attraction in 2018-2019, the highest tourist enthusiasts of using traditional dress from Malaysia 174 tourist, Singapore 89 tourist and USA 15 tourist. At the same time, local tourists used Malay traditional dress from Tanjung Pinang 1.696 tourist, Kijang 1.512 tourist and Uban 224 tourist.

The sustainability of history and culture in Penyengat Island is essential to preserving Malay culture. History of Penyengat Island as the main tourist attraction, namely the Riau-Lingga kingdom has authority until Singapore and Malaysia. In which Malay is as unifier, but the impact of globalization the historical and religious value decreased.

Based on these, it needs to understand about the dynamics of tourism in Penyengat Island related with tourism attraction, accessibility, awareness, accommodation and amenities in Penyengat island. Moreover, the other aspects needed to be concerned to develop tourism in Penyengat Island is tourism promotion in each history and cultural sites due to the promotion is still lacking. This is related with the distribution of tourists visiting other cultural sites on Penyengat Island, which are not only focused on the Riau Grand Mosque.

Methodology

Penyengat Island is an Island with a length of approximately 2000 m and a width of 850 m, which is located in front of the city of Tanjung Pinang and is 2 km away, bordered by the sea. Penyengat Island is part of the Tanjung Pinang city, the coordinates are 00 55'0" North, 1040 27' 0" East.

Source: Author analysis, 2020
Figure 1. Map of Penyengat Island

This research is focused on the empirical conditions of the dynamics of tourism development in Penyengat Island, with a qualitative descriptive research method. This study aims to analyze the dynamics of tourism in Penyengat Island based on the 5 As approach (five essential pillars). The existence of a royal government on Penyengat Island in the past has a historical background that is closely related to Malaysia and Singapore. Along with its development, Penyengat Island became a destination for foreign tourists, especially Malaysia and Singapore, as well as domestic tourists. On the basis of this, the existence of Penyengat Island becomes an interesting research topic in order to formulate a model of tourism management and development that has the potential to improve community welfare.

Attributes are used to analyze the dynamics of tourism development through the five essential pillars approach in the tourism industry or commonly known as 5A's (attraction, accessibility, accommodation, amenities, and awareness) (Chahal & Devi, 2015; Western Tourism Australia, 2010), as an attribute of tourist attraction and its influence on tourist destinations. To obtain data and information is done through distributing questionnaires, profundity interviews, field observations, focused discussions and literature study.

The distribution of questionnaires is intended to assess tourism attributes on Penyengat Island. The assessment was obtained from local tourists who visited as well as respondents. The assessment indicators for the attributes of Penyengat Island tourism are compiled based on the description of the 5A attributes above, with the following operational variables:

Table 1. Operational Variable

No	Attribute	Indicator
1	Attraction	▪ cultural tourist attraction ▪ attraction of religious tourism ▪ historical tourist attraction ▪ nature tourist attraction ▪ the attraction of the event / event which being held ▪ attraction of recreational activities ▪ entertainment center attraction
2	Accessibility	▪ conditions and availability of transportation ▪ the condition and availability of transportation that connects tourist attractions ▪ transportation costs to tourist locations ▪ transportation costs between tourism objects ▪ road conditions at tourist sites
3	Accommodation	▪ conditions and availability of hostelries ▪ condition and availability of typical food served by restaurants ▪ the price of food and drinks that are sold
4	Amenities	▪ Availability and conditions of toilets ▪ Availability and conditions of trash bin ▪ Cleanliness conditions of tourism objects ▪ Availability of souvenir shops ▪ Souvenir prices ▪ Availability of health facilities ▪ Availability of other supporting facilities (bathrooms, parking lots, places of worship, directions, site information, etc.)
5	Awareness	▪ Indigenous hospitality and acceptance ▪ The awareness of the local community keeps the tourism objects clean

The population that is the target of filling out the questionnaire in this study is tourists who visit Penyengat Island. Due to limited research time and costs, the respondents in distributing the questionnaire were limited to 100 respondents. The answer obtained from these respondents are on an ordinal scale using a likert scale, with a choice of answers:

Table 2. Likerts scale

Scale	Options	
5	Very interesting	Very good
4	Interesting	Good
3	Ordinary	Enough
2	Not attractive	Not good
1	Very unattractive	Not very good

The results of the answers to the questionnaires from all these respondents will be assessed and discussed based on each attribute. Furthermore, to get a complete and comprehensive explanation of the value of each of these attributes will be elaborated and deepened through profundity and structured interviews with key informants. The key informants who were the main sources in this study were tour guides from each tourist attraction, homestay owners, Kelompok Sadar Wisata/ aware tourism group (POKDARWIS) of Penyengat Island, bentor drivers (motorized pedicabs), shop owners (warung), pompong (boat) drivers, and Tanjung Pinang City tourism office.

The results of the interview will be combined with field observations and transects (tracing). The object of observation is carried out by holding on to the five attributes that have been determined

above, namely the entire surrounding environmental conditions, social dynamics, available facilities, services, and other parts that are related and support this research. While the transect is carried out on all existing tourism objects, in order to get a complete picture and understanding of the surrounding environment and the existence of these tourism objects. The results of the transect will be outlined in a sketch map of the distribution of tourism objects in Penyengat Island. Overall, the results of data analysis, profundity interviews, and transects are formulated in a draft of the results that will be verified in a focused discussion with Pokdarwis Pulau Penyengat, interpreters in their terms or tour guides from 4 main destinations, namely historical tour, tour de masjid, literatur tour, and Gurindam 12 experience. This focused discussion is a step to verify data and information obtained during field visits, observations and literature reviews.

A literature study was also carried out related to the historical journey of the Penyengat sultanate, supported by manuscripts and narrations from the descendants of the Penyengat sultan. Through these various approaches, it is hoped that the studies carried out can be comprehensive and systematic so that an empirical and complete information is obtained.

The time needed in this study was 6 months, namely, the field assessment process 4 months, while the remaining two months were to compile a research report.

Cultural Tourism

A tourism clustering framework established and extended the visitor attraction framework to identify and classification main assets consisting of groups in developing countries as a primary step tourism cluster processing (Allahar, 2015). Based on observation and field to tourism asset, tourism cluster elements define as a natural attraction, cultural and man-made that is represented as tourism cluster framework (TCF). TCF is a classification main object or group asset, which is influenced by natural biodiversity and culture in a country by increasing level of interest in man-made facilities and events. In analyzing cultural and religious tourism are needed criteria analysis such as accessibility, sustainability, intensity of users, quality and others.

Tourism components

Buhalis (2000) in his study examined marketing to sustainability as a destination. Buhalis used 6A as base analyzing tourism destinations to conclude attraction, accessibility, amenities, available packages, activities and ancillary services (Buhalis, 2000). In this study resumed that needed innovative packaging products to fulfill market needs more competitively. According to Chahal and Devi (2015), study about the image and attributes of tourist destinations using the 5A concept developed by Western Tourism Australia (WTA) and Buhalis (2000) consist of attraction, access, accommodation, amenities and awareness (Buhalis, 2000; Western Tourism Australia, 2010). In this study was found limited study focusing on 5A aspects consequently there was no discussion about impact from travel cost, service quality, value obtained by tourists in tourism destinations.
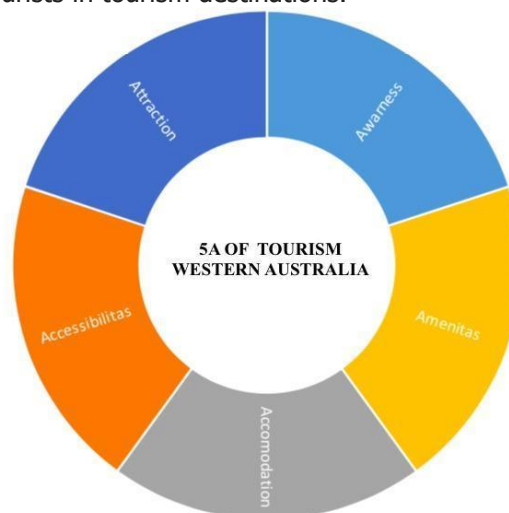
Figure 2. 5A Concepts by Tourism Western Australia

Based on 5A's concept by WTA, to analyze the dynamics tourism development in Penyengat Island doing analyzing with refer to Buhalis (2000) showed that tourism attraction in destinations involves natural, man-made, artificial, heritage, building and special events. Cultural attractions that attract tourists are museums, temples supported by cultural festivals and local activities as a tourist attraction (Chahal & Devi, 2015).

One of the tourist attractions is religious tourism, in which tourists travel by religious reason (Hashim et al., 2007). Doing tourism marketing, it is essential to consider between satisfying religious needs in the tourism industry (Weidenfeld & Ron, 2008).

Transportation network is used by tourists from place of origin to destination area, needed for accessibility. Accessibility will influence tourism development in an area. The uneven development of tourism can be influenced by the availability of transportation to these destinations (Celata, 2007). Furthermore, accessibility is closely related with tourism sustainability and tourism competitiveness (Kastenholz et al., 2012). In this case, Buhalis (2000) talked about that terminal as an entrance of transportation system and vehicle. Transportation systems are recommended to be considered which can connect tourists with tourism destinations (Tukamushaba et al., 2016).

Accommodation in accordance with the tourist characteristics needs to be considered in the availability of accommodation in a tourist destination, this will greatly affect the development of tourism. Accommodation also is supported with the existence of facilities that have good quality, as well as a café and restaurant that is owned by an accommodation (Chahal & Devi, 2015). One of the factors to attract tourists to visit tourism destinations is lodging (Enright & Newton, 2004). In addition, Enright, M.J., and Newton (2004) argued that accommodation was one of the factors of tourism competitiveness. Accommodation was an important basis for the competitiveness in tourism destinations to develop tourist attraction (Magombo et al., 2017). The success and development of tourism destinations depends on the provision of accommodation. Thus, accommodation is a vital part of the planning process for a destination (Sharpley, 2000).

In the Buhalis's (2000) study amenities related with tourist services such as banks, hospitals, post, newsagents, tele-communications. According to Tukamushaba et al. (2016), amenities are the key factors that shape the tourist perception from all aspects of the tourism product in Uganda. Moreover, services such as security, telecommunications, internet and other facilities will make tourists feel more comfortable staying in a destination.

In the development of tourist destinations, the most important thing that can affect is the reputation of a tourist destination (Chahal & Devi, 2015). This is related to public awareness of waste and public acceptance of tourists. Presented by (Susanto et al., 2018) that meeting standards for hygiene, sanitation, and services is a challenge that must be faced in developing community-based tourism.

Results and Discussion

Results

Attraction

Tourism on Penyengat Island can be classified into two categories, namely religious tourism and historical tourism. Religious tourism consists of the relics of the Sultan Riau Grand Mosque, the tomb of Engku Putri Hamidah, the tomb of Embung Fatimah, the tomb of King Fisabilillah, the tomb complex of King Ja'far and King Ali, the tomb area and the king's family of Penyengat, and the tomb complex of King Abduraahman. Meanwhile, historical tours include the Tengku Bilik building, the traditional hall, the syariah court judges building of the King Haji Abdullah, the palace of King Ali Yang Dipertuan Muda VIII, a machine warehouse, a kursi hill fort and a women's well (Perigi Putri).

Based on the results of respondents' assessment of the attractions on Penyengat Island (see table 4) it shows that religious tourism is the highest destination compared to other tours. From the average respondent's assessment of the attribute attraction rating indicators as a whole, it shows very interesting result from the five assessment categories.

Table 4. Attraction attribute assessment indicators

Indicator	Average	Information
The attraction of cultural tourism on Penyengat Island	4.89	Very interesting
The attraction of religious tourism on Penyengat Island	5.00	Very interesting
Historical tourist attraction in Penyengat Island	4.89	Very interesting
Nature tourist attraction in Penyengat Island	4.78	Very interesting
The attraction of events / events that are currently held or certain days in Penyengat Island	3.89	Interesting
The attraction of recreational activities held on Penyengat Island	4.11	Interesting
The attraction of the entertainment center on Penyengat Island	4.00	Interesting
Average	4.51	Very interesting

Tourism on Penyengat Island is well managed by the tourism awareness group (Pokdarwis) of Penyengat Island, which was formed in 2016 at the initiative of the Regional Government of Tanjung Pinang City and the people of Penyengat Island. By POKDARWIS of Penyengat Island, tour activities on Penyengat Island are packaged in 8 tour packages with each package having a tour guide or in Pokdarwis terms as an interpreter. The 8 packages offered are:

a. Historical tour. Travel to historical sites of the Riau Kingdom by using a motorized pedicab (bentor) or cycling.
b. Tour de Masjid. Exploration of the Grand Mosque of Sultan Riau, its building architecture, philosophy, and religious values.
c. Literature tour. Witnessing literature, literature, gurindam (traditional old poetry), and various books from the kingdoms of Riau, Johor, Lingga and Pahang. Various literature related to the history of royal travel, medicine, astronomy, anatomy, and handwritten of Al-Quran.
d. Gurindam experience. King Ali Haji's introduction to the making of a Malay dictionary which later became the pioneer of the Indonesian language as a unifier of the nation and the values contained in Gurindam 12.
e. Tanjak experience. Experience how to make Tanjak (typical Malay hat).
f. Traditional dress experience. Tourists are given the opportunity to wear Malay wedding attire accompanied by an explanation of the philosophy of each ornament and color scheme.
g. Cooking class. Experience cooking Malay dishes such as nasi lemak, nasi minyak, and nasi dagang (traditional rice cuisine).
h. Culinary Malay cuisine. Tourists are invited to culinary various Malay dishes.

Tourists can choose the desired tour package either when coming directly to Penyengat Island or by booking in advance. Pokdarwis Penyengat Island has a Tourism Information Center (TIC) which is in front of the gate entrance in front of Sultan Riau Grand Mosque. This TIC is a center of information and communication between tourists and tour guides (interpreters) who will serve the needs of tourists according to the package they are interested in. This TIC was established in 2017, but currently due to the COVID-19 pandemic condition which has an impact on the absence of tourists visiting, it is temporarily closed. Meanwhile, the tourism objects in Penyengat Island are as follows:

1. Sultan Riau Grand Mosque was built by Sultan Mahmud in 1803. Renovation was carried out in 1832 by Yang Dipertuan Muda VII Raja Abdurrahman, until it looks like it is today. The building of this mosque contains a philosophy, 13 domes that are shaped like onions and at the four corners there are towers to say the *Adzan* (call to prayer of Islam), indicating the number of *rakaat* in the five obligatory prayers of Islam.
2. The Palace Office, which is located on the island's interior, adjacent to several wells, is the palace of Yang Dipertuan Muda VIII Raja Ali in the period 1844-1857. This building served as the king's residence as well as an office. Even though it is in the form of rubble, you can still see the building surrounded by a wall fence.

3. Gedung Mesiu, during the Johor-Riau kingdom, was a building that had thick walls, a multi-story dome and small iron-barred windows which were used as a warehouse for gunpowder storage and this building was once a prison in the kingdom era.
4. King Abdurrahman Tomb area. There is a tomb complex for Yang Dipertuan Muda Riau VII Raja Abdurrahman. In this area, there are about 50 other tombs consisting of family members to royal advisors. the shape of the tombstones which are round male, and the flat ones are female.
5. Tomb of King Ali Haji. As one of the heroes of the Riau Islands for his literary works. He created twelve gurindam which until now is attached to the Malay culture in Riau.
6. The Johor-Riau Sultanate Family Cemetery Area. In this burial area there is the tomb of Engku Puteri Permaisuri Sultan Mahmud who died in 1812, the tomb of King Ahmad, King Abdullah, King Aisyah Permaisuri, and King Ali Haji who is a national hero.
7. Cannon on Chair Hill (Meriam di Bukit Kursi). This hill is the stronghold of the Johor - Riau Kingdom. In *Bukit Kursi*, there are 8 cannons. The position of the fort on this hill is very strategic, when the enemy appears to be approaching the island, this makes it easier to shoot the enemy.
8. This Traditional Hall functions as the center for the activities of the Penyengat Island community from *musyawarah* (deliberations) to organizing a wedding celebration.

The tourists visit almost all tourism sites, except for several sites, namely: Judge's building, Tengku Bilik building, Sumur Putri, Musiu building, former Rusydia club building site, and former kedaton palace building. The building site has only rubbles, so it gets less attention and visits from tourists.
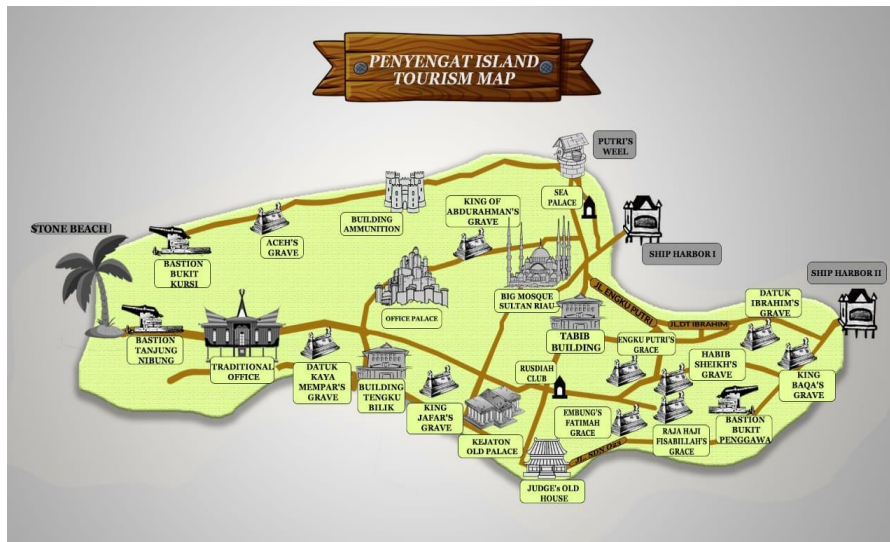
Source: Transect results, 2020
Figure 3. Map of the distribution of tourism objects in Penyengat Island

Every year the local government of Tanjung Pinang City and Pokdarwis Pulau Penyengat hold an event that is held to attract both domestic and foreign tourists called the Penyengat Island Cultural Festival. This festival is held from 2016 to 2018 every February 21, as the anniversary of Penyengat Island. Due to the Covid 19 pandemic that occurred in 2019, the festival was temporarily suspended. In the festival, various traditional competitions are held, namely: an empty jong (small canoe) competition which is released from the middle of the sea towards the edge of Penyengat Island, a sailing boat race which is a sailboat competition led by several people, a Gurindam 12 reading competition, berpantun (chanting), Gasing (spinning tops) game, historical painting, history book exhibition, culinary bazaar, and Johor's pencak silat attractions. The Penyengat Island Festival will be visited by many foreign tourists from Singapore and Malaysia.

Based on the results of the assessment, it shows that there are several basic problems related to the management and maintenance of sites in Penyengat Island. The management of this historical heritage site on Penyengat Island seems to be lacking maintenance, so that in some sites it is overgrown by tall grass. Apart from that the cleanliness around the site is not maintained. This view reduces the aesthetic value and attractiveness for tourists. The tourism awareness group (POKDARWIS) Penyengat Island stated that the main obstacle in maintaining the site is personnel or volunteers who are willing

to continuously clean up the environment around the site area. The general public is not aware of tourism, which realizes that their area is a tourist destination. Thus being able to encourage them to participate in the maintenance of the area around tourist sites and also to maintain environmental cleanliness. On the other hand, assistance from local governments to place human resources responsible for maintaining cleanliness is only one person with a focus on cleanliness as limited as the environment in the building, not reaching the environment outside the building or its surroundings. To overcome this problem, Pokdarwis Penyengat Island launches community service activities to clean the site once a month. However, tourist sites cannot be handled thoroughly and evenly.

Discussion

Accessibility

Respondents' assessments of accessibility to tourism objects on Penyengat Island are on average adequate or normal, that the availability of transportation to Penyengat Island is sufficient and easy to access.

Table 5. Accessibility attribute assessment indicators

Indicator	Average	Information
Conditions and availability of transportation to Penyengat Island	3.22	Just ordinary / enough
The condition and availability of transportation that connects tourist attractions on Penyengat Island?	3.33	Just ordinary / enough
Tanjung pinang transportation costs to Penyengat Island	3.78	Good
Transportation costs on Penyengat Island	2.78	Just ordinary / enough
Road conditions on Penyengat Island	3.44	Good
Average	3.31	Just ordinary / enough

Tourists to be able to visit Penyengat Island can only use sea transportation by motorized boats or in the local language it is called passenger *pompong* ships, with a passenger capacity of 15 people. This pompong ship is made of wood with a width of approximately 1.5 meters and a length of 5-6 meters, it appears that most of the ships look worn. The paint on some parts of the ship has peeled off and wood in certain parts, there is even leaking of sea water on the floor of the ship. However, this passenger pompong boat is the only means of transportation to Penyengat Island. The high-cost factor for replacing ships made of fiberglass has caused the ship owners to stick with the existing pompong vessels.

There are 82 pompong ships currently operating, which are divided into groups A and B, all of which belong to the Penyengat Island community. The division of groups is intended to change the operational days of the ship to avoid an excess number of operating vessels. Local people call the names of the captain or pompong driver by the name of the Penambang. These Penambang pompong have a group called Organisasi Penambang Pulau Penyengat (OPPP). This organization regulates the operational schedule and management of the pompong miners.

The crossing is carried out through a dock or port called Penyengat Island dock from Tanjung Pinang City, which is devoted to serving crossings to Penyengat Island. This pier is the only one that can be used by both tourists and community mobility on Penyengat Island. The ticket price for a pompong boat per person is IDR 7,000 for a single crossing which is managed directly by the pompong mining organization. The ticket price is valid during the morning crossing service until 18.00, after 18.00 tourists will be charged IDR 10,000.00. There is a difference in ticket prices for tourists and local residents of Penyengat Island, for local people a fee of IDR 5,000.00 per trip. It is the same with tourists, if it is over 18.00, you will be charged IDR 7,000.00.

Regarding the safety standards for ship passengers, according to the results of interviews with several key informants, in 2016-2017 there were many life jacket assistance from the government for

operational pompongs. Most of the life jackets are put on the dock if a passenger is going to get into the pompong or a pompong is operating. However, based on the results of interviews and observations, the life jackets on the ship looked unkempt. When the ship's passengers enter and sit down, there is no direction from the captain of the pompong boat, requiring passengers to wear a life jacket in order to maintain safety. So there are no safety standards that apply to pompong passengers. In the framework of today's competitive tourism industry, the safety and comfort of tourist destinations is one of the main factors in influencing the perception of tourists to return to visit (Chahal & Devi, 2015; Truong & King, 2009) besides being attractive and interesting. If the safety standard for pompong passengers is not a major concern, over time, the number of tourist visits will decline.

Apart from the above, the condition of the Penyengat Island dock in Tanjung Pinang appears to be neglected, where there is damage in several parts of the port, such as a damaged roof or peeling paint. Likewise, with the iron on the pier aisle, in some parts it is missing and in other parts it is damaged, so that it is quite dangerous for the people passing by. On the other hand, the foothold for passengers on the dock to board the ship is quite dangerous, not friendly to disabled groups, young children and the elderly. Unlike the Tanjung Pinang port, the pier or port of Penyengat Island looks well maintained, where the building is still solid, as well as the pier paint that still looks firm. However, the foothold for passengers from the pier to board a pompong ship, such as at the port of Tanjung Pinang, is not friendly to certain groups.

The crossing from Tanjung Pinang port to Penyengat Island takes about 10-15 minutes in the fastest time with shady sea conditions. It is different if the sea conditions are influx it will take longer. Furthermore, when arriving at Penyengat Island, the preferred modes of transportation for tourists that can be used are bicycles and bentor (motorized pedicab). Tourists can choose which mode of transportation to visit a site or tourist attraction. A bentor can carry a maximum of 3 adults. The choice of bentor is based on the consideration of the efficiency of time and energy compared to the becak or ojek which have limitations in carrying passengers. This bentor mode is assistance from the Tanjung Pinang City Tourism Office as many as 28 units to the people on Penyengat Island in 2016, which consists of a motorbike and a rickshaw connected to the side of the motorbike.

The roads along Penyengat Island are in good condition, where most of the paved roads, even the public roads in front of the mosque or in front of the gate entering Penyengat Island are ceramic tiles installed. Likewise, roads that connect between tourist objects are in good condition, making it easier for tourists to access.

Accommodation

The respondent's assessment of the accommodation attribute shows that the information is normal or sufficient with a value of 2.88. The accommodation attribute value is in the lowest category compared to the other 4 attributes, or only 0.3 points different from the amenity attributes which will be discussed in the section below. In general, the hostelries and food aspects fall into the quite adequate category.

Table 6. Assessment indicators for accommodation attributes

Indicator	Average	Information
Availability of hostelries on Pulau Penyengat	2.75	Just ordinary / enough
Conditions and availability of restaurants / food stalls on Penyengat Island	3.38	Just ordinary / enough
A place to eat that serves local specialties on Penyengat Island	2.63	Just ordinary / enough
Prices of food and beverages sold on Penyengat Island	2.63	Just ordinary / enough
Average	2.88	Just ordinary / enough

For tourists who want to spend the night on Penyengat Island, there are 16 homestays that are managed independently by homeowners who make their homes a homestay for tourists. Tourists will

be presented with an experience of living with the local community. Apart from homestays, there is one place to stay that specifically caters to tourists, namely the Sultan's inn. The Sultan's inn is managed by the Sultan Riau Grand Mosque. Of the total 16 homestays, 14 homestays provide 24 rooms and 2 other homestays rent out houses, namely one house with a capacity of 2 rooms and the other house providing 15 rooms. The rates for overnight at a homestay vary between Rp. 150,000 - Rp. 300,000 per night depending on the facilities provided. Meanwhile, the Sultan inn offers rooms with air conditioning and private bathroom facilities at a competitive price similar to a homestay. Meanwhile, for group tourists renting a house, the price is IDR 500,000 for a 2 bedroom house and IDR 1,500,000 with a capacity of 15 rooms.

This homestay on Penyengat Island collaborates with Pokdarwis Penyengat Island in its management. If there is a tourist visit through Pokdarwis and need hostelries, Pokdarwis will recommend the existing homestay. The agreement was built with a profit sharing of 80:20, that is, 80% of the rent belongs to the homestay owner, while the rest is for pokdarwis.

Food is an important tourist attraction in the tourism industry (Henderson, 2009). Henderson (2004) and Quan and Wang (2004) in (Henderson, 2009) emphasize that food and tourism have a very close relationship and are one of the tourist attractions. Serving food as a tourist attraction certainly requires a variety of better efforts in packaging it into a tourist attraction, besides ensuring hygienic aspects, health standards, and adequate information in promoting typical food as a tourist destination (Cohen & Avieli, 2004). Furthermore, there is a need for food product innovation that is able to attract tourists and is able to become one of the superior products (Henderson, 2009). Showing local culinary appeal as one of the attractions has become one of the tour packages as discussed in the attraction attributes above. However, the culinary delights served by the food stalls on Penyengat Island do not yet serve typical Malay food. The food sold in general can be found in many places.

For tourists who need food, there are 11 food stalls scattered on Penyengat Island, 5 food stalls located on the dock, 3 food stalls side by side with the traditional hall tourism object facing the beach, and 3 other food stalls located in the middle of residential areas. The food stall which is located next to the traditional hall is designed like a food court with a more modern appearance, so that tourists can comfortably eat in that place while looking at the beach. The construction of this food court was initiated by the Tanjung Pinang City Government Tourism Office. Almost all of the food stalls serve seafood menus as well as other general foods such as processed chicken and other foods. The price of the food is relatively affordable with a price range between Rp. 15,000 - Rp. 25,000 per portion depending on the menu choice. Typical food that can be found is gong-gong, a type of snail which is also the mascot of the Bintan Island region. While other typical Malay culinary delights have not been served by these food stalls, such as nasi lemak and nasi dagang.

Amenities

The existence of supporting facilities in the tourism area is absolutely needed by tourists in order to provide excellent service quality. Based on the respondent's assessment of the amenity attribute indicator, it shows that the toilet facilities have the lowest value followed by the garbage disposal facilities and the cleanliness of Penyengat Island. The three indicators in this amenity attribute are not considered good compared to other indicators.

Table 7. The amenity attribute assessment indicators

Indicator	Average	Information
Toilet / washroom facilities on Penyengat Island	2.11	Not good
Garbage disposal facility on Penyengat Island	2.44	Not good
Cleanliness conditions on Penyengat Island	2.50	Not good
Souvenir shop on Penyengat Island	3.44	Good
Prices of souvenirs sold on Penyengat island	3.22	Just ordinary / enough
Health facilities (puskesmas, clinic, doctor) on Penyengat Island	2.78	Just ordinary / enough
Availability of supporting facilities (bathrooms, parking lots, places of worship, directions, site information, etc.) on Penyengat Island	3.63	Good
Average	2.88	Just ordinary / enough

Not all areas of historical or religious sites that are crowded with tourists have restroom facilities available. From the observations made on all sites, only the traditional hall provides toilets, and also a food court which is located side by side. Meanwhile, the tomb complex of King Ali Haji which contains meals for King Hamidah, King Ahmad, King Ali Haji, King Abdullah and King Aisyah which are the destinations of pilgrims in religious tourism, and the main visit of tourists does not provide toilets. Other than that the facilities available in it do not allow tourists to carry out prayer rituals comfortably or even for a long time due to the narrow location of the tomb and no place to take shelter.

Environmental conditions that have not been clean since the departure from Penyengat Island dock in Tanjung Pinang City, domestic trash can be seen filling the sea in the port area. The same thing was also found at the pier on Penyengat Island. In some sites, it appears that environmental cleanliness is not maintained, thus reducing the aesthetic value and environmental health. Based on the results of interviews with several key informants, the root of the problem in handling waste lies in the community's unconscious awareness. Various attempts have been made to overcome this problem, one of which is through waste management training, but this does not last long and the community returns to its original habits. This behavior is due to the concept that they are people who live on the island, so it is proper to throw garbage in the sea.

As a tourist area with high cultural and historical value, there are not many souvenirs offered on Penyengat Island. Next to the food court, there is a kiosk selling souvenirs. The souvenir building and food court were built by the Tanjung Pinang City Tourism Office. Some of the items being sold are miniature tanjak, Malay songket, processed seafood-based chips, key chains, miniature Harley Davidson motorbikes and miniature boats. The price offered for each of these products is still reasonable and affordable.

Health facilities are still a problem on Penyengat Island. The existing community health center does not present doctors as health workers to serve the community, but only at the level of a midwife with a schedule of service from 08.00-16.00. Meanwhile, doctors only visit 2 or 3 times a week. If the community needs a doctor, they have to cross to Tanjung Pinang City. The unavailability of adequate health personnel is based on the consideration of the population ratio which makes it impossible to establish a puskesmas (a government-mandated community health clinics). Health facilities are a basic service for the community and are an integral part of the tourism industry. With the availability of adequate health facilities supported by capable health personnel to provide a sense of security and comfort to visiting tourists.

For tourists who want to visit various historical sites independently without a tour guide, they will not experience problems or get lost, because the direction of the location where the site is located is very clear. In addition, in front of each site, a brief description of the information board is attached. This board was installed by the Tanjung Pinang City Tourism Office with the intention of being a medium of information for tourists regarding the historical background of the site.

However, extensive information through the tourist promotion media of Penyengat Island has not become a favorite destination compared to other regional destinations even though from a historical and religious perspective it has quite high value. As a tourist destination visited by many foreign and domestic tourists, Penyengat Island has yet to show its global presence. Information management through various promotional media is an important factor that will influence perceptions of tourists (Ortega & Rodríguez, 2007; Truong & King, 2009).

Awareness

The results of the overall assessment of the tourism awareness attributes show normal or moderate results. The biggest figure lies in the indicator of friendliness and acceptance of Penyengat Island's native people. However, indicators of awareness of environmental cleanliness are still under assessment. As discussed in the previous section, environmental cleanliness and tourism objects are still a common problem.

Table 8. Indicators of tourism awareness attribute assessment

Indicator	Mean	Information
Hospitality and acceptance of the native Penyengat Island for tourists	3.78	friendly
The awareness of Penyengat Island community in maintaining cleanliness of tourist objects on Penyengat Island	2.89	Just ordinary / enough
Average	3.33	Just ordinary / enough

The community does not yet have a collective awareness that the area in which they live has a history of influencing other countries around them. Even as the initiator of the unifying language of various tribes in Indonesia, namely Indonesian. The assumption made is that most of the people in Penyengat Island work as civil servants, private employees; a small number of others are fishermen, so that the economic turnover of the tourism industry on Penyengat Island does not contribute significantly to their income. It is different if the existing tourism industry affects their economic income.

Waste management that has not been carried out in an integrated manner can have an impact on decreasing the health quality of the Penyengat Island community. Garbage that has not been properly managed for years will pollute groundwater and affect the quality of the raw water sources used by the community for consumption. In addition, garbage that pollutes the sea will affect marine life. The implication is that there will be environmental degradation and the quality of human resources.

Conclusions

From the results of a comprehensive assessment of the dynamics of tourism on Penyengat Island using the 5 A's attribute, it shows that accommodation has the lowest value (2.84) which is followed by amenities (2.88).

Attractions are the power of magnetism for tourists, where there are various historical and religious relics on a national and regional scale in Asia. However, there are several important

findings in the development of tourism on Penyengat Island, namely, first, the maintenance and management of historical sites is important to do in order to maintain the sustainability of the heritage of the nation's identity Collaborative management can be carried out between the Tanjung Pinang Regional Government, Pokdarwis, and the community as the core stakeholders, so as to ensure the sustainability of existing tourism objects. Second, the safety factor is the main emphasis for tourists using sea transportation. The need for education for pompong boat towers regarding safety standards for passengers and rescue procedures in the event of an accident. Thus tourists can travel safely and comfortably. Third, the amenities component is an important emphasis, by providing a comfortable place for tourists to visit. Such as an adequate place for pilgrims, so that they can comfortably and solemnly perform religious rituals. As well as other supporting facilities and health facilities with adequate medical personnel. The fifth finding, promotion and cooperation of Penyengat Island tourism. The promotion model which is still carried out conventionally has not integrated with information technology as an effective, efficient, and broad-reaching assistive medium. In addition, the development of a limited cooperation network needs to be further developed and expanded. There needs to be an effort from all stakeholders in the tourism sector, especially the government, in an effort to introduce the tourism potential of Penyengat Island to the world through promotion, branding the uniqueness of tourism potential, utilization of various public spaces such as arrival and departure halls at various airports for promotional activities, introducing local culinary delights. and souvenir products at tourist sites and the use of various local resources in completing accommodation and amenities facilities.

In general, the dynamics of tourism on Penyengat Island are included in the international category by being visited by foreign tourists. However, the issue of a more comprehensive management supported by promotional and information media capable of penetrating the national and international markets is a future recommendation. The information system-based virtual tourism development model can be an option for wider promotion. All of the strategies above are followed by strengthening the human resource capacity of tourism management, increasing public awareness of the surrounding environment and awareness of tourism, and government policies that are able to accelerate tourism development on Penyengat Island.

References

Allahar, H. (2015). Small Island visitor attractions: A development process framework. *SAGE Open*, *5*(1). https://doi.org/10.1177/2158244015577113

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, *21*(1), 97–116. https://doi.org/10.1016/S0261-5177(99)00095-3

Celata, F. (2007). Geographic marginality, transport accessibility and tourism development. *Global Tourism and Regional Competitiveness*, 37–46.

Chahal, H., & Devi, A. (2015). Destination Attributes and Destination Image Relationship in Volatile Tourist Destination: Role of Perceived Risk. *Metamorphosis: A Journal of Management Research*, *14*(2), 1–19. https://doi.org/10.1177/0972622520150203

Cohen, E., & Avieli, N. (2004). Food in tourism - Attraction and impediment. *Annals of Tourism Research*, *31*(4), 755–778. https://doi.org/10.1016/j.annals.2004.02.003

Enright, M. J., & Newton, J. (2004). Tourism destination competitiveness: A quantitative approach. *Tourism Management*, *25*(6), 777–788. https://doi.org/10.1016/j.tourman.2004.06.008

Hashim, N. H., Murphy, J., & Hashim, N. M. (2007). Islam and online imagery on malaysian tourist destination websites. *Journal of Computer-Mediated Communication*, *12*(3), 1082–1102. https://doi.org/10.1111/j.1083-6101.2007.00364.x

Henderson, J. C. (2009). Food tourism reviewed. *British Food Journal*, *111*(4), 317–326. https://doi.org/10.1108/00070700910951470

Kastenholz, E., Eusébio, C., Figueiredo, E., & Lima, J. (2012). Accessibility as competitive advantage of a tourism destination: The case of Lousã. *Advances in Culture, Tourism and Hospitality Research*, *6*, 369–385. https://doi.org/10.1108/S1871-3173(2012)0000006023

Magombo, A., Rogerson, C. M., & Rogerson, J. M. (2017). Africa : Historical evidence from Malawi. *Bulletin of Geography. Socio-Economic Series*, *38*(38), 73–92.

Ortega, E., & Rodríguez, B. (2007). Information at tourism destinations. Importance and cross-cultural differences between international and domestic tourists. *Journal of Business Research*, *60*(2), 146–152. https://doi.org/10.1016/j.jbusres.2006.10.013

Pristiwasa, I. W. T. K., & Augustinus, D. C. (2017). Analisis Faktor Hospitality Masyarakat Terhadap Wisatawan di Kawasan Wisata Pulau Penyengat Kota Tanjung Pinang Propinsi Kepulauan Riay. *Journal of Accounting & Management Innovation*, *1*(1), 38–48.

Sharpley, R. (2000). The influence of the accommodation sector on tourism development: Lessons from cyprus. *International Journal of Hospitality Management*, *19*(3), 275–293. https://doi.org/10.1016/s0278-4319(00)00021-9

Susanto, P. C., Adiada, A. A. K., & Suyasa, N. L. C. P. (2018). Identification of Tourism Potentials in Catur Village Kintamani. *Sintesa, November*, 527–538.

Truong, T. H., & King, B. (2009). An evaluation of satisfaction levels among Chinese tourists in Vietnam. *International Journal of Tourism Research*, *11*(6), 521–535. https://doi.org/10.1002/jtr.726

Tukamushaba, E. K., Xiao, H., & Ladkin, A. (2016). The effect of tourists' perceptions of a tourism product on memorable travel experience: Implications for destination branding. *European Journal of Tourism, Hospitality and Recreation*, *7*(1), 2–12. https://doi.org/10.1515/ejthr-2016-0001

Weidenfeld, A., & Ron, A. S. (2008). Religious needs in the tourism industry. *Anatolia*, *19*(2), 357–361. https://doi.org/10.1080/13032917.2008.9687080

Western Tourism Australia. (2010). Annual Report 2009. In *Annual Report 2009*. https://doi.org/10.2499/9780896297852

Yulianty, M. (2005). *Partisipasi Masyarakat dalam Memelihara Benda Cagar Budaya di Pulau Penyengat sebagai Upaya Pelestarian Warisan Budaya Melayu*. Universitas Diponegoro.

Level of Local Community Brand Awareness of Samosir Tourism

Nur Cahaya Bangun[1], Jhonson Pardosi[2], Ilham Mirzaya Putra[3]*

[1,2]*Fakultas Ilmu Budaya, Program Studi D3 Perjalanan Wisata, Universitas Sumatera Utara*
[3]*Program Studi Pengembangan Masyarakat Islam, Universitas Islam Negeri Sumatera Utara*

*Corresponding Author: *ilhammirzaya@uinsu.ac.id*

Abstract: This study aims to: (1) determine the level of local community brand awareness of the brand "Negeri Indah Kepingan Surga" in Samosir Regency, and (2) know the local community's perception of the branding "Negeri Indah Kepingan Surga" in Samosir Regency. Methods of data collection through questionnaires and interviews. Data analysis was carried out in descriptive quantitative with a Likert scale and qualitative. In order for qualitative research to be better, member checks and group discussion forums were then carried out. The sample in this study amounted to 96 people, while the informants amounted to 9 people. The results of this study are: (1) the level of brand awareness of the local community towards the brand "Negeri Indah Kepingan Surga" in Samosir Regency is at the brand recall level, and (2) There has not been any unified perception among the local community on the brand "Negeri Indah Kepingan Surga". in Samosir Regency. Some of the ways that must be done in order to achieve brand awareness of local community. The local community's perception of the tourism brand in Samosir Regency is still varied, although it has a positive tone.

Keywords: Brand Awareness; Tourism Marketing; Local Community

Introduction

Branding is the process of interacting symbols which are manifested in the form of language, sound (intonation), gesture, and visualization to construct a meaning which then becomes the identity or characteristic of an object be it an individual, product, or institution (Susan, 2009). Branding is a marketing strategy. Branding strategies are used to support the existence of a product or service in order to keep progressing and developing. Branding creates consumer perceptions of a product or service and helps build an image

Brand combines a set of product or service features related to the brand name and serves to identify the product or service in the market. A successful brand involves at least three additional aspects, namely: (a) understanding of consumers, where a product or service brand is highly dependent on consumer perceptions, (b) marketing communication where once a product or service brand is formed it is very important to be communicated and placed on a particular niche in the market, and (c) continued interaction with consumers where organizational processes must be directed at maintaining brand identity while maintaining continuous interaction with target consumers, so that the product or service has a competitive advantage with competitors (Geoffrey, 2007).

Figure 1. Samosir Regency Tourism Brand

"Negeri Indah Kepingan Surga" is a tourism brand in Samosir. Choosing a brand in tourism promotion is not easy, because the brand used must represent the overall tourist destination. Negeri Indah Kepingan Surga means that Samosir has a special beauty that is said to be like a piece of heaven such as natural beauty, cultural uniqueness and the hospitality of the local community. This was done to support the vision of Samosir Regency which is to become an innovative environmental tourism destination by relying on tourist objects in Samosir (Manullang, 2015).

Tourism branding must be synergized with stakeholders who interact directly with tourists. A complete perception is needed that guarantees brand awareness of all stakeholders regarding "Negeri Indah Kepingan Surga", including local communities. Local communities have a direct role in managing tourist destinations and the tourism industry. In addition, local people also play an important role as tourism marketers. Perceptions and attitudes of local people towards tourists are the face of Samosir tourism.

Brand awareness is a person's ability to remember a particular brand or particular advertisement spontaneously or after being stimulated by key words (Rangkuti, 2009). Thus, brand awareness can be said to be the general goal of marketing communication. The existence of high brand awareness is expected to be able to associate a product with its brand. Like "Negeri Indah Kepingan Surga", the brand sticks in the mind of everyone who hears it with a "indah/beautiful" and "surga/heavenly" atmosphere. Two key words: "beautiful" and "heaven" must be visualized so that a meaning is constructed which becomes an identity or characteristic. In the context of marketing communications, brand identity must be maintained by managers of tourist destinations, tourism industry players, and local communities who interact directly with tourists, so as to generate tourist perceptions that are in accordance with the marketing communications built.

The sequential level of brand awareness are as follows(Simamora, 2001):
1. Unaware of brand. This category includes brands that remain unknown even though aided recall has been carried out
2. Brand recognition. This category includes product brands that are known to consumers after aided recall is carried out
3. Brand recall. This category includes brands in a product category that consumers remember without having to be recalled, termed unaided recall
4. Top of mind. This category includes product brands that the first appear in the minds of consumers in general

Based on information sourced from the Samosir Regency Tourism Office, the brand "Negeri Indah Kepingan Surga" does not yet have a meaningful formula, so that anyone who hears it is free to perceive and interpret. This condition affects the level of brand awareness of the local community. In accordance with the theory of symbolic unteractionism which explains that individual interactions always use symbols which are then practiced to get meaning. So, in fact, " Negeri Indah Kepingan Surga " as a symbol must have a meaning in order to be practiced by the local community.

Based on literature search, there are several similar studies. Priyatmoko examined the level of awareness of tour guides on Branding Wonderful Indonesia and Pesona Indonesia: Tourism Destination Marketing Strategies. The result of this research is the level of brand awareness of the guides in the Special Region of Yogyakarta Province is at a score of 2,663, the third level is brand recall, which means being able to recognize branding without the help of certain stimuli (Priyatmoko, 2016).

In addition, Adona et al researched City Branding: Padang City Tourism Marketing Strategy. The result of this research is that city branding is not implemented in accordance with the work process, it is more spontaneous without planning. As a result, the government's vision, mission and goals are less consistent with the brands they compile. Most of the West Sumatra bureaucracy has not been able to explain the consequences and their understanding of city branding . On the other hand, community participation in promoting city branding is also not very visible (Adona et al., 2017).

Furthermore, Yuristiadhi and Sari's research in 2017 examines Indonesia's Tourism Branding Strategy for International Marketing. The results of this study are (1) The branding that has been used since 2015 to date is Wonderful Indonesia for foreign markets and Pesona Indonesia for the domestic market. Previously, since 2008-2015 the Government of the Republic of Indonesia used Visit Indonesia (2) The Ministry of Tourism used four media used as a means of publication and promotion, namely online media, electronic media, printed media, and space media (3) Branding Wonderful Indonesia has significantly attracted tourists China, which surged 42.22% in 2017, but has not done well in other countries (Makhasi, 2017).

The aim of this research are: (1) This is to determine the level of brand awareness of the local community on the branding "Negeri Indah Kepingan Surga" in Samosir Regency. (2) This is to find out the local community's perception of the "Negeri Indah Kepingan Surga" branding in Samosir Regency.

Methodology

This type of research is a survey. survey research is research conducted on large and small populations but the data studied is data from samples so that relative incidents, distribution and relationships between sociological and psychological variables are found (Kerlinger, 2006).

The first research objective uses a descriptive quantitative research approach. quantitative research is research that analyzes quantitative data (data in the form of numbers or quantitative qualitative data) using statistics as a test tool. Then the results of the quantitative research were analyzed and explained again descriptively through qualitative research (Sugiyono, 2012).

The second research objective used a qualitative research approach. In qualitative research, primary data sources are determined by using criterion-based selection which is based on the assumption that the subject is an actor in the research theme. Meanwhile, in determining the informants, using the snow ball sampling model to expand the research subject .

The population of this study were all people of Samosir Regency aged 15-64 years. Based on data obtained from the Central Statistics Agency (BPS) of Samosir Regency in 2020, it is known that the population of Simanindo District aged 15-64 years is 73.031 people (Badan Pusat Statistik Kabupaten Samosir, 2020). The sample calculation uses the Frank Lynch calculation formula (Irawan, 2006):

$$En = \frac{Nz^2.p(1-p)}{Nd^2 + z^2.p(1-p)} \tag{1}$$

Information :
n = number of samples
N = total population
z = standard value according to the level of confidence (1 , 96) 95% confidence level
p = benchmark price (0 , 5)
d = sampling error (0 , 1)

Then,

$n = \dfrac{73031(3,84)x0,25}{73031(0,01) + 3,84x0,25}$

$n = \dfrac{70109,76}{730,31 + 0,96}$

$n = \dfrac{70109,76}{731,27}$

n = 95,87 or rounded to 96 , then the sample size is 96 people

The sampling technique in this study was purposive sampling. Purposive sampling is a sampling technique with certain consideration (Sugiyono, 2014). In this case, the authors taking samples based on field observations of Local community in Samosir involved who are actively

involved in the tourism industry and managing tourist destinations. This is because they interact directly with tourists as tourism marketing objects.

Table 1. List of Questions in the Questionnaire

Brand Awareness Level	No.	Question	Scale
Unaware of Brand	1	You Know that Samosir has tourism *branding*	
	2	You know the *branding* of Samosir tourism promotion	
Brand Recognition	3	You know the logo / image of the Samosir tourism *branding*	
	4	You know the *tagline* or sentence of Samosir tourism *branding*	
Brand Recall	5	You recognize the *branding* of tourism Samosir when viewed logo or read the *tagline* that	Likert
	6	Samosir tourism *branding* logo / image is memorable	
	7	Samosir tourism *branding tagline* or sentence is easy to remember	
Top of Mind	8	When you hear tourism *branding*, the first thing you will remember is Samosir tourism *branding*	

The data collection method in this study is the interview given to informants who are community leaders and a list of questions (questionaire) given to the research respondents. Interviews were conducted in a structured and in-depth manner to determine the local community's perceptions of the tourism brand logo. Meanwhile, the statements in the questionnaire were built from four levels of brand awareness, namely unaware brand, brand recall, brand recognition, and top of mind. There are eight questions in the questionnaire with a choice of five answers according to the Likert scale level as shown in table 1.

The data analysis technique used in the formulation of the first problem is quantitative data analysis to estimate the level of brand awareness of the local community towards the brand " Negeri Indah Kepingan Surga". Therefore, each alternative answer chosen by the respondent to the questions on the questionnaire will be given a score or weighted value. The calculation of the answer score is as follows:

Maximum score for each question	:	5
Minimum score for each question	:	1
Number of questions	:	8
Number of respondents	:	96
Lowest score	:	768
Highest score	:	3,840
Ranking Range	:	3,072
Many Levels	:	4
Range between tiers	:	768

Then set the class interval table based on the level of *brand awareness* :

Table 2. Class interval table and *brand awareness* level

No.	Interval	*Brand Awareness* Level
1	768 - 1,536	Unaware of Brand
2	1,537 - 2,304	Brand Recognition
3	2,305 - 3,072	Brand Recall
4	3,073 - 3,840	Top of Mind

The method of data analysis in the second research objective was carried out qualitatively by emphasizing the relations between data, interpreting and interpreting them. The formulation is not explained in numbers, but it will be well illustrated if it is done narrative. In addition, a member check was carried out on every data obtained, then a group discussion was held with several experts so that the results of the research carried out could be accounted for and could be used to answer the problem under study.

Results and Discussions

Results

Respondent Characteristics

Respondents in this study were local people aged 15 - 64 years in Simanindo sub-district, Samosir Regency, totaling 9 6 people. To determine the condition of the characteristics of the respondents, it can be seen from the general description of the research respondents. In the following discussion, the characteristics of respondents are classified based on gender, education, occupation , and domicile of the sub - districts, which are shown in Table 3.

Table 3. Characteristics of Respondents

Characteristics	Number of Respondents (%) = 96 people (100%)								
Domicile	Daily	Nainggolan	Onan Runggu	Palipi	Panguguran	Ronggur Nihuta	Sianjur Mulamula	Simanindo	Sitiotio
	11 (11%)	9 (10%)	5 (5%)	5 (5%)	18 (19%)	8 (9%)	7 (7%)	29 (30%)	4 (4%)
Profession	Craftsmen	Business Owners	Employees	Attraction Actors	Teacher	Student	Public figure		
	5 (5%)	20 (21%)	8 (9%)	8 (9%)	12 (11%)	2 (2%)	41 (43%)		
Education	SD	Junior High	High school	D-3	S-1	S-2			
	8 (9%)	17 (18%)	52 (54%)	3 (3%)	13 (13%)	3 (3%)			
Gender	Man	Women							
	53 (55%)	43 (45%)							

Source: Primary research data, 2020

Level of Brand Awareness

Based on the data analysis method that has been established in this study, it is known that the results of the calculation of the total score of answers from 96 respondents to 8 questions resulted in a score of 2.405. This means that the level of brand awareness of the local community towards the tourism brand in Samosir Regency is at the level of brand awareness or being able to recognize branding without certain assistance. For more details, see Figure 2.

Although the research results show that the Level of Local Community Brand Awareness towards tourism branding in Samosir Regency is at the brand recall level. However, this is unfortunate, because the local community's brand awareness should be at the top level of mind. Local people who live in tourist areas are one of the key actors in tourism. Not infrequently, local people with all their perceptions about tourism management have already been involved in tourism management. That is why their role is very important in tourism development. Their role is seen primarily in the form of providing accommodation, guiding services, providing food, souvenirs and other tourism services. In addition, local communities usually have traditions and local wisdom in preserving culture and history that are not shared by other stakeholders.
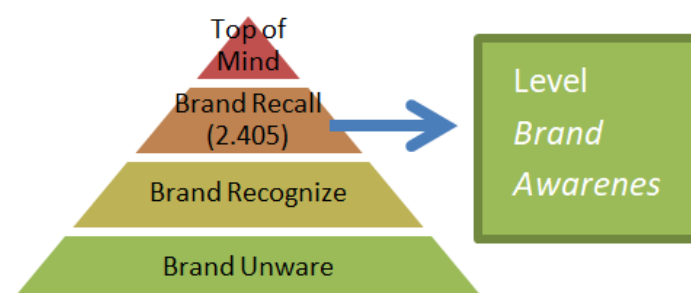
Figure 2. Level of Local Community Brand Awareness on tourism branding in Samosir Regency

When local people have a level of brand awareness at the top of mind level , it means that local people can apply the branding of Negeri Indah Kepingan Surga well. So that the marketing function of the brand can be felt by tourists when interacting with local people when visiting Samosir Regency. As one of the stakeholders who is in direct contact with tourists, ideally, local community brand awareness is at the top of mind level. Some of the ways that must be done in order to achieve brand awareness include the following (Aaker, 1997): (1) The message to be conveyed to consumers/local community must be easy to remember and different from other products; (2) The symbol used can be associated with the brand; (3) Brand extensions can be used to make the brand more memorable or known by consumers/local community; (4) Sponsorship and publicity can be used to achive brand awareness; (5) Perform repetitions of the message coveyed.

Discussions
Local Community Perceptions of Tourism Branding in Samosir Regency

Interviews were conducted with 9 informants who are community leaders in Samosir Regency. Community leaders consist of traditional leaders, management of tourism organizations, hotel managers, and government employees. The list of interview questions is formatted based on the color, shape, and writing contained in the tourism branding of Samosir Regency.

Table 4. Perception of Branding by Color

Question Items	ID	Informant Statement
The meaning of Samosir's writing is Batak, Yellow and Red	1	Yellow symbol of agriculture Red bold symbol
	2	Red means according to the color of the batak manganduk flag of meaning, struggle, achievement and sikab tebuka. While yellow is the color of egg yolk (transparent has always been a completeness of batak ritual) is meaningful meaning of life needs the blessing of God Pnguasa Alam.
	3	I never knew yellow was a Batak ethnic color.
	4	Actually the color of batak is actually red and white black, but the red yellow only beautify the color of it.
	5	Yellow is Beautiful and Red is Brave
	6	Island
	7	Representing a peace-loving and courageous society
	8	The natives and most of the samosir population are batak ethnicities.
	9	*Yellow signifies diversity* Red indicates courage.
The meaning of Samosir writing with red border	1	Brave
	2	Contains meaning, sturdy, consistent and bravely different. (Red is not easy in other color separations)

	3	Don't know
	4	Which means the red sign of courage in the batak people
	5	*Beragam*
	6	Batik
	7	A samosir society that always protects itself with courage
	8	Samosir customs
	9	Indicates territory
The meaning of the blue color in the tagline / slogan "Beautiful Land of Pieces of Heaven"	1	Samosir is surrounded by a blue lake.
	2	Means samosir surrounded by lakes and lakes are very close in happy life samosir residents
	3	Don't know. My advice, white, red, black, green and blue are combined. If you want to ask the meaning from my point of view, we will talk about it again.
	4	The meaning of blue color indicates the lake of blue water and surrounded by green hills.
	5	The color blue means Lake Toba.
	6	The beauty of nature
	7	Symbolizing greatness
	8	Samosir regency is around Lake Toba
	9	Lake Toba water

Based on the results of the interviews shown in Table 4, it is known that most informants perceive the red color in the Samosir tourism brand as a bold nature and the blue color as Lake Toba water . The research on " Concept of Color in Culture Batak Toba Study: Metalanguage Semantic Natural " discovered that the red color is included in the three basic colors contained in Debata Na Tolu, gorga, and Ulos which has m akna courage, wisdom, and k ekuatan. Meanwhile, yellow is one of the four complex colors of the Toba Batak as a variation of life that has a meaning of wealth. The red, yellow, and blue colors found in the Samosir Regency tourism brand are actually included in the uniqueness of the Toba Batak culture(Gebie, 2017). Even so, there are still various perceptions among community leaders in interpreting the colors of the Samosir tourism brand, however , the whole is positive.

Based on the results of the interview shown in table 5 , the shape of the island of Samosir in the tourism branding of Samosir Regency was perceived as the same by the informants that the image of the shape means geographical location; Samosir island. Meanwhile, the form of writing on the word Samosir and on the slogan "Negeri Indah Kepingan Surga" is still interpreted in various ways, but the whole is positive in tone.

Table 5. Perception of Branding Based on Form

Question Items	ID	Informant Statement
The Meaning of Samosir Map in Samosir Writing	1	It indicates that it is samosir
	2	Confirming that Samosir is, is the center of Lake Toba. Lake toba is samosir, and samosir is fanau toba. Parapat, balige, it's on the island of Sumatra so that everyone when meeting with the letter O, will remember samosir
	3	Showing the shape of samosir island
	4	Good that's what it means
	5	Indicate location
	6	Beauty
	7	Samosir community unity
	8	Samosir region
	9	Indicates the geographical location of a place
	1	Because samosir consists of rows of sturdy hills

The meaning of perpendicular writing in Samosir's writing	2	Meaning: straight words and deeds, the community is honest, stands firm and proud of the culture and lifestyle of the community
	3	Don't know
	4	The meaning of his writing is perpendicular it signifies honest and fair in Samosir Regency
	5	Samosir is godly and friendly with humans.
	6	Assertiveness
	7	Laws enforced by the samosir community
	8	Existence of samosir regency
	9	Indicates that the community is godly and carrying help
The meaning of continuous writing on the tagline / slogan "Beautiful Land of Pieces of Heaven"	1	Tourism in samosir is continuous with other aspects
	2	Beauty and heaven are a unit of being a product of tourism.
	3	*Maybe, this is a hope that the beauty, comfort, harmony of the community in Samosir is always maintained..*
	4	*The meaning of the writing is connected because the batak person there is a carving of gorga batak does not break the carving in short there is a bond to the family..*
	5	Samosir is in the middle of Lake Toba.
	6	Togetherness
	7	Samosir people who always work together and please help
	8	Beauty of Samosir Regency
	9	Samosir is surrounded by small islands around Lake Toba.

Furthermore, based on the results of the interviews shown in table 6, most of the informants perceived the phrase "Negeri Indah Kepingan Surga" as a beauty both in nature and the environment. However, the beauty of nature still dominates the public perception over the beauty of the surroundings such as to the peaceful early and to a comfortable early .

Table 6. Perception of Branding by Lettering

Question Items	ID	Informant Statement
The meaning of the tagline "Negeri Indah Kepingan Surga"	1	That the beauty of samosir is likened to a piece of heaven
	2	".... This piece of heaven is true. The right thing is not a tagline, not a slogan. Because the understanding is very different where slogans are not commonly known in the science of branding. It means that samosir is beautiful, beautiful, sweet, cool, peaceful and natural as it is. It feels like a piece of heaven that is located on earth, and it is in the batak universe.
	3	If the beautiful land of the pieces of heaven can explain that when we are in samosir, we seem to feel that the beauty and comfort of heaven is in this place (samosir). Although the scope of beauty and comfort of the paradise we dream of is beyond what we see and feel disamosir. That's why maybe the use of the word pieces was made.
	4	It means before the ladies and gentleman goes to heaven but has stepped on the pieces of heaven that samosir
	5	Samosir a very beautiful tourist area
	6	Figurative of a natural beauty
	7	A beautiful and comfortable place.
	8	Beauty in Samosir Regency
	9	Signifies that samosir is beautiful like the paradise of the world

Overall, the local community's perception of tourism branding in Samosir Regency is still mixed. Except for the image of the Samosir map which already has the same perception. This

condition is in contrast to the level of brand awareness which is at the brand recall level. Brand awareness should be followed by a good perception of the brand. So that the meaning of the tourism brand can be realized in its entirety, especially for local people who are in direct contact with tourists.

Conclusions

The level of brand awareness of the local community towards the tourism brand in Samosir Regency is at the level of brand awareness or being able to recognize branding without a certain stimulus (assistance). As one of the stakeholders who is in direct contact with tourists, ideally the local community's brand awareness should be at the top of mind level . Efforts are needed to increase brand awareness in local communities which will have an impact on tourism in Samosir Regency.

The local community's perception of the tourism brand in Samosir Regency is still varied, although it has a positive tone. So, it is necessary to formulate the meaning of the tourism brand in Samosir Regency which is then socialized by the Tourism Office as the owner of the brand's authority. The formulation of the meaning of the tourism brand and the socialization must be done, so that the level of brand awareness and perception does not contradict the findings in this study, so that the meaning of the tourism brand in Samosir Regency can be realized in its entirety.

Acknowledgement

References

Aaker, D. A. (1997). *Managing Brand Equity: Capitalixing on the Value of a Brand Name*. The Free Press Alfabeta.

Adona, F., Nita, S., Yusnani, & Mafrudoh, L. (2017). City Branding: Strategi Pemasaran Pariwisata Kota Padang. *Proceeding SENDI_U*.

Badan Pusat Statistik Kabupaten Samosir. (2020). *Kabupaten Samosir Dalam Angka*.

Gebie, P. (2017). *Konsep Warna Dalam Budaya Batak Toba: Kajian Semantik Alami*.

Geoffrey, S. (2007). *E-Branding: Developing the Internet as a Branding Tool*. Marketing Intelligence and Planning.

Irawan, A. (2006). *Modul Praktikum Statistika*. Cipta Prima Nusantara.

Kerlinger. (2006). *Asas-asas Penelitian Behaviour* (3rd ed.). Gadjah Mada University Press.

Makhasi, G. Y. M. ; C. U. (2017). *Pariwisata Indonesia Untuk Pemasaran Mancanegara*. *2*.

Manullang, Y. (2015). Pelaksanaan Promosi Kepariwisataan Samosir Oleh Dinas Pariwisata Seni dan Budaya Kabupaten Samosir. *JOM FISIP*, *2*(2).

Priyatmoko, R. (2016). Tingkat Kesadaran Pramuwisata Terhadap Branding Wonderfull Indonesia dan Pesona Indonesia: Strategi Pemasaran Desitinasi Wisata. *Jurnal Destinasi Kepariwisataan Indonesia*, *1*, 83–102.

Rangkuti, F. (2009). *The Power of Brand: Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek*. PT. Gramedia Pustaka Utama.

Simamora, B. (2001). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. Gramedia Pustaka Utama.

Sugiyono. (2012). *Statistika untuk Penelitian*. Alfabeta.

Sugiyono. (2014). *Statistika untuk Penelitian*. Alfabeta.

Susan, N. (2009). *Sosiologi Konflik & Isu-isu Kontemporer*. Kencana Penada Media Group.

Tourism Potential and Strategy to Develop Competitive Rural Tourism in Indonesia

Dina Mayasari Soeswoyo[1], Mellia Jeneetica[2], Liliana Dewi[3]*, Made Handijaya Dewantara[4], Putu Swasti Asparini[5]

[1]*Hospitality Management, Sekolah Tinggi Pariwisata Bogor, Indonesia,*
[2]*Tourism Management, Sekolah Tinggi Pariwisata Bogor, Indonesia,*
[3]*Faculty of Economy and Business, National University, Indonesia,*
[4]*Griffith University, Australia,*
[5]*Imelda University Medan, Indonesia*

*Corresponding Author: *Liliana.dewi@civitas.unas.ac.id*

Abstract: This study aims to identify tourism potential and a set of strategies for a competitive rural tourism development using a case study in Sukajadi Tourism Village, Bogor Regency, West Java. This study is a descriptive qualitative type with an exploratory case study approach. Primary data were obtained from deep field observation and interview with key informants, while secondary data was obtained from the results of literature studies and documentation. This research used identification analysis techniques of 11 tourism components modified from several experts, CHSE analysis, work program government (PROKER), market preferences, and SWOT analysis as well as SWOT Matrix. The result of this study was obtained great potential and 15 main strategies for the development of the Sukajadi Tourism Village which is currently starting to grow, namely making serious and aggressive efforts on the internal aspects of village tourism destination, as well as collaboration with tourism industry and local governments to create a competitive rural tourism destination. An active and aggressive strategy is needed for the development of Sukajadi village as a competitive rural tourism destination, based on micro and macro perspectives.

Keywords: CHSE, Competitive Development Strategy, Rural Tourism, SWOT Analysis, SWOT Matrix

Introduction

In Indonesia, the tourism sector has become an important part of national development, and has even become one of the government's priority development programs. Since 2016, the Indonesian tourism sector has been ranked as the second largest foreign exchange earner for the government (Soeswoyo & Rahardjo, 2018). The Covid-19 pandemic, which began to spread in Indonesia in March 2020, severely hit economic growth, had a huge impact on health and social life. The tourism sector is no exception, because in addition to strict prohibitions and restrictions on travel, the public is encouraged to increase social distancing and avoid crowds in order to help break the chain of the spread of the corona virus-19. Over time, this pandemic has also changed people's habits and behavior patterns to become more concerned with health, more selective in choosing food, socializing, using various facilities and infrastructure needs, as well as to determine tourist attractions to be visited.

For some people, tourist villages are considered as an alternative attractive tourist destination during the Covid-19 pandemic. Not only natural tourist attraction factors such as views of mountainous landscapes, rice fields and plantations which tend to have relatively fresher air and are far from pollution, generally the density level of visitors to tourist villages is easier to manage because of the large area of the village. This was also expressed by the Minister of Tourism and Creative Economy of Indonesia as reported in the online media Berita Satu, who

said that now rural tourism is an increasingly attractive form of tourism and is becoming a world trend, because tourists can see and learn local culture in a more natural environment, clean and healthy (Uno, 2021). But of course, special efforts are needed so that business people, tourists and the community can carry out their tourism activities relatively safely. For this reason, the Indonesian government through the Ministry of Tourism, Creative Economy, created a health protocol manual based on Cleanliness, Health, Safety, Environmental Sustainability (CHSE) to be applied in tourism destinations, both in tourist attractions and also various tourism supporting facilities such as restaurants, hotels, homestays, shopping centers, creative economy businesses, and tourism transportation, to increase visitor confidence in the guarantee of clean, healthy, safe, and environmentally friendly products and services, prevent the spread of Covid-19, and also maintain the reputation and credibility of tourist attractions. and other tourism businesses (Kemenparekraf, 2020).

The development of tourist villages can be one of the efforts to realize equitable development at the village level in various parts of Indonesia so that it is expected to improve the community's economy, encourage the preservation of environtment and local wisdom. This factor is one of the reasons why the United Nations of the World Tourism Organization (UNWTO) also encourages Indonesia to maximize tourism based on tourist villages (Nalayani, 2016). Some of these things are the basis for government important considerations so that through the Ministry of Creative Economy Tourism in collaboration with the Ministry of Villages and the Ministry of Cooperative Economics, they seek to develop rural-based tourism by targeting the realization of 2000 tourist villages in Indonesia by 2020 (Tarunajaya in Soeswoyo, 2020), and there will be 244 Tourism Villages having the Independent category in 2024 (Uno, 2021).

Village tourism is also a form of community-based tourism, and is considered a more sustainable alternative to tourism, because this type of tourism emphasizes the active involvement of local communities and their controlling role in tourism development in their area (Utami et al., 2019). According to Buhalis (2000: 98), there are six main components of tourism, namely 6A (attractions, amenities, accessibility, activities, available packages, and ancillary services). In a subsequent study, Utomo & Satriawan (2017) describe 7 important components that play a role in the development of tourist villages, namely product potential and attractiveness, human resources, community motivation, facilities and infrastructure, tourism support facilities, institutions and land availability for tourism development. Although many recommendations on the role and active ownership of the community are highly prioritized in the concept of community-based tourism (Nitikasetsoontorn, 2015; Goodwin & Santili, 2009) but several cases also show that the role model of local communities combined with private business partners shows more successful results (Hausler & Strasdas in Mtapuri & Giampiccoli, 2014; Rodrigues & Prideaux, 2017). According to Hildebrandt & Isaac (2015), Wisudawati et al (2020), a macro business perspective is needed to realize a competitive destination, which involves the cooperation of all tourism stakeholders by considering mutual benefits.

Sukajadi Tourism Village is one of the villages located in Tamansari District, where this sub-district is one of the strategic tourism areas (KSP) of Bogor Regency because it is considered to have potential for tourism development and has an important influence on aspects of economic, social cultural growth, empowerment of natural resources, as well as the carrying capacity of the environment (UU No. 10, 2009). Around Sukajadi Village, there are several well-known tourist destinations such as Curug Nangka, Butterfly Park, Highland Resorts, but unfortunately all these tourist attractions are managed by the private sector, and a small part of the people of Sukajadi Village are only employees at these attractions. In 2018, the tourism awareness group (Pokdarwis) of Sukajadi Tourism Village collaborated with PT Perhutani, to utilize part of the pine forest in the village area to be managed as a tourist attraction. The main objective of managing the Kali Mati Pine Forest is to empower the Sukajadi Village community and also to help conserve the forest area and its fauna-flora. This Kali Mati Pine Forest has begun to be visited by many tourists, especially during the week-end. However, in its management, it is still not optimal due to the very limited knowledge and abilities of the village community. The residents of Sukajadi Village do not yet fully understand what potentials can make their village designated as a tourism village and also do not know the governance and strategies for developing it. The development of the Sukajadi Tourism Village is also expected to be supported by the Regional Government

because it is in line with the regional government's development vision as "Bogor Sport & Tourism Regency". For this reason, the tourism development of Sukajadi Village should be integrated with the local government's tourism work program which refers to the Regional Tourism Development Master Plan (RIPPARDA) of Bogor Regency, especially in the aspects of tourism industry development, tourism destination development, tourism institutional aspects, and tourism marketing.

According to the results of research conducted by Pakuan University on tourism marketing in Bogor Regency, the following are the results of infographic data and also the preferences of domestic tourists who make tourist visits to Bogor Regency:

Table 1. Infographics and Preferences of Domestic Tourists to Bogor Regency

No	Variable	Survey
1	Origin	Jakarta (31%), Tangerang (25%), Bekasi & Depok (12%), Banten, Bandung, Sukabumi (<5%).
2	Age	Families age 26-40 years (47%), age 18-25 years (36%) and age 41-60 years (12%).
3	Occupation	Employees (50%), Housewifes, teachers etc (18%), students (17%), entrepreneurs, civil servants & retirees (15%)
4	Desired type of tour	special interest nature tourism: mountains, forests (70%), artificial tourism: zoo, waterpark (15%), cultural/historical/religious/museum (11%), shopping/modern/traditional and others (<4%).
5	Sources of information	Friends and relatives (63%), social media (26%), websites (9%).

Source: Unpak, 2020

Several previous studies in determining tourism development strategies using Strength, Weakness, Opportunity & Threats (SWOT) analysis have been carried out by academics, such as evaluation studies and tourism village development strategies in Badung-Bali Regency using SWOT analysis based on the evaluation of 3 tourism village criteria and 6 components tourism (Nalayani, 2016), research on tourism village formation strategies in Karang Ploso District in Malang Regency using SWOT analysis based on analysis of internal & external conditions (Utomo & Satriawan, 2017), Dewi (2019) using SWOT analysis techniques to conduct village development studies Tourism in Bogor Regency based on 7 components of tourism to 3 tourist villages, and Wisudawati et al (2020) also conducted a SWOT analysis study for the development of attractiveness and quality of competitive tourist destinations. According to the results of previous studies, judging from the assessment of tourist destination, the readiness of community-based tourism development and also the readiness of the community, Sukajadi Village is one of 17 villages in the West Bogor tourist zone which is assessed as having great potential (Untari, 2009).

This study aims to obtain the right strategy formulation in developing a competitive Sukajadi tourist village, using SWOT analysis base of the identification of 11 tourism components, and 3 additional components, namely CHSE which is important during the Covid-19 pandemic, government work program (Proker) refers to the Regional Tourism Development Master Plan (RIPPARDA) for a period of 15-25 years (Permenpar, 2016), as well as market preferences. This is very important for the creation of competitive and sustainability of community-based tourist destination that consider economic, social, cultural and environmental aspects (Tamir, 2015), as well as the important role and support of the government (Towner & Towner, 2016). The results of this study can be a reference and add insight into the research roadmap in the context of a competitive tourism village development strategy.

Methodology

This type of research is descriptive qualitative with an explorative case study approach. This study describes the state of the object of research, namely Sukajadi Tourism Village, Bogor, based on the facts come out by focusing on finding data for problem solving processes. Data collection techniques were carried out from mid to late 2020 through deep field-observations to the Sukajadi Tourism Village, documentation data, literature studies, and also interview with key informants, namely the Chair of the Pokdarwis, and the Chair of the Bogor Regency Tourism Village Association. Primary data is obtained from direct observation and interviews, while secondary data is gathered from literature studies, village and government documentation.

All data collected is then classified according to the research interests, reduced, analyzed, presented and conclusions drawn. To verify the validity of the data, a time triangulation technique is used, where the data obtained is checked repeatedly at different times to ensure their accuracy. The data analysis technique in this study was carried out in 2 stages. The first stage is to use analysis of 11 tourism components identification, enlarged from the theory of Buhalis (2000), Utomo & Satriawan (2017) consists of Attraction, Activities, Accessibilities, Amenities, Availability packages, Ancillary services, Human resources, Community participation , Land, Tourism industry, Marketing. Then it is completed with CHSE, local government work program (PROKER), and tourist preference analysis. All results of the identification of the Sukajadi tourism village potentials, then carried out a second stage, namely SWOT analysis and SWOT Matrix so that in the end a conclusion was drawn.

This SWOT analysis is based on the belief in the assumption that an effective strategy will be able to optimize Strengths and exploit Opportunities and at the same time be able to develop Weaknesses and minimize various Threats. The strategies developed based on the technical analysis of the SWOT Matrix include:

1. S-O (Strength Opportunity) Strategy, analysis made by optimizing and empowering all strengths possessed by Sukajadi Tourism Village by considering the most of the opportunities that exist in the external environment.
2. W-O (Weakness Opportunity) Strategy, analysis of strategies applied to improve the weaknesses of the internal environment by taking advantage of existing external environmental opportunities.
3. S-T (Strength Threat) Strategy, analysis in optimizing the strengths possessed to overcome threats from the external environment.
4. W-T(Weakness Threat) Strategy, analysis based on efforts to minimize weaknesses and anticipate potential threats that will come.
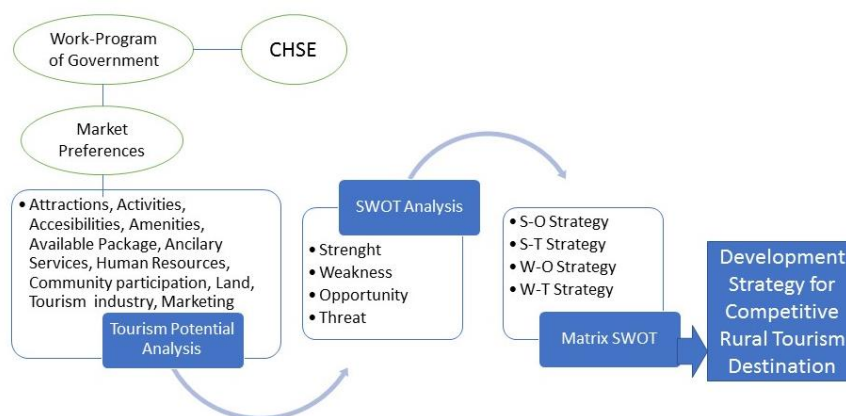
Source: Enlarged from Buhalis (2000), Utomo & Satrio (2017)
Figure 1. The Conceptual framework in the research

Results and Discussions
Results

Geographically, Sukajadi Village is located to the south of Mount Salak in the Bogor Regency area, bordering the West with Sukajaya Village. Sukajadi village is one of the villages in the Taman Sari sub-district, where this sub-district has been designated as a Bogor Regency Tourism Strategic Area (KSP), because it has great potentials for tourist attraction, its location is not too far from the Bogor City center, and has relatively good road access, and has an influence on economic, social, cultural and environmental growth. This village has a natural beauty that is not widely known by tourists. A beautiful pine forest and surrounded by several waterfalls which in Sundanese is often called "curug" is located in this village. The plantation area is quite large, fish ponds, small industrial business centre in this village are potentials that have their own charm. In general, the livelihoods of the village community are casual daily laborers, farm laborers, employees, grocery and traveling traders, as well as entrepreneurs. The majority of the residents of Sukajadi Village are of productive age (26-40 years), they are very concerned and have a strong commitment to advancing the village through tourism development, active in paticipating under the Tourism Awareness Group (Pokdarwis). Around Sukajadi Village, there are several well-known tourist attractions, namely Curug Nangka, Butterfly Park, Pura Agung Parahyangan Jagatkartta, Taman Salaka, The Highland Resorts and Curug Sawer but unfortunately all of them are managed by private sectors and have not had a positive impact on the local community. According to the head of Sukajadi Village Pokdarwis:

"...In the vicinity of Sukajadi Village there are actually many well-known tourist attractions, but they are managed by the private sector. The people here want tourists to also come to the village, then the village will be developed and could improve the economy of the residents here. We have collaborated with the PT Perhutani to manage some forest area into tourist attractions, but the results are still not optimal. ..." (Alta, personal communication, 23 August 2020)

The development of the Sukajadi Tourism Village also received a recommendation from the Chairperson of the Bogor Regency Tourism Village Association:

"...In Bogor Regency, about 30 tourist villages have been formed, but in reality only a few have been developed and have succeeded. Many tourist villages have been established but have not yet been developed or *TukCing* (established but in-active). Many of them do not understand how to develop it. There are various trainings from the Regency Tourism Office, but there are still many who have difficulty implementing them, including in Sukajadi Village, so academics need to help ..." (Denny, personal communication, 9 December 2020).

Table 2 describes identification of the tourism potential in Sukajadi Village briefly:

Table 2. Tourism Potential Analysis of Sukajadi Village

No	Tourism Components	Tourism Potential
1	*Attraction*	Kali Mati Pine Forest Corn, taro, sweet potato, cassava and nutmeg gardens Natural scenery of Mount Salak, environmentally friendly village
2	*Activities*	Visitation to the sandal & shoe footwear craft center, convection of making headscarves, embroidery. Visitation to the home industry of food center: *tempe* and *tempe* chips, flower shake, various cassava chips, taro, sweet potato, opaque, and nougat.
3	*Accesibilities*	The road to the village has been paved 40 minutes from Bogor City (by car) Insufficient signage Tourist maps, evacuation routes, disaster mitigation instructions are not yet available

4	*Amenities*	The Highland Resort and Cunang Hills accommodation available (private) There is a camping ground in the Kali Mati Pine Forest. De Saung and Pondok Bambu restaurants available (private) Fried chicken and soup stalls available (local comunities) Not yet available tourist information service center, adequate parking facilities There are mosques and prayer rooms, community health centers Inadequate public toilets at tourist attractions.
5	*Ancillary Services*	The Sukajadi Tourism Village Management, Youth Organizations, Farmers Groups, Woman Groups (PKK), and village officials adequately support village tourism activities.
6.	*Availabe Package*	Not available
7	Human resources	Tourism Awareness Group (Pokdarwis), youth groups, farmer groups and groups of women (PKK) who are quite active and regularly meet.
8	Local community participation and support	Pokdarwis, Karang Taruna, Woman Group (PKK), Farmer Groups are very enthusiastic about maintaining cleanliness. Two-time winner of Environmental Friendly Village at District level
9	Village Land	Such land owned by the village available that can be used for public facilities or village interests
10	Tourism Industry	There are already accommodation and restaurant businesses Some private tourist destinations (Butterfly Park, Jagatkatha Temple, Selaka Park). There is no travel agency yet
11	Marketing	Lack of village promotion either online or offline. Do not understand about marketing management
12.	CHSE	CHSE information and facilities are not available yet
13.	Government work program	Unexplored 'kaulinan' and local culture typical of the village There is no promotion integration with the surrounding area and local government
14.	Market Preferences	The development of forest attraction for millennials is not optimum yet.
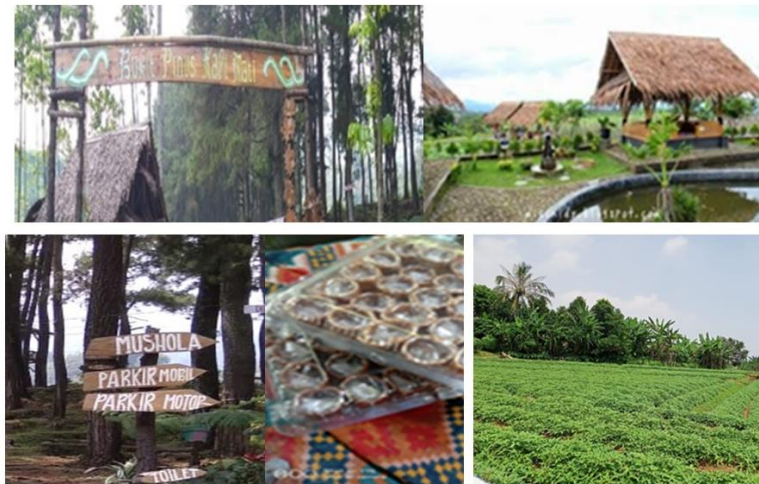
Figure 2. Tourism Potential of Sukajadi Village: Kali Mati Pine Forest, De Saung Restaurant, signages, Ginger Nougat Snack, Cassava plantation

Figure 3. Sukajadi Village Office, Bogor Regency

Discussions

Based on the identification of the tourism potentials of Sukajadi Village as described previously, then the data is grouped and developed according to the SWOT analysis in table 3:

Table 3. SWOT Analysis of Sukajadi Tourism Village

No.	Internal Potential
1	**Strength** 1. Natural tourist attractions potential: Pine Forest, Nangka Waterfall, Sawer Waterfall, Selaka Park, plantation and fishery land 2. Artificial and cultural tourist attractions: Butterfly Park and Museum, Pura Agung Jagatkarta temple 3. Tourism activities: seeing & making local food and souvenir 4. Fresh and quite cool air 5. Having the majority of human resources of productive age with a junior high school education level, and has the enthusiasm to develop village tourism. 6. a fairly good participation of local communities: tour guide group, MSMEs, opening a rice stall business, interested in homestay business, doing ornamental plant business, pokdarwis

2	**Weakness**
	1. Unexplored cultural tourism attraction typical of Sukajadi village
	2. No facilities of tourist information center, tourist maps, interesting village gate, disaster evacuation maps, inadequate parking facilities and signage.
	3. No homestay facilities
	4. No authentic food and drink made from local material
	5. Lack of CHSE facilities: wash hands, public toilets, health protocols informations
	6. Lack of knowledge and awareness the concept of a tourism village
	7. Not familiar with tourism village governance and marketing concepts
	8. No tour packages available

External Potential

3	**Opportunity**
	1. Has a strategic location, close to the Bogor City centre, easily accessible from Jakarta, Bogor, Tangerang, and Bekasi, with fairly good road conditions.
	2. Huge market potential, both from productive age and students
	3. In the condition of the Covid-19 pandemic, pine forest tourism, nature and special interests are one of the preferences for domestic tourists
	4. The growth of digital Information technology
	5. A part of the Taman Sari District which is designated as one of the Bogor Regency Tourism Strategic Areas.
	6. Supported by the development work program and the Bogor Regency Vision Sport and Tourism

4	**Threat**
	1. There are 30 tourist villages in Bogor Regency with their unique nature and culture and will be continue grow
	2. The Covid-19 pandemic is still increasing, there is no certainty that it will end until a vaccine for the corona virus is found.
	3. Cleanliness and environmental friendliness are very important for sustainable tourism**.**

The result of the SWOT analysis are then re-analyzed using the SWOT Matrix which formulates strategies based on cross-analysis of internal and external factors, as shown in Table 4:

Table 4. SWOT Matrix

EKSTERNAL INTERNAL	*Opportunitty* (O)	*Threats* (T)
***Strength* (S)**	S-O	S-T
***Weakness* (W)**	W-O	W-T

Referring to the SWOT Matrix analysis in table 4, the following describes the results of the formulation of the Sukajadi Tourism Village development strategy:

Table 5. Sukajadi Tourism Village Development Strategy

	Strength-Opportunity (S-O) Strategy
1.	Develop tourist village through product diversification based on market preference, which considers the majority of millennials and students, especially for nature Pine Forest (instagramable spots, wedding venue, hammocks, etc.)
2.	Develop special interest tourism activities (educational tours for the student market: such as gardening, fishing, outbound)
3.	Strengthening institutions & community participation, developing digital technology-based promotions
	Strength- Threats (S-T) Strategy
1.	Develop unique and competitive natural tourist attractions compared to other tourist villages in Bogor Regency (monkey watching, more unique instagramabe spots, and exploring other tourist attractions).

2.	Implementation of standard health protocols, health education and various efforts to prevent the spread of Covid-19, both to tourists, village communities and village business actors (health protocols banner, adequate hand washing facilities, checking tourists' body temperatures, being required to wear masks, setting social distancing)
	Weakness – Opportunity (W-O) Strategy
1.	Develop cultural and artificial tourist attractions to suit the market for millennials and students: (traditional children's games 'kaulinan', outbound facilities, selfie spots)
2.	Develop amenities according to the 'Sapta Pesona' Principle, CHSE Guidelines, as well as millennial and student market preferences:
	- Homestay & Camping Ground
	- Catering services for the student market at affordable prices
	- Develope food and drink made from local material (rice lead 'ngaliwet', welcome or special local drink
	- Tourist information Center is equipped with facilities and souvenir counters
	- Develope Meeting point/ place to hang out / comfortable multi-purpose room, unique and traditional building.
	- Develope nice packaging for food and beverage SMEs as a typical village gift
	- Training to improve the local comunities capacities (tourism awareness, tourism management, packaging, and marketing)
	- Develope unique entrance gates, tourist maps, CHSE facilities
	- Revitalisation of village land for parking facilities and other tourist activities
3.	Develop attractive tour packages
	Weakness – Threats (W-T) Strategy
1.	Develop unique and competitive amenities
2.	Develop unique local food & beverages compared to other tourist villages
3.	Implementation of strict health protocol standards, increasing the quantity and quality of hygiene facilities (trash cans), public toilets & hand washing facilities.
4.	Increasing tourism marketing: informative and interesting promotions through web/blogs, social media, publicationsn to potential market and integrated with local government promotion facilities.
5.	Develop of MSME products through quality improvement (product diversification, hygiene-sanitation, branding & packaging)
6.	Develop tourism package distribution channels through partner collaboration with online travel agents, conventional travel agents
7.	Develop distribution channels for MSME products and souvenirs through online applications, gift centers, sales counter in surrounding tourist destinations.

Result of the SWOT Matrix analysis, describe various action plans for the development of the Sukajadi Tourism Village are grouped into 4 strategic concepts: S-O, S-T, W-O and W-T. All action plans to support this strategy should be carried out seriously considering that this village has begun to be visited by tourists but has not been supported by the readiness of various tourism components so that it is feared that it will have an adverse impact on tourist satisfaction and interest in revisiting. In addition, various agressive efforts need to be made to support the concept of S-O, S-T, W-O and W-T strategies for the development of Sukajadi Tourism Village in order to have competitive qualities. A serious and aggressive strategy for the development of the Sukajadi Tourism Village, which is currently included in the start-to-grow category, is in line with the results of Nalayani's research (2016) which describes the case of Pangsan Tourism Village with the category of developing village, Astuti's research (2016) takes the example of the Mangesta Village case in Bali based on ecotourism, as well as Dewi's research (2019) using the Malasari Village case which has the same category. This research also come out with collaboration strategy with tourism stakeholders, namely the tourism private industry and the government, supported to the researches of Hildebrandt & Isaac (2015); Wisudawati et al (2020).

Conclusions

Refering to the results of the SWOT analysis and SWOT Matrix based on the identification of 11 potential components analysis of Sukajadi Village (uniqueness of attraction, tourism

activities, accessibility, quality and quantity of amenities, available tour packages, quality of human resources & institutions, community support, land, collaboration tourism industry, marketing), enlarged with CHSE, government PROKER, as well as tourist preferences as described previously, it was revealed that Sukajadi Tourism Village has great of tourism potentials. However, a special strategy that is serious and aggressive is needed in the development of the village which is currently included in the category of a start-to-develope village. Referring to internal and external environment, this study obtained 15 main aggressive strategies for the development of competitive Sukajadi Tourism Village, covered strategies on the internal development of village tourist destinations, aspects of tourism industry colaboration as well as government integration. An active and aggressive strategy is needed for the development of Sukajadi Village as a competitive rural tourism destination, reffered to micro and macro perpectives.

In order to get a broader picture of the strategy regarding the development of Sukajadi Tourism Village, it is recommended to conduct further quantitative research based on the visitors perspective, and other research using other analytical techniques.

References

Astuti, Ni Nyoman S. (2016). Strategi pengembangan potensi desa mengesta sebagai desa wisata berbasis ekowisata. *Soshum: Jurnal Sosial Humaniora, 6*(1),113 - 122 http://ojs.pnb.ac.id/index.php/SOSHUM/article/view/142.

Buhalis, Dimitrios. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21 (1), 97-116. Retrieved November 11, 2000 from https://www.academia.edu/164837/Marketing_the_competitive_destination_of_the_future

Dewi, Liliana. (2019). Pengembangan desa wisata di kabupaten bogor. Tourism Scientific Journal . 5(1), 48-65. https://doi.org/10.32659/tsj.v5i1.74

Goodwin, H. & Santilli, R. (2009). Community-based tourism: A success. ICRT Occasional paper, 11 (1) , 1-37. Retrieved November 16, 2000 from https://www.researchgate.net/publication/265278848_Community-Based_Tourism_a_success_Community-Based_Tourism_a_success

Hildebrandt, T & Isaac, R. (2015). The tourism structures in central vietnam: Towards a destination management organisation. Tourism Planning & Development, 12(4), 463–478.

Kemenparekraf. (2020). Panduan Pelaksanaan Kebersihan, Kesehatan, Keselamatan dan Kelestarian Lingkungan. Kementrian Pariwisata dan Ekonomi Kreatif Indonesia/ Badan Pariwisata dan ekonomi Kreatif Indonesia. Jakarta

Mtapuri, O & Giampiccoli, Andrea. (2014): Towards a comprehensive model of community-based tourism development. South African Geographical Journal, DOI: 10.1080/03736245.2014.977813

Nalayani, N. Nyoman Ayu H. (2016). Evaluasi dan strategi pengembangan desa wisata di Kabupaten Badung, Bali. JUMPA, 2(2): 189-198. https://doi.org/10.24843/JUMPA.2016.v02.i02.p12

Nitikasetsoontorn, S. (2015). The success factors of community-based tourism in Thailand. Doctoral dissertation. National Institute of Development Administration (NIDA) Development Journal, 55 (2). http://journal.nida.ac.th/journal/upload/paper/NIDA-20151103-185839.pdf

Permenpar no. 10. (2016). Peraturan Menteri Pariwisata Republik Indonesia tentang Pedoman Penyusunan Rencana Induk Pembangunan Kepariwisataan Provinsi dan Kabupaten/Kota

RIPPARDA. (2015). Rencana Induk Pembangunan Kepariwisataan Daerah Kabupaten Bogor Tahun 2015-2025. Cibinong: Bappeda Kab. Bogor

Rodrigues, C. B., & Prideaux, B. (2017). A management model to assist local communities in developing community-based tourism ventures : a case study from the Brazilian Amazon. Journal of Ecotourism, 1–19. https://doi.org/10.1080/14724049.2017.1309045

Soeswoyo, D. M. & Rahardjo, S. (2018). Peranan aspek ekonomis pariwisata kota Bogor terhadap pendapatan asli daerah. Proceeding; National Conference of Creative Industry, Universitas Bunda Mulia, Jakarta. http://dx.doi.org/10.30813/ncci.v0i0.1196

Soeswoyo, D. M. (2020). Peningkatan kualitas masyarakat melalui sosialisasi sadar wisata dan sapta pesona. Jurnal Pemberdayaan Pariwisata , 2 , 29-35. http://jurnalpariwisata.stptrisakti.ac.id/index.php/JPP/article/view/1383

Tamir, M. (2015). Challenges and opportunities of community based tourism development in Awi Zone: A case study in Guagusa and Banja Woredas, Ethiopia. Journal of Tourism, Hospitality, and Sports,11: 50-78

Towner, N., & Towner, N. (2016). Community participation and emerging surfing tourism destinations : a case study of the Mentawai Islands destinations : a case study of the Mentawai Islands. Journal of Sport & Tourism ISSN:, (March), 1–20. https://doi.org/10.1080/14775085.2016.1151819

Uno, Sandiaga. (2021) . Kemenparekraf gandeng kemendes PDTT bangun desa wisata. Berita Satu. Retrieved December 22, 2020, from https://www.beritasatu.com/ekonomi/722099/kemenparekraf-gandeng-kemendes-pdtt-bangun-desa-wisata

Unpak. (2020). Penyusunan strategi pemasaran pariwisata kabupaten bogor tahun 2018. Retrieved Agustus 6, 2020 from Repository.unpak.ac.id

Untari, R. (2009) . Strategi pengembangan ekowisata berbasis masyarakat di zona wisata bogor barat kabupaten bogor. Tesis. Retrieved December 15, 2021 from https://docplayer.info/45558032-Strategi-pengembangan-ekowisata-berbasis-masyarakat-di-zona-wisata-bogor-barat-kabupaten-bogor-rini-untari.html

Utami, M.M., Taufik, & Bhakti, W. N. (2019). Vilage tourism: the implementation of community-based tourism. Advances in Economics, Business and Management Research. 100. International Conference of Organizational Innovation (ICOI 2019). https://dx.doi.org/10.2991/icoi-19.2019.94

Utomo, S. & Satriawan, B. (2017). Strategi pengembangan desa wisata di kecamatan karangploso kabupaten malang. Neo-Bis. 11 (2), 142-153. DOI: 10.21107/nbs.v11i2.3381

UU no. 10. (2009), Undang Undang Repubik Indonesia Nomor 10 tahun 2019 tentang Kepariwisataan. Retrived September 4, 2020 from https://peraturan.bpk.go.id/Home/Details/38598/uu-no-10-tahun-2009

Wisudawati, Sri. et.al. (2020). The Development of attraction potency to improve the quality of denpasar city tourism. International Journal of Applied Sciences in Tourism and Events. 4(1), 59-67. http://dx.doi.org/10.31940/ijaste.v4i1.1848

Visualization of Amsterdam Airbnb Business Performance using Customer Reviews

Irwan Setiawan [1*], Fitri Diani [2]

[1,2]Department of Computer and Informatics Engineering, Politeknik Negeri Bandung, Indonesia

*Corresponding Author: irwan@jtk.polban.ac.id

Abstract: This article focuses on Airbnb that was one of the most popular sharing models in Economics. This study investigates the Airbnb business performance using customer reviews to calculate the monthly occupancy rate and a yearly income of Airbnb hosts in Amsterdam between 2015 and 2019. This study uses modest and optimistic estimates for the review rate with 0.6 percent and 0.4 percent, respectively, and 3.9 for the average length of stay in Amsterdam. Findings reveal that the visitors increase from May to June, then again in September and October. The monthly occupancy rate of the super host has a higher occupancy rate rather than the regular host at every district. The yearly income of the super hosts in Centrum-West and Centrum-Oost was higher than in other districts, while annual income was most deficient in Gaasperdam - Driemond. In term of average occupancy and number of maximum people per accommodation, accommodations which accommodate more than eleven people have more occupancy rate than others. Customer reviews can be used to calculate the monthly occupancy rate and a yearly income of Airbnb hosts.

Keywords: Airbnb, Amsterdam, Business Performance, Customer Review, Monthly Occupancy, Yearly Income

How to Cite: : Setiawa, I., Diani, F. (2021). Visualization of Amsterdam Airbnb Business Performance using Customer Reviews. *International Journal of Applied Sciences in Tourism and Events, 5*(2), 142-152.
DOI: http://dx.doi.org/10.31940/ijaste.v5i2.142-152

Introduction

The development of the sharing economy business that continues to increase is the main competitor for the hotel industry and impacting the tourism industry (Oskam & Boswijk, 2016). The sharing economy has given people the ability to participate in transaction services through leading online applications such as RedDoorz or Airbnb. This article focuses on Airbnb, a peer-to-peer Internet platform that was one of the most popular sharing models in Economics. Airbnb has emerged as one of the sharing economy's stars (Ert & Fleischer, 2019; Gibbs et al., 2018), and was indeed the topic of many and frequently intense discussions between business and academics (Cheng & Jin, 2019; Heo et al., 2019).

Despite its importance and scale in the tourism and hospitality market, scientists have begun a systematic study of the Airbnb trend, shifting from a model represented in the media to a study goal guided. Current studies have examined as follows. Airbnb's service quality attributes effects on customer satisfaction (Ju et al., 2019), price determinants (Wang & Nicolau, 2017), the construction of home feeling (Zhu et al., 2019), trust evolution (Ert & Fleischer, 2019), super host profile (Setiawan, 2020b), impacts of host quality and quantity attributes (Xie & Mao, 2017), development in Paris (Heo et al., 2019), user review comments (Cheng & Jin, 2019), geospatial analysis (Setiawan, 2020a), and dynamic pricing strategies (Gibbs et al., 2018; Oskam & Boswijk, 2016), price factors (Moreno-Izquierdo et al., 2020), and behaviour (Oskam et al., 2018).

This study investigates the visualization of the Airbnb business performance model using customer reviews to calculate the monthly occupancy rate and a yearly income of Airbnb hosts. This study employs a machine learning technique to process and analyze the data. Studies have already verified the relevance and value of online review comments on the experience of identity

consumers and their connections to business performance (Chang et al., 2019; Cheng & Jin, 2019; Moro et al., 2019).

The remaining part of the paper is arranged according to this. The material and method are presented with details on data collection, data pre-processing, and data analysis. Results and discussion are then presented with occupancy and income model created from customer reviews. The paper concludes with a summary of the main findings.

Methodology

This section discusses three steps taken to create a business performance model for Airbnb in Amsterdam, as follows: data collection, data pre-processing, and data analysis. The dataset was obtained from the Inside Airbnb website (http://insideairbnb.com/get-the-data.html). Reviews dataset with a total of 478.196 listing reviews and listings dataset with 19.450 listings were used. Jupiter notebook was used to load and view the data.

Four steps were conducted in the data pre-processing phase. In the first step, the writers change the type of 'date' attribute in the dataset into a specific date format. After that, the writers calculate the average number of reviews per month per listing in the range of 1 January 2015 to 31 December 2019. In the second step, the writers combine the reviews dataset with the listing's dataset. the writers choose eight keys in the listings dataset as follows: 'id', 'neighbourhood_cleansed', 'latitude', 'longitude, 'price', 'cleaning_fee', 'host_is_superhost', and 'accommodates'. After combining it, there are 16.234 rows and nine columns. In the third step, the writers clean two attributes, 'price' and 'cleaning_fee,' because they are both in string data type and have some missing values. As shown in Figure 1, the boxplot shows skewed distribution with a long tail on high priced outliers. 75% or all listings only cost up to €180 per night. In this study, the writers remove listings with rental prices above €600 per night to maintain comparability. In the last step, occupancy and income estimate were created by adopting Inside Airbnb's "San Francisco Model" (http://insideairbnb.com/about.html) with the following methodology: (1) monthly occupancy rate = average length of stay * (number of reviews per month/review rate), and (2) yearly income = monthly occupancy rate * price * 12 months.
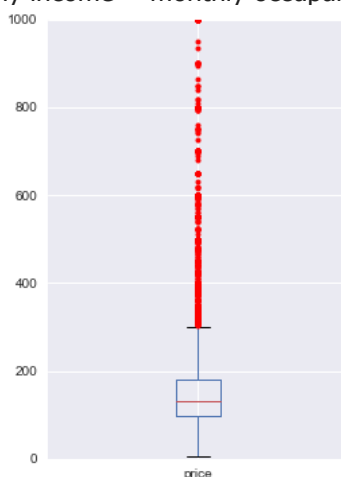
Figure 1. Price boxplot

In this study, the writers use modest and optimistic estimates for the review rate with 0.6% and 0.4%, respectively, and 3.9 for the average length of stay in Amsterdam (http://insideairbnb.com/amsterdam).

Figure 2 illustrates the modest and optimistic estimated amount of monthly occupancy for accommodation in Amsterdam between 2015 and 2019, measure in percentage. The modest estimate is 10.7%, and the optimistic estimate is 16%. Detail distribution is shown in Table 1.
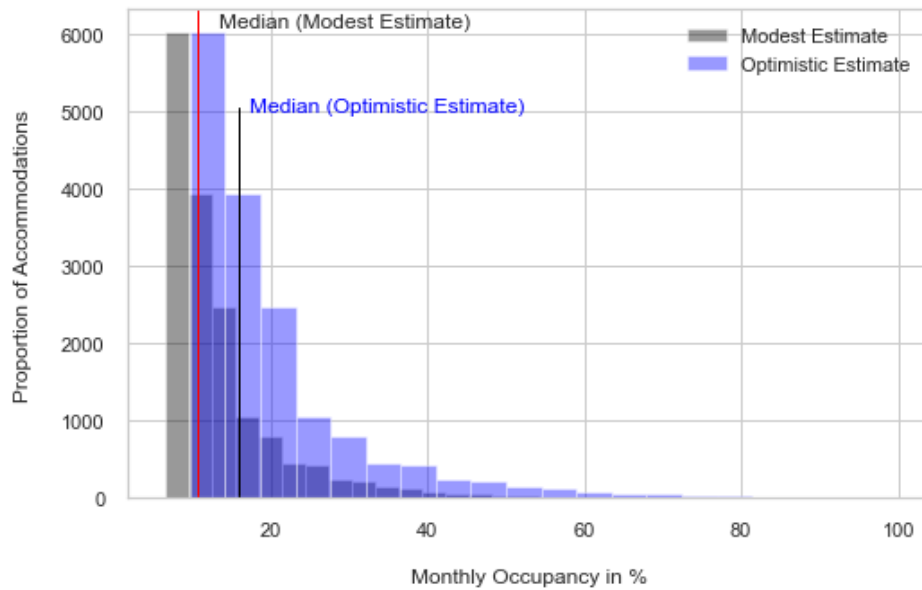
Figure 2. Monthly occupancy rate

Table 1. Distribution of Modest and Optimistic Occupancy Estimate

	Modest Estimate	Optimistic Estimate
mean	13.066170	19.554280
std	7.849159	11.600802
min	6.500000	9.750000
25%	8.120000	12.190000
50%	10.710000	16.040000
75%	14.770000	22.160000
max	89.380000	99.290000

Figure 3 illustrates the modest and optimistic estimated yearly income for accommodation in Amsterdam between 2015 and 2019, measure in euro. For the modest estimate, the annual average income is €17.850, and the optimistic estimate is €26.773. Detail distribution is shown in Table 2.
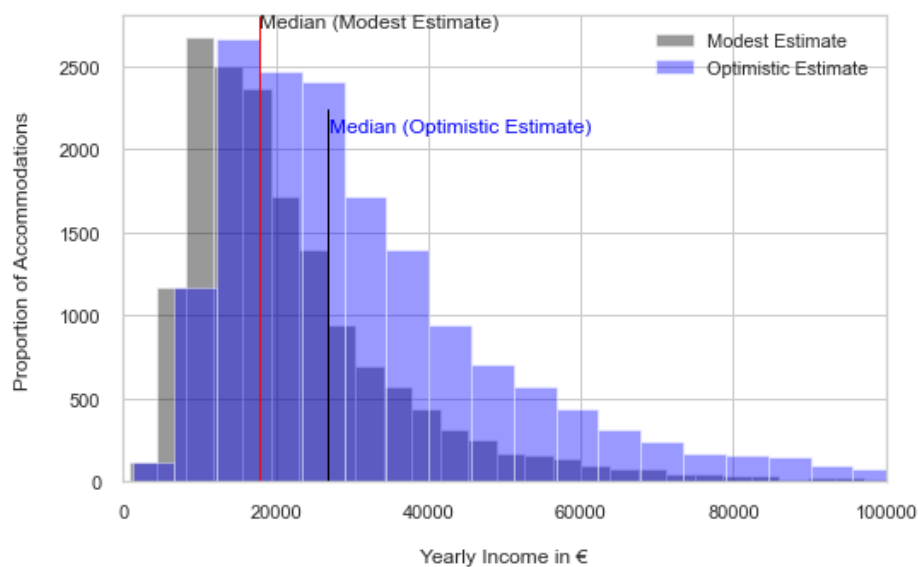
Figure 1. Average yearly income

Table 2 Distribution of Modest and Optimistic Income Estimate

	Modest Estimate	Optimistic Estimate
mean	22409.087555	33613.535683
std	16484.234678	24726.553161
min	780.000000	1170.000000
25%	12038.400000	18057.600000
50%	17850.000000	26773.200000
75%	27300.000000	40950.000000
Max	371280.000000	556920.000000

Data analysis is conducted using exploratory data analysis utilizing the Jupyter notebook. To analyze the data, the writers visualize attribute correlation using a heat map diagram, creating a visualization to see if there are seasonal demand, demand by host type, demand by neighborhoods, demand by price, and demand by capacity.

Results and Discussions

Results

In this paper, the writers have investigated the Airbnb business performance in Amsterdam between 2015 and 2019 using customer reviews to calculate monthly occupancy rates and yearly income.

In this study, Airbnb's Amsterdam host data was used from 1 January 2015 to 31 December 2019. Figure 4 shows the correlation between the variables in the dataset. Correlation ranges from -0.1 to +0.3. The 'Accommodates' attribute has a positive relationship to 'price,' 'cleaning_fee,' and 'income' attribute. On the other hand, the 'price' attribute negatively correlates to the 'review_per_month' attribute. The 'Review_per_month' attribute has a positive correlation to 'occupancy' and 'income' attribute because the writers use 'review_per_month' to calculate them.
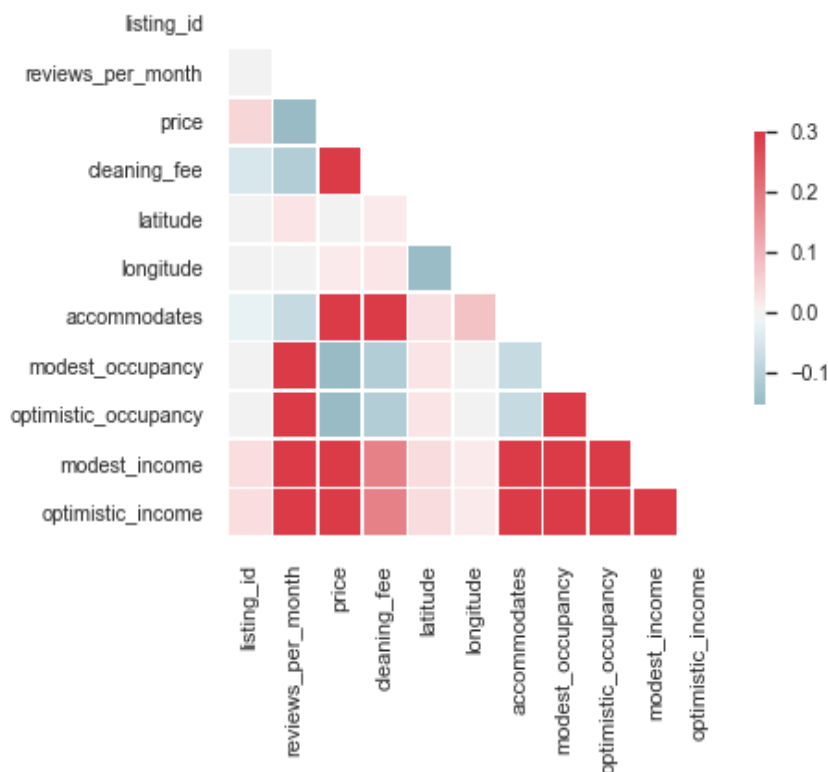
Figure 2. Correlation matrix heatmap for the dataset

Figure 5 illustrates the average reviews per month for accommodation in Amsterdam between 2015 and 2019. Every year the writers see the same pattern: the visitors increase from May to June, then again in September and October. Throughout August and the winter months, it declines dramatically.
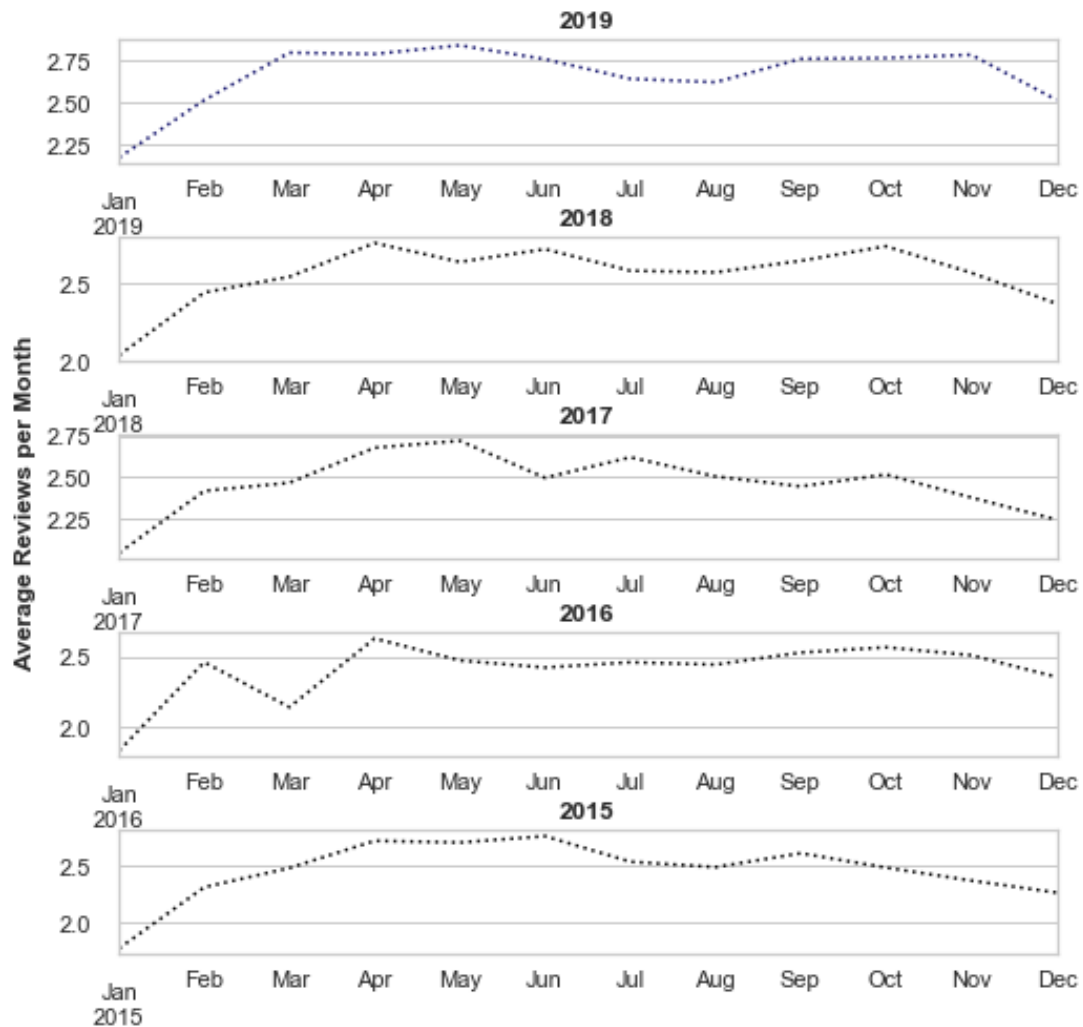
Figure 5. Average reviews per month for Amsterdam

Discussions

Figure 6 illustrates the modest estimated amount of monthly occupancy for super host and regular host in all districts in Amsterdam between 2015 and 2019, measure in percentage. Overall, all super host has a higher occupancy rate than the regular host at every district during the five years. The figure for the super host in Geuzenveld-Slotermeer was higher than in other districts, while the occupancy rate was lowest in Bos en Lommer.

In terms of super host, Geuzenveld-Slotermeer and De Aker-Nieuw Sloten are the most occupied district with 20.2% and 19.3%, respectively. Bijlmer-Centrum is the highest occupied for the regular host with 13%, follows by Osdorp with 12.35%. Bos en Lommer is the district with the lowest monthly occupancy rate for both super host and regular host.
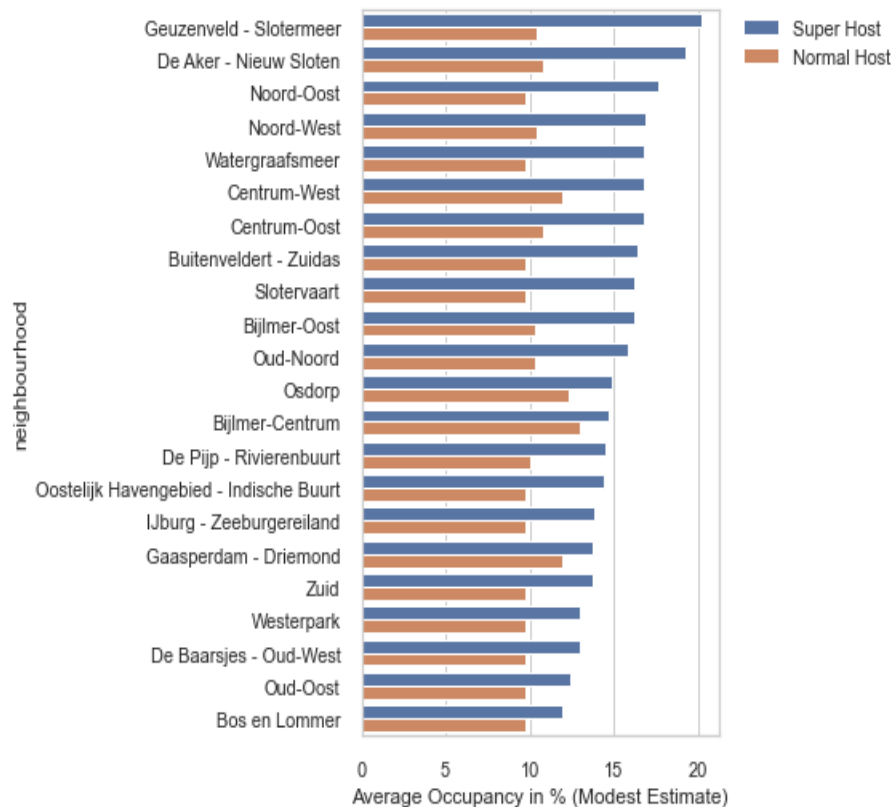
Figure 6. Occupancy by area and host status

Figure 7 illustrates the modest estimated yearly income for super host and regular host in all districts in Amsterdam between 2015 and 2019, measure in euro.

Overall, all super host has a higher yearly income than the regular host at every district during the five years. The figure for the super host in Centrum-West and Centrum-Oost was higher than in other districts, while yearly income was lowest in Gaasperdam - Driemond.

Super host in Centrum-West and Centrum-Oost has the highest yearly income with €34.210 and €33.788, respectively. On the other hand, super host in Gaasperdam - Driemond has the least yearly income with €12.465.

Centrum-West and Centrum-Oost are also the districts that have the highest yearly income for the regular host with €23.587 and €21.840, respectively. Bijlmer-Oost is the least with only €11.232. The detailed monthly occupancy and yearly income for all districts are shown in Table 3 and Table 4.
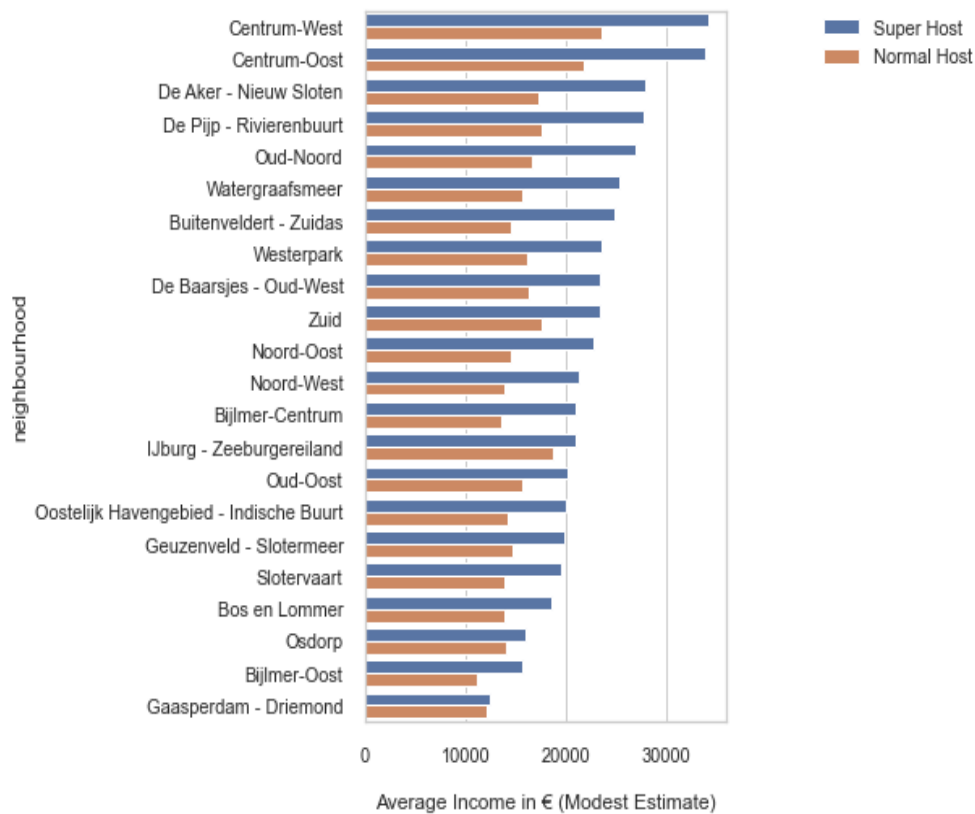
Figure 7. Income by area and host status

Table 3. Super Host Monthly Occupancy Rate and Yearly Income By District

	Super Host		
No	**Neighborhood**	**Modest Occupancy (%)**	**Modest Income (€)**
1	Geuzenveld - Slotermeer	20.245	19.862
2	De Aker - Nieuw Sloten	19.305	27.963
3	Noord-Oost	17.640	22.786
4	Noord-West	16.900	21.358
5	Watergraafsmeer	16.845	25.400
6	Centrum-West	16.790	34.210
7	Centrum-Oost	16.765	33.788
8	Buitenveldert - Zuidas	16.430	24.877
9	Slotervaart	16.250	19.503
10	Bijlmer-Oost	16.250	15.696
11	Oud-Noord	15.830	26.917
12	Osdorp	14.940	16.062
13	Bijlmer-Centrum	14.710	21.060
14	De Pijp - Rivierenbuurt	14.480	27.797
15	Oostelijk Havengebied - Indische Buurt	14.440	20.017
16	IJburg - Zeeburgereiland	13.850	21.000
17	Gaasperdam - Driemond	13.775	12.465
18	Zuid	13.760	23.400

No	Super Host		
	Neighborhood	Modest Occupancy (%)	Modest Income (€)
19	Westerpark	13.000	23.618
20	De Baarsjes - Oud-West	13.000	23.400
21	Oud-Oost	12.425	20.179
22	Bos en Lommer	11.920	18.596

Table 4. Regular Host Monthly Occupancy Rate And Yearly Income By District

No	Normal Host		
	Neighborhood	Modest Occupancy (%)	Modest Income (€)
1	Bijlmer-Centrum	13.000	13.650
2	Osdorp	12.350	14.040
3	Gaasperdam - Driemond	11.960	12.068
4	Centrum-West	11.920	23.587
5	Centrum-Oost	10.830	21.840
6	De Aker - Nieuw Sloten	10.830	17.293
7	Geuzenveld - Slotermeer	10.400	14.669
8	Noord-West	10.400	13.962
9	Bijlmer-Oost	10.320	11.232
10	Oud-Noord	10.290	16.660
11	De Pijp - Rivierenbuurt	10.020	17.550
12	IJburg - Zeeburgereiland	9.750	18.720
13	Zuid	9.750	17.550
14	De Baarsjes - Oud-West	9.750	16.254
15	Westerpark	9.750	16.224
16	Watergraafsmeer	9.750	15.600
17	Oud-Oost	9.750	15.600
18	Buitenveldert - Zuidas	9.750	14.510
19	Noord-Oost	9.750	14.492
20	Oostelijk Havengebied - Indische Buurt	9.750	14.179
21	Bos en Lommer	9.750	13.896
22	Slotervaart	9.750	13.884

Figure 8 illustrates the average rental price and cleaning fee by the district in Amsterdam between 2015 and 2019, measure in euro.

As it can be seen in the diagram, Centrum-West and Centrum-Oost are districts that offer the highest rental price per night, where Bijmer-Oost is the lowest. In terms of cleaning fees, most hosts in Bijmer-Centrum offer the cheapest cleaning fee, and Ijburg – Zeeburgereiland is the most expensive.
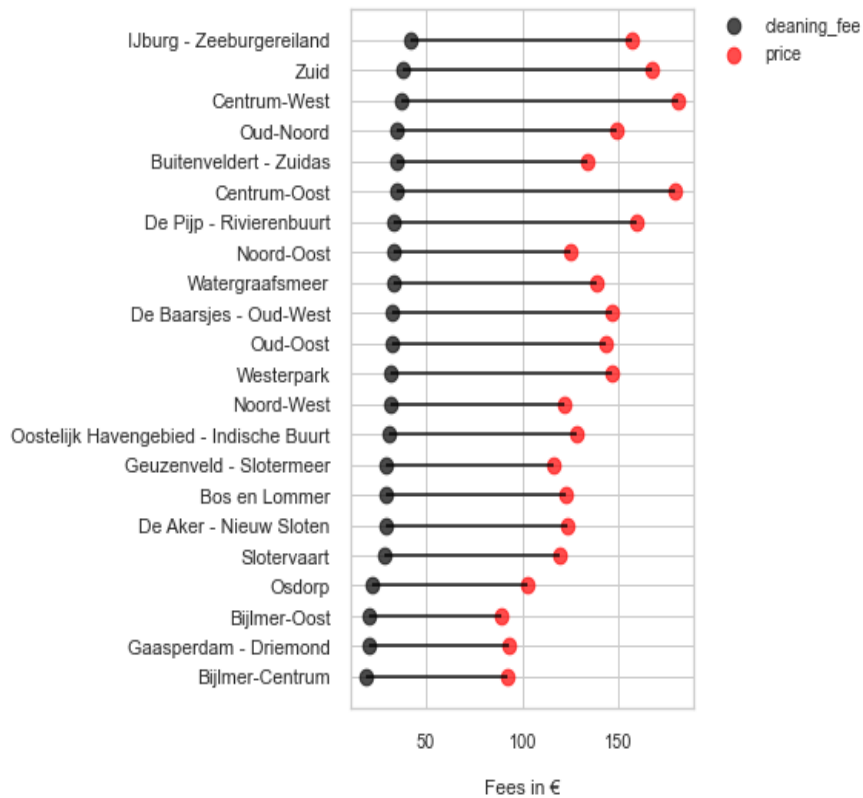
Figure 3. Average fees by the district
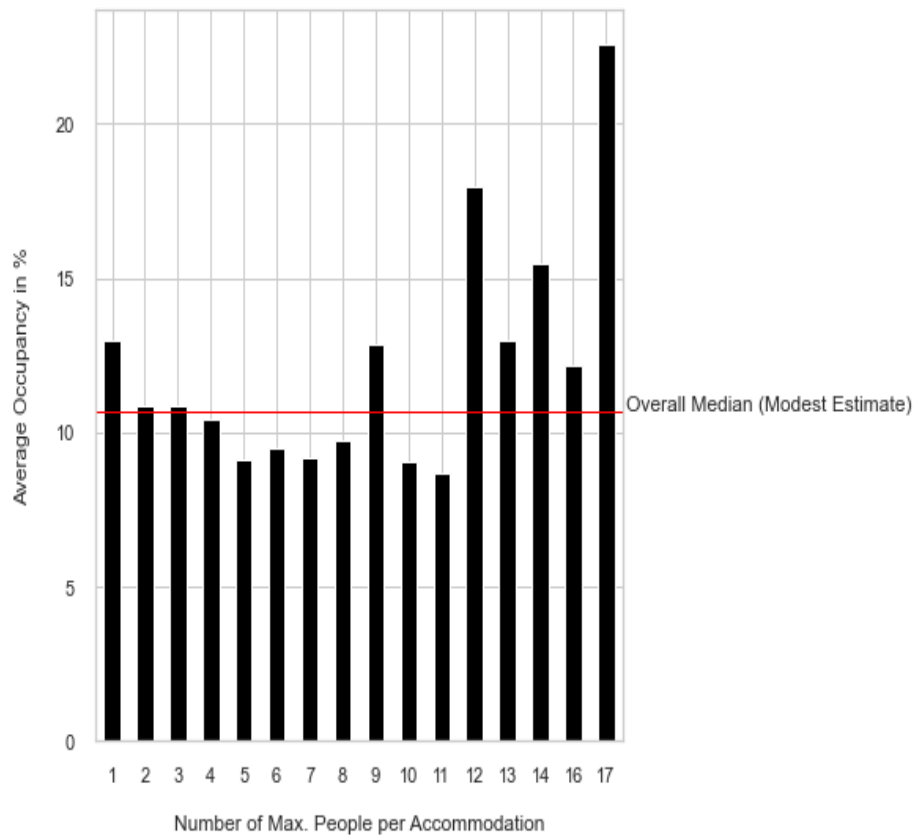
Figure 4. Average Occupancy by Capacity

Conclusions

In this paper, the writers have investigated the Airbnb business performance in Amsterdam between 2015 and 2019 using customer reviews to calculate monthly occupancy rates and yearly income.

Findings reveal that the visitors increase from May to June, then again in September and October. Throughout August and the winter months, it declines dramatically. In term of monthly occupancy rate, all super host has a higher occupancy rate rather than the regular host at every district during the five years. Super host in Geuzenveld-Slotermeer was higher than in other districts, while the occupancy rate was lowest in Bos en Lommer. In term of yearly income, all super host has higher yearly income rather than the regular host at every district during the five years. Super hosts in Centrum-West and Centrum-Oost were higher than in other districts, while yearly income was lowest in Gaasperdam - Driemond. In terms of rental price and cleaning fee, Centrum-West and Centrum-Oost are districts that offer the highest rental price per night, where Bijmer-Oost is the lowest. In term of average occupancy and number of maximum people per accommodation, accommodations which accommodate more than eleven people have more occupancy rate than others.

References

Chang, Y. C., Ku, C. H., & Chen, C. H. (2019). Social media analytics: Extracting and visualizing Hilton hotel ratings and reviews from TripAdvisor. *International Journal of Information Management, 48*, 263–279. https://doi.org/10.1016/j.ijinfomgt.2017.11.001

Cheng, M., & Jin, X. (2019). What do Airbnb users care about? An analysis of online review comments. *International Journal of Hospitality Management, 76*, 58–70. https://doi.org/10.1016/j.ijhm.2018.04.004

Ert, E., & Fleischer, A. (2019). The evolution of trust in Airbnb: A case of home rental. *Annals of Tourism Research, 75*, 279–287. https://doi.org/10.1016/j.annals.2019.01.004

Gibbs, C., Guttentag, D., Gretzel, U., Yao, L., & Morton, J. (2018). Use of dynamic pricing strategies by Airbnb hosts. *International Journal of Contemporary Hospitality Management, 30*(1), 2–20. https://doi.org/10.1108/IJCHM-09-2016-0540

Heo, C. Y., Blal, I., & Choi, M. (2019). What is happening in Paris? Airbnb, hotels, and the Parisian market: A case study. Tourism Management, 70, 78–88. https://doi.org/10.1016/j.tourman.2018.04.003

Ju, Y., Back, K. J., Choi, Y., & Lee, J. S. (2019). Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction. *International Journal of Hospitality Management, 77*, 342–352. https://doi.org/10.1016/j.ijhm.2018.07.014

Moreno-Izquierdo, L., Rubia-Serrano, A., Perles-Ribes, J. F., Ramón-Rodríguez, A. B., & Such-Devesa, M. J. (2020). Determining factors in the choice of prices of tourist rental accommodation. New evidence using the quantile regression approach. *Tourism Management Perspectives, 33*, 100632. https://doi.org/10.1016/j.tmp.2019.100632

Moro, S., Ramos, P., Esmerado, J., & Jalali, S. M. J. (2019). Can we trace back hotel online reviews' characteristics using gamification features?. *International Journal of Information Management, 44*, 88–95. https://doi.org/10.1016/j.ijinfomgt.2018.09.015

Oskam, J., & Boswijk, A. (2016). Airbnb: the future of networked hospitality businesses. *Journal of Tourism Futures, 2*(1), 22–42. https://doi.org/10.1108/JTF-11-2015-0048

Oskam, J., van der Rest, J. P., & Telkamp, B. (2018). What's mine is yours—but at what price? Dynamic pricing behavior as an indicator of Airbnb host professionalization. *Journal of Revenue and Pricing Management, 17*(5), 311–328. https://doi.org/10.1057/s41272-018-00157-3

Setiawan, I. (2020a). Analisis dan Visualisasi Host Liburan Singkat Menggunakan Pendekatan Analisis Geospasial. *JTT (Jurnal Teknologi Terapan), 6*(1). https://doi.org/10.31884/jtt.v6i1.249

Setiawan, I. (2020b). Analisis Eksplorasi dan Visualisasi Profil Superhost Airbnb Kota Madrid Dan Amsterdam. *JTT (Jurnal Teknologi Terapan), 6*(2), 156. https://doi.org/10.31884/jtt.v6i2.274

Wang, D., & Nicolau, J. L. (2017). Price determinants of sharing economy based accommodation rental: A study of listings from 33 cities on Airbnb.com. *International Journal of Hospitality Management, 62*, 120–131. https://doi.org/10.1016/j.ijhm.2016.12.007

Xie, K., & Mao, Z. (2017). The impacts of quality and quantity attributes of Airbnb hosts on listing performance. *International Journal of Contemporary Hospitality Management, 29*(9), 2240–2260. https://doi.org/10.1108/IJCHM-07-2016-0345

Zhu, Y., Cheng, M., Wang, J., Ma, L., & Jiang, R. (2019). The construction of home feeling by Airbnb guests in the sharing economy: A semantics perspective. *Annals of Tourism Research, 75*, 308–321. https://doi.org/10.1016/j.annals.2018.12.013

Developing Green Tourism-Based Model of Information Technology Utilization in Tourism Villages

Ni Luh Ayu Kartika Yuniastari Sarja[1]*, I Putu Krisna Arta Widana[2], Putu Adi Suprapto[3], Tyas Rahajeng Pamularsih[4]

[1,2,,3,4]*Politeknik Negeri Bali, Indonesia*

*Corresponding Author: *yuniastari@pnb.ac.id*

Abstract: The purpose of this study is to develop a model for the use of information technology in Tourism Villages by mapping the use of information technology on all aspects of tourism villages based on the concept of green tourism that focuses on environmental preservation and community welfare. The method used in this research is an information research framework consisting of stages of literature review and environmental aspects, analysis, construct identification, model development, model evaluation, and model application methods. The results of the research are in the form of a model for the use of information technology in green tourism-based tourism villages along with the method of applying the model. This model consists of two connected constructs, namely the use of information technology and green tourism. The implementation of this model in tourist villages is explained in the method of applying the model which contains a mapping of information technology needs and implementation steps based on the classification of tourist villages, namely pioneering, developing, advanced and independent. This model can be used as a reference for tourism village managers in utilizing information technology according to their needs.

Keywords: Utilization of Information Technology, Tourism Village, Green Tourism

Introduction

The development of tourism in rural areas is currently one of the special concerns in the tourism sector. This is due to the saturation of modern forms of tourism and the desire to return to experiencing life in the countryside and interacting with the community and its socio-cultural activities. The development of tourism in this rural area is packaged in the form of a tourism village (Andayani et al., 2017). Bali Province has many villages with various potentials that can be developed into Tourism Villages. Based on data from the Bali Provincial Tourism Office in 2019, the number of villages that have been designated as Tourism Villages in Regencies/Cities in Bali is 155 villages (www.disparda.baliprov.go.id). The tourism village is a combination of attractions, accommodation, and supporting facilities that are presented in a structure of community life that blends with the procedures and traditions in society (Wahyuningsih & Pradana, 2021). Tourism villages are believed to be able to encourage regional growth and the welfare of rural communities. The presence of tourism in many ways has been proven to strengthen people's pride in their culture (Arida et al., 2019).

The development of tourism, especially tourism villages, is closely related to the concept of green tourism. Tourism village is currently one form of implementing community-based and sustainable tourism development which is widely used as an opportunity to improve people's living standards (Wahyuningsih & Pradana, 2021). While the concept of green tourism produces tourism products that are responsible for taking an active approach to sustainable tourism development (Tran & Xuan, 2021). The concept of green tourism can encourage tourism sustainability through a selective stage for the development of marketing activities in attracting

tourists who have environmental concerns and sensitivity to culture (Yadnya & Wibawa, 2020). Green tourism can be used to signal that tourism activities that take place in the area do not damage the environment (Font & Tribe, 2001). The concept of green tourism itself has been promoted in several countries to reduce carbon emissions resulting from the practice of tourism and hotel managers (Laaroussi et al., 2020). The link between the concept of village tourism and green tourism is the development of sustainable tourism so that it has an impact on the preservation of the village environment and also the welfare of the community.

Information Technology has become a necessity in various aspects of life, including tourism. The significant influence of information technology in the tourism sector can be seen from information technology as a platform in online tourism activities. In developing a tourism village, the role of information technology is needed both in the marketing and operational aspects of the tourism village. The Covid-19 pandemic has greatly impacted the tourism industry, including tourism villages. The closure of several tourism-related industries is a challenge for tourism villages to survive. Tourism villages are required to be innovative and creative in maintaining their sustainability in the midst of this Covid-19 pandemic. One way that can be done is by utilizing information technology. The Covid-19 pandemic has caused the need for tourism villages for information technology to increase. The limitations of social interaction caused by the Covid-19 pandemic can be overcome by utilizing information technology. Information technology implementation can be in the form of e-tourism by adopting information technology in tourism activities and applying the smart village model which is implemented at the village level. The tourism village seeks to innovate by utilizing information technology. Several previous studies related to information technology in tourism villages such as Paksebali Village, Klungkung developed a tourism village towards a smart eco-tourism village (Pantiyasa, 2019), Pujorahayu Village developed a tourism village with a smart tourism concept (Helmita et al., 2021), Boon Pring Sanankerto Turen Tourism Village applied the smart village concept to develop tourism village (Subekti & Damayanti, 2019). Information technology related needs in tourism villages vary according to the level or development of the tourism village. The more developed the tourism village, the more complex the need for information technology. The use of information technology that is not in accordance with the needs will cause losses for the tourism village both in terms of finance and development. Therefore we need an information technology utilization model that will be the basis for tourism villages in implementing information technology according to their needs. Several studies related to this research are the Utilization of Information and Communication Technology in the Application of the Smart Tourism Concept in Pangandaran Regency (Putra et al., 2020). The results show that the potential for smart tourism in Pangandaran Regency is in the form of technology-based infrastructure that supports websites, social media, recommendation systems, and also the number of millennial tourists. Meanwhile, the development of the smart tourism concept is divided into demand and supply factors with collaboration while destination management, and the development of smart technology by considering Big Data and supporting factors for efficient digital marketing. Research related to the relationship between technology and tourism is a study conducted by (Kotoua & Ilkan, 2017) investigating the relationship between visiting intentions and tourist satisfaction as a source of mediation for tourists through information seeking and e-word of mouth. The findings of the analysis show that the dimension of tourist satisfaction as a mediator affects the overall intention of visiting tourists. Simple websites no longer have an impact on destination marketing due to advances in technology. Websites should provide different marketing tools and channels to facilitate the surfing and information needs of tourists. Research related to the development of information technology models has been carried out such as the development of information technology-based models used to preserve Balinese classical dance. The development of the model aims to describe the use of information technology in the process of digitizing and preserving Balinese classical dance (Januhari et al., 2020).

Previous studies have only applied one part of information technology in tourism villages and have not paid attention to the level of the tourism village. Previous research has also not developed a model for the use of information technology for all aspects contained in the Tourism Village. This study develops a model for utilizing information technology for tourism villages to be able to survive the Covid-19 pandemic. The novelty of this study compared to previous research

is that this research develops a model of using information technology in Tourism Villages based on the concept of green tourism which focuses on environmental conservation and community welfare and this model maps the use of information technology on all aspects that exist in tourism villages.

Methodology

The model used in this study is the IS Research Framework proposed by Hevner (2004). According to Hevner (2004), information systems research must have two sides, namely relevant to the knowledge of the environment (relevance) and obedient to the existing basis (rigor) (Januhari et al., 2020). The research methodology used in this study adopts the methodological framework of the artifacts produced in this study in the form of constructs that are the basis for the Development of Information Technology Utilization Models in Green Tourism-Based Tourism Villages. The stages carried out in this study as shown in Figure 1 can be explained as follows:

1. Literature review
   The model is built based on the results of the knowledge base study and its relevance to the environment. Literature review that can be seen from the side of the knowledge base, the knowledge that is the basis of model development is the concept of village tourism, green tourism, and the use of information technology.

2. Assessment of environmental aspects
   In terms of the environment, research identification related to village tourism, green tourism, and the use of information technology is carried out based on existing research. In addition, an exploration of the use of information technology in tourism villages was carried out through observation and interviews. The results of the environmental study will show the scope of the need for the use of information technology in tourism villages. In terms of the environment and knowledge base, it is hoped that the model made will be following the existing knowledge base and relevant to the actual environmental conditions.

3. Analysis
   The analysis phase is carried out to analyze the concept and analyze the case. Concept analysis includes analysis of tourism villages and green tourism. While the case analysis includes the use of information technology in tourism villages. This analysis will be the basis for obtaining the factors that will become constructs in the model.

4. Identification
   Identifying the factors that will become constructs and elements of the construct in the design of the model and their correlations. This stage ends by determining the constructs and elements of the constructs used for the design stage of the Information Technology Utilization Model in Green Tourism-Based Tourism Villages.

5. Model building
   Model development is a build process carried out to form a Model of Information Technology Utilization in Green Tourism-Based Tourism Villages.

6. Model evaluation
   The evaluation stage is the stage to evaluate the model that has been built through a Focus Group Discussion with experts and the tourism village. This evaluation resulted in an Information Technology Utilization Model in Green tourism-Based Tourism Villages that had been evaluated.

7. Model Specification
   The model re-specification stage is the stage that is carried out based on the results of the evaluation of the Information Technology Utilization Model in Green tourism-Based Tourism Villages. This stage will modify the model so that the resulting model can be implemented in tourism villages.

8. Model Application Method
   At this stage, the method of implementing the Information Technology Utilization Model in Tourism Villages Based on Green tourism is produced.
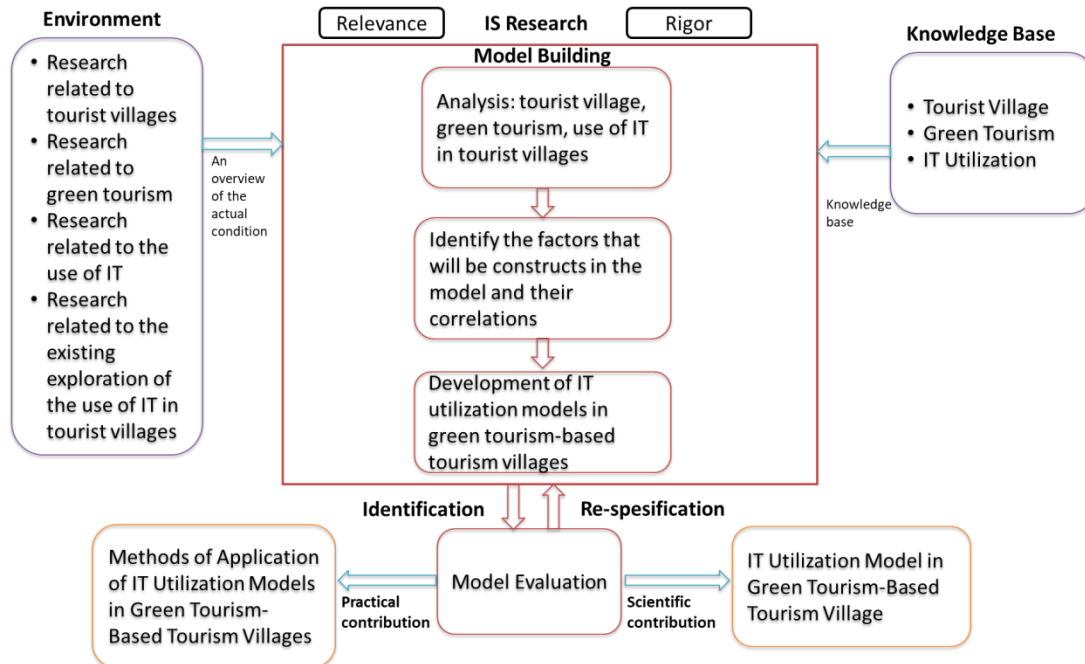
Figure 1. Research Method

Results and Discussions

Results

Tourism Village Analysis

Several sources suggest Tourism Villages with different definitions. Comparison of the concept of Tourism Village is seen in Table 1.

Table 1. Comparison Of The Concept Of Tourism Village

Definition of Tourism village	References
A tourism village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural, customs, daily life, has a typical village architecture and spatial structure, or unique and interesting economic activities and has the potential to the development of various components of tourism, such as attractions, accommodation, food and beverages and other tourist needs	(Andayani et al., 2017)
A tourism village is the development of a village that has tourism potential and is equipped with supporting facilities such as transportation, road access to tourism villages, lodging, culinary, handicraft centers, souvenir centers. In addition, the natural and rural environment that is still pristine and well maintained is the most important factor of the tourism village area. With a tourism village, all the daily activities of the community can become a tourist attraction, so that the tourism village does not have to change the face of the village, but must strengthen the characteristics possessed by each village, both cultural characteristics or characteristics of its natural resources.	(Helmita et al., 2021)
A tourism village is a village that has the potential as a community-based tourist destination and is based on the local cultural wisdom of its people and can also be a trigger for economic improvement based on the principle of cooperation and sustainability.	(Wirdayanti et al., 2021)

Based on the results of comparisons made to several definitions of a tourism village, the operational definition of a tourism village in this study is a village that has tourism potential that emphasizes local wisdom or the socio-cultural life of the village community.

There are 4 (four) types of tourism villages that can be used as references, including (Wirdayanti et al., 2021) :

1. Tourism villages based on the uniqueness of natural resources are tourism villages that make natural conditions the main attraction such as mountains, valleys, beaches, rivers, lakes, and various other unique forms of landscapes.
2. Tourism village based on the uniqueness of local cultural resources, namely tourism villages that make the uniqueness of traditional customs and daily life of the community the main attraction such as livelihood activities, religion, and other forms of activity.
3. Creative tourism village is a tourism village that makes the uniqueness of creative economic activities from home industry activities of local communities, both in the form of handicrafts, as well as distinctive artistic activities, the main attraction
Combination-based tourism village is a tourism village that combines one or more tourist attractions such as nature, culture, and creativity.

While the classification of Tourism Villages in Indonesia is divided into four, namely:

1. Stub
Determination of the classification of pilot tourism villages using the following criteria:
   a. Still in the form of potential that can be developed to become a tourist destination.
   b. The development of tourism infrastructure is still limited.
   c. There have not been / there are very few tourists who visit and come from the surrounding community.
   d. Public awareness of tourism potential has not grown.
   e. Assistance from related parties (government, private sector) is needed.
   f. Utilizing Village Funds for the development of Tourism Villages.
   g. The management of the tourism village is still village local.
2. Grow
Determination of the classification of developing tourism villages using the following criteria:
   a. Already known and visited, the local community and visitors from outside the area.
   b. There has been the development of tourism infrastructure and facilities.
   c. It has started to create jobs and economic activities for the community.
3. Forward
Determination of the classification of advanced tourism villages using the following criteria:
   a. The community is fully aware of the tourism potential, including its development.
   b. It has become a well-known tourist destination and is visited by many tourists, including foreign tourists.
   c. Tourism facilities and infrastructure are adequate.
   d. The community has the ability to manage tourism businesses through tourism awareness groups/local working groups.
   e. The community has been able to utilize village funds for the development of tourism villages.
   f. Tourism village management system that has an impact on improving the economy of the community in the village and village original income.
4. Independent
Determination of the classification of independent tourism villages using the following criteria:
   a. The community has provided innovation in developing village tourism potential (product diversification) into an independent entrepreneurial unit.
   b. It has become a tourist destination that is known by foreign countries and has implemented the concept of sustainability that is recognized by the world.
   c. Facilities and infrastructure have followed the minimum international standards of ASEAN.

Analysis of Green tourism

Several sources suggest green tourism with different definitions. Comparison of the concept of green tourism is seen in Table 2.

Table 2. Comparison of The Concept of Green Tourism

Definition of Tourism village	References
Green tourism is defined as "a form of eco-friendly tourism development based on the following principles: First, rational use of natural resources for the calendar of tourism development needs; Second, limiting the impact of tourism activities on the natural environment; Third, prioritizing the development of types/tourism products that are responsible for the natural environment with a focus on ecotourism	(Tran & Xuan, 2021)
Green tourism is environmentally sustainable travel to destinations where the flora, fauna, and cultural heritage are the primary attractions and where environmental impacts are minimized (major and minimal environmental impact). It was also stated that "Green tourism refers to tourism activities that can be maintained or sustained, indefinitely in their social, economic, cultural and environmental contexts: sustainable tourism". culture and environment.	(Arismayanti Ketut, 2015)
Green tourism is a term used for sustainable tourism practices which are substantively included in environmentally, economically and socio-culturally sustainable tourism.	(Azam & Sarker, 2011)

Based on the results of comparisons made to several definitions of Green tourism, the operational definition of Green tourism in the form of tourism that emphasizes sustainable tourism by taking into account the balance with the natural environment, socio-culture and economy.

Analysis of Information Technology Utilization in Tourism Villages

Community-based tourism development and local potential in the tourism village guidebook (Wirdayanti et al., 2021) carry the concept of 8 ASEAN Community Based Tourism (CBT) Criteria + 1 Digitization. This digitization is the use of technology consisting of:
1. Applying technology as a medium for information dissemination and promotion.
2. Applying technology in tourism village management.

The utilization of information technology can be used in the promotion of tourism villages to tourists by using online media to attract tourists to visit tourism villages. Utilization of digital media as a means of promoting tourism villages through:
1. Use of social media as promotional media such as Facebook, Instagram, and Youtube.
2. Determine the segmentation of tourists who want to be addressed, generally based on age, and origin of tourists. This segmentation will determine how to promote, for example:
    a. Facebook: aimed at families and tourists in general, generally the attractions marketed are fun.
    b. Instagram: aimed at young tourists, generally the attractions that are marketed are attractions with beautiful views.
    c. Youtube: intended for all tourists, generally the attractions that are marketed are activities that can be done at these tourist attractions.
    d. Twitter.
    e. TikTok.
    f. Tourism Village application platform.
    g. Village Website.
3. Use of attractive media images and videos.
4. Use of language that is persuasive or attracts the reader's interest to read further.
5. In terms of sales, digitization can be utilized by registering tourism village attractions in marketplace websites or websites that sell tourist attractions, such as traveloka, Agoda, ITX, and others.
6. Creating a tourism village website, can take advantage of free blog pages such as blogspot to be able to write in full about tourism villages.

Digital Village is a village that utilizes Information and Communication Technology (ICT) in all aspects of village development to improve the quality of efficient public services, increasing village competitiveness with village innovation, and solving strategic village problems. From this definition of a Digital Village, we can define a Digital Tourism Village as a village that utilizes ICT in the development of its tourism ecosystem. Currently, the use of internet technology and social media is the spearhead in the dissemination of tourist information. Complete tourist information includes, among others:

1. Booking travel packages by tourists (booking)
2. Tourist identity (demography and socioeconomic status)
3. Room occupancy schedule and tourism village visit schedule
4. Tourist transactions while in the Tourism Village
5. Criticism, input, and suggestions

This research takes a case study, namely Tourism Village in the Province of Bali. This study took a sample of 3 tourism villages from regencies in Bali province, namely Blimbingsari Tourism Village, Jembrana Regency, Cau Belayu Tourism Village, Tabanan Regency, and Singapadu Kaler Tourism Village, Gianyar Regency. Based on the results of observations and interviews obtained data related to tourism villages and the use of information technology as shown in Table 3.

Table 3. Utilization of Information Technology in Tourism Villages

	Blimbingsari Tourism Village	**Singapadu Kaler Tourism Village**	**Cau Belayu Tourism Village**
Tourism Potential	Nature and religion tourism	Natural tourism	Nature and religion tourism
Type	Combination-based Tourism Village	Combination-based Tourism Village	Combination-based Tourism Village
Tourism Village Classification	Advanced	growing	stub
Manager	Tourism Awareness Groups and Village Owned Enterprises	Village-Owned Enterprises as holding company	Tourism Awareness Groups and Village Owned Enterprises
Information Technology Utilization	Utilization of information technology in the field of marketing such as websites and social media. As for online bookings, we have collaborated with Online Travel Agents (OTA)	Utilization of information technology in the field of marketing such as websites and social media.	Utilization of information technology in marketing such as social media.

Based on the results of observations and interviews, the current use of information technology in tourism villages is limited to the marketing and order aspects. While the actors or those involved in the management of the tourism village are:

1. Tourism Awareness Group
   Manage everything from ordering, selling, and marketing tour packages, tourist information, and coordinating with homestay managers, restaurants, or other tourism product managers.
2. Village Owned Enterprises
   Manage finances from tourism activities in tourism villages.

Construct Identification

Based on the results of the analysis and observation, the identification of constructs and sub-constructs in this study was carried out. The constructs in this study are as follows:

1. Utilization of Information Technology in Tourism Villages

   The use of information technology in Tourism Villages is a construct in this study because it is the core or object of the model in this study. The construct of information technology utilization in Tourism Village is built from several sub-constructs, namely software, hardware, and network. The following is an explanation of each sub construct.

   a. Software

      Software is one of the main components in computer systems and information technology. The sub-construct of this software is analyzed based on the category of management information system and the needs of the tourism village. The description of the software requirements can be seen in Table 4.

Table 4. Software Requirements Based on Management Information Systems and The Needs of Tourism Villages

Category	Software
Transaction	Online Reservation System
	Sales System
Financial	Accounting System
	Tax System
Marketing	Website
	Email
	Social Media
	Online Travel Agent
	Travelers Review System
Human Resource	Human Resource Management System
Customer Relation	Tourism Information System
	Customer Satisfaction System

   b. Hardware

      Hardware is a major component in computer systems and information technology. This hardware sub-construct is analyzed based on the needs of the tourism village. Software needs can be seen for tourism villages, namely Personal Computers (PCs), Laptops, Printers, Smartphones, Smartphones, and Kiosks.

   c. Network

      The network in this case is the internet network which is an important component in the use of information technology. Not only tourism villages need an internet network, almost all aspects, especially during the COVID-19 pandemic, are dependent on the internet network.

2. Green tourism

   Green tourism is the second construct in this research. Green tourism is a construct in this research because it focuses on the use of information technology by paying attention to environmental preservation and community welfare. The sub-construct of green tourism is to emphasize sustainability or sustainability from three aspects, namely:

   a. Environment

      What is meant by environmental sustainability is that the impact of the construction of information technology utilization can reduce excessive use of paper and waste because it has been replaced by the use of the software.

   b. Economy

      What is meant by sustainability from an economic point of view is that the impact of constructing the use of information technology can increase the effectiveness in completing work so that it does not take too long. In addition, it can also improve

efficiency in terms of human resource efficiency and costs. In addition, optimization of marketing and dissemination of information on tourism villages through the use of information technology can affect improving the community's economy.

c. Socio-cultural

What is meant by socio-cultural sustainability is that the impact of the construction of using information technology can improve in direct communication with the help of the internet network, and can also communicate with other people who are in different regions and countries. In addition, with an increase in the community's economy in the economic sub-construct can lead to additional or absorption of labor as well as relationships or harmony in society.

This green tourism construct will be connected with the information technology utilization construct in the Tourism Village. The relationship between these two constructs is that the use of information technology affects or has an impact on the sustainability of the green tourism aspect.

Model Building

Based on the established constructs and sub-constructs, a model for the use of information technology in a tourism village based on green tourism is built. This model consists of two main constructs, namely the use of information technology in Tourism Villages and green tourism. The description of each sub-construct and the elements in it is adjusted to the description in the sub-chapter of construct identification. In addition, the connection between constructs and sub-constructs is also based on sub-chapter construct identification where there is a connection between the constructs of using information technology in tourism villages and the constructs of green tourism. The model for using information technology in a tourism village based on green tourism can be seen in Figure 2.
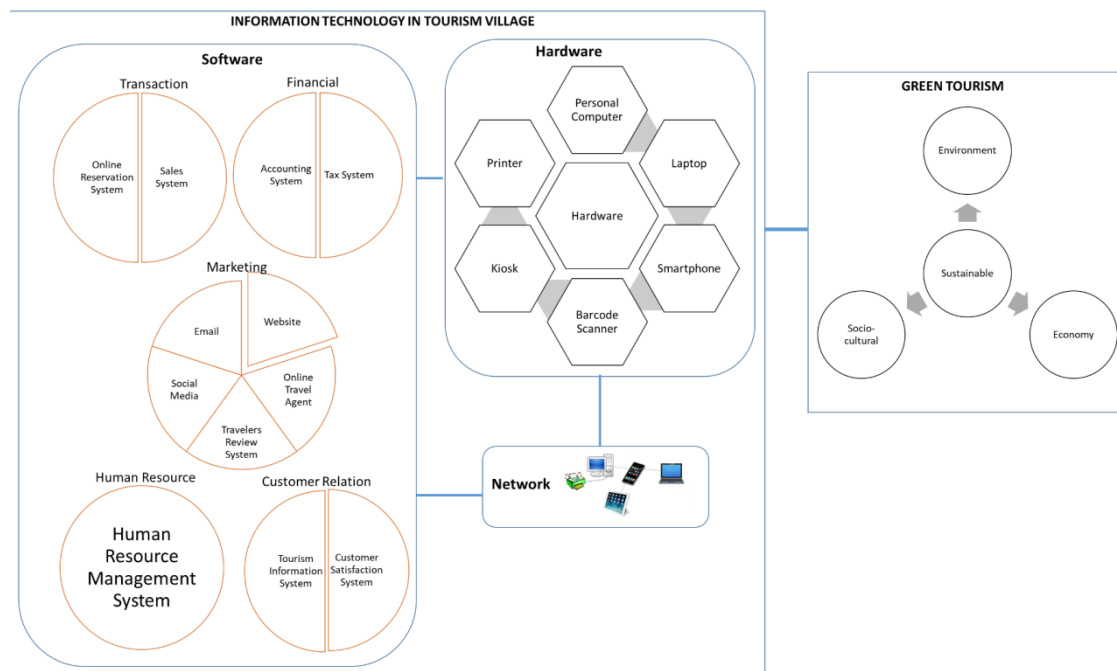
Figure 2. Green Tourism-Based Model of Information Technology Utilization in Tourism Villages

Discussions

Model Evaluation

After the development of the model, then the evaluation of the model is carried out. The purpose of the evaluation is to determine the suitability of the model for the actual conditions of

information technology needs in tourism villages and the suitability of the scientific aspect. The model evaluation method is the focus group discussion (FGD) method. The focus group discussion was conducted with the tourism village to determine the suitability of the model with actual conditions and experts, namely Lecturers with fields of knowledge and expertise related to the information technology model for this tourism village. Experts who carry out the evaluation consist of tourism village experts, tourism experts, accounting experts, and information technology experts. As for the tourism village, it is the manager of the tourism village.

Based on the results of the focus group discussion, several conclusions can be drawn as follows: (1) The model that has been compiled is by the complete information technology needs of the tourism village; (2) The model needs to be equipped with an explanation of the use of information technology based on the classification of tourism villages, namely the classification of pioneering, developing, advanced, and independent tourism villages.

Model Application Method

The method of applying the model explains what tourism villages need to prepare and the steps for tourism villages in implementing or utilizing information technology. The method of applying the information technology utilization model in tourism villages is grouped based on four classifications of tourism villages, namely pioneering, developing, advanced and independent as shown in Table 5.

Table 5. Model Application Method

Classification	Stub	Growing	Advanced	Independent
Software				
Transaction	-	-	Online Reservation System Sales System	Online Reservation System Sales System
Financial	-	-	Accounting System	Accounting System Tax System
Marketing	Email Social Media	Email Social Media Website	Email Social Media Website Online Travel Agent	Website Email Social Media Online Travel Agent Travelers Review System
Human Resource	-	-	-	Human Resource Management System
Customer Relation	-	-	-	Tourism Information System Customer Satisfaction System
Hardware	Personal Computer Laptop	Personal Computer Laptop Printer	Personal Computer Laptop Printer Smartphone	Personal Computer Laptop Printer Smartphone Smartphone Kiosk
Network	Internet Network	Internet Network	Internet Network	Internet Network

Based on Table 5, it can be explained as follows :

1. Stub Tourism Village

   For the classification of pioneer tourism villages which are tourism villages that are just starting to be developed, the use of information technology is to provide internet network access and hardware in the form of a personal computer or laptop. From the marketing side, to start promoting this pioneering tourism village, you can use email and social media.

2. Grow Tourism Village

   For the classification of developing tourism villages which are tourism villages that are already known and visited by people from outside the region, the use of information technology is to provide internet network access and hardware in the form of personal computers or laptops, and printers. From the marketing side, to promote this developing tourism village, you can use email, social media, and the tourism village website as branding.

3. Advanced Tourism Village

   For the classification of developing tourism villages which are tourism villages that are known and visited by tourists from abroad and there is already management of tourism villages, the use of information technology by providing internet network access and hardware in the form of Personal Computers or laptops, printers, and Smartphones. This smartphone is used as supporting hardware for transaction software. From the marketing side, to promote this advanced tourism village, you can use email, social media, and the tourism village website and work together with Online Travel Agents (OTA) such as Traveloka, Agoda, Booking.com. Aladdin, and others. In terms of facilitating the management of booking and payment transactions, tourists can develop reservation system applications and sales systems. From a financial perspective, to facilitate financial management, and accounting system application can be developed.

4. Independent Tourism Village

   For the classification of independent tourism villages, which are tourism villages that become independent entrepreneurial units and apply the concept of sustainability, the use of information technology by providing internet network access and hardware in the form of Personal Computers or laptops, printers, Smartphones, Smartphones, and Kiosks. Smartphones as supporting hardware for transaction software while smartphones and Kiosk as hardware supporting customer relation software. From the marketing side, to promote independent tourism villages, they have used all online marketing media such as email, social media, and tourism village websites, in collaboration with Online Travel Agents (OTA) such as Traveloka, Agoda, Booking.com. Aladin, and others and have been registered with the Travelers Review System such as trip advisor so that customers or customers can find out the rating of the tourism village. In independent tourism villages, all aspects have used software or application assistance to facilitate the management of the tourism village as a whole. From the management of booking and payment transactions, tourists can develop reservation system applications and sales systems, from a financial perspective to facilitate financial management, they can develop accounting system applications and tax systems for tax management. managing relationships with customers can develop a tourism information system that can provide information about the number of tourist visits and a customer satisfaction system that provides information about tourist satisfaction with the tourism village.

Conclusions

It can be concluded that the use of information technology in tourism villages currently varies according to the classification of tourism villages and focuses on the marketing aspect. The model for using information technology in tourism villages based on green tourism consists of two constructs, namely the use of information technology in tourism villages and green tourism. The construct of information technology utilization in tourism villages consists of three sub-constructs, namely software, hardware, and network. While the green tourism construct consists of three sub-constructs, namely sustainable environment, economy, and socio-cultural. The green tourism construct is connected with the information technology utilization construct in the

Tourism Village. The relationship between these two constructs is that the use of information technology affects or has an impact on the sustainability of the green tourism aspect.

References

Andayani, A. A. I., Martono, E., & Muhamad, M. (2017). Pemberdayaan Masyarakat Melalui Pengembangan Desa Wisata Dan Implikasinya Terhadap Ketahanan Sosial Budaya Wilayah (Studi Di Desa Wisata Penglipuran Bali). *Jurnal Ketahanan Nasional, 23*(1), 1. https://doi.org/10.22146/jkn.18006

Arida, N. S., Suryasih, I. A., & Parthama, I. G. N. (2019). Model of Community Empowerment in Tourism Village Development Planning in Bali. The 3rd Geoplanning-International Conference on Geomatics and Planning, 313, 1–7. https://doi.org/10.1088/1755-1315/313/1/012024

Arismayanti, N. K. (2015). Pariwisata Hijau Sebagai Alternatif Pengembangan Desa Wisata di Indonesia. *Jurnal Analisis Pariwisata, 4*, 1–15.

Azam, M., & Sarker, T. (2011). Green Tourism in the Context of Climate Change Towards Sustainable Economic Development in the South Asian Region. *Journal of Environmental Management and Tourism (JEMT), 2*(1(3)), 4–13.

Font, X., & Tribe, J. (2001). Promoting Green Tourism : the Future of Environmental Awards. *International Journal of Tourism Research, 3*, 9–21.

Helmita, Sari, O. N., Julianti, N. T., & Dwinata, J. (2021). Pengembangan Desa Wisata Berkonsep Smart Tourism Melalui Pemberdayaan Kompetensi Masyarakat Desa Pujorahayu. *Jurnal Gentiaras Manajemen Dan Akuntasi, 13*(1), 37–49.

Januhari, N. U., Sarja, N. L. A. K. Y., & Rudita, M. (2020). Information Technology Based Model for Balinese Classical Dance Preservation. *International Journal of Engineering Technologies and Management Research, 5*(11), 71–85. https://doi.org/10.29121/ijetmr.v5.i11.2018.319

Kotoua, S., & Ilkan, M. (2017). Tourism Destination Marketing and Information Technology in Ghana. *Journal of Destination Marketing and Management, 6*(2), 127–135. https://doi.org/10.1016/j.jdmm.2017.04.007

Laaroussi, S. I., Rjoub, H., & Wong, W. K. (2020). Sustainability of Green Tourism Among International Tourists and Its Influence on The Achievement of Green Environment: Evidence From North Cyprus. *Sustainability, 12*, 1–24. https://doi.org/10.3390/su12145698

Pantiyasa, I. W. (2019). Konstruksi Model Pengembangan Desa Wisata menuju Smart Eco-Tourism di Desa Paksebali, Klungkung, Bali. *Jurnal Kajian Bali (Journal of Bali Studies), 9*(1), 165. https://doi.org/10.24843/jkb.2019.v09.i01.p08

Putra, R. R., Siti Khadijah, U. L., & Rakhman, C. U. (2020). Pemanfaatan Teknologi Informasi dan Komunikasi dalam Penerapan Konsep Smart Tourism di Kabupaten Pangandaran. *Jurnal Master Pariwisata (JUMPA), 7*, 257. https://doi.org/10.24843/jumpa.2020.v07.i01.p12

Subekti, T., & Damayanti, R. (2019). Penerapan Model Smart Village dalam Pengembangan Desa Wisata: Studi pada Desa Wisata Boon Pring Sanankerto Turen Kabupaten Malang. *Journal of Public Administration and Local Governance, 3*(1), 18. https://doi.org/10.31002/jpalg.v3i1.1358

Tran, A. H., & Xuan, H. N. (2021). Green Tourism-Sustainable Tourism Development in Phu Quoc Island district. *International Journal of Multidisciplinary Research and Development, 8*(1), 21–24.

Wahyuningsih, R., & Pradana, G. W. (2021). Pemberdayaan Masyarakat Desa Hendrosari Melalui Pengembangan Desa Wisata Lontar Sewu. *Publika, 9*(2), 323–334.

Wirdayanti, A., Asri, A., Anggono, B. D., Hartoyo, D. R., Indarti, E., Gautama, H., S, H. E., Harefa, K., Minsia, M., Rumayar, M., Indrijatiningrum, M., Susanti, T., & Arian, V. (2021). Pedoman Desa Wisata (II). Kementerian Koordinator Bidang Kemaritiman dan Investasi Republik Indonesia.

www.disparda.baliprov.go.id. (n.d.). www.disparda.baliprov.go.id.

Yadnya, P. A. K., & Wibawa, I. G. K. A. (2020). Green Tourism Dalam Paradigma Baru Hukum Kepariwisataan. *Majalah Ilmiah Untab, 17*(2), 164–171.

Bundling Strategies of Tourism Development Products in Bondowoso Regency, East Java, Indonesia

I Ketut Mastika[1*], Sasongko[2], Didik Eko Julianto[3], Pandu Satriya Hutama[4], Panca Oktawirani[5]

[1,2,3]Business Administration Program , Faculty of Social and Political Science, University of Jember, Indonesia
[4,5] Tourism and Travel Business Program, Faculty of Social and Political Science, University of Jember, Indonesia

*Corresponding Author: i.ketut.mastika@gmail.com

Abstract: This study focuses on developing bundling product strategies in the marketing of objects and tourism attractions. The purpose of this research is to examine the application of the bundling product concept as the development of the competitive strategy of tourist destinations. The research was conducted in Bondowoso district, East Java, Indonesia, which has various potential tourism assets. The method used is a descriptive method to analyze data and information relate to the opportunities and development of tourism in Bondowoso. The results indicated that the form of policy direction bundling strategy of Bondowoso tourism products have the opportunity to optimize the product bundling strategy with promotional packages to provide value of customer. The preference of the variety bundle is expected to be higher in the combined evaluation mode rather than in the separate evaluation mode. The Special Interest Tourism is the suitable type of tourism development. The attributes of the destination are expected to satisfy the needs of tourists also the aspects of performance quality which based on emotional motives. Marketing bundling products through promotion can be done by using e-marketing and viral marketing with several forms of social media.

Keywords: Bundling Product Strategy, Geo Tourism, Megalithic Tourism, Village Tourism

Introduction

Tourism has become an economic development option due to depleted renewable resources (Lestari, 2015). Therefore, the tourism sector is expected to provide business opportunities and simultaneously and sustainably new job creation. Tourism is one of the options for economic development in many countries. Tourism becomes an agent of change that creates new opportunities and challenges that drive the emergence of new ideas, creativity, and knowledge. Now tourism has been projected to be the driving engine of growth in various aspects of life, economy, social mobility industry, and creative industries (Purwanto, 2017). The potential of the tourism industry is giving rise to the challenges of increasingly tight competition.

Tourism industry 4.0 is a challenge for every country in the world as an unavoidable phenomenon and must be faced with carefulness (Isdarmanto, et.al., 2020). Digital technology is the foundation of the future management of the tourism industry. Travel trends have changed in population trends, digital technology, and sustainable development goals. Tourism management can use the Smart tourism destination strategy used to engage tourists, local communities, governments, and the environment to integrate all the needs of tourism stakeholders (Bahar, 2016).

Product bundling is a sales strategy implemented in marketing. Product bundling has the aim to maximize profits in various marketing that is commonly done in the field of research in the form of products and prices (Yang & Lai., 2006). Customers will love products that offer the best quality, performance, and innovative features. Therefore, companies should be able to make sustainable product improvements (Kotler, and Armstrong, 2010). Therefore, how the

implementation of product bundling can be applied in the field of product development of tourist destinations.

Answering marketing challenges in the industrial 4.0 era, marketing mix planning begins with formulating a product offering to meet the wants or needs of target customers. Therefore, understanding consumer perception of a product category (product involvement) is very important. Product involvement is based on consumer needs, values, and interests (Bian and Moutinho, 2011). Spacey (2017) details product involvement into six types, namely: 1) Interest, a consumer who is passionate about product categories will spends a lot of time reading information about a product package; 2) Knowledgeable, is a consumer who is very understanding with concepts and terms related to the product; 3) Attention, consumers who pay attention to marketing messages in certain categories; 4) Customer needs, consumers who are heavily involved in the category of products that do not need; 5) Situational and Transactional, consumers may be heavily involved in product categories for a short time due to temporary interests or needs; 6) Aspirational, consumers who often research product categories but rarely or never make purchases due to budget constraints. The latest type will delay until the budget is sufficient.

Five tourism development planning approaches need to be known and applied in the development and development of tourism, namely, the approach of local community empowerment, sustainable approach, systemic approach, regional approach, and approach in terms of supply and demand (Ridwan, 2012). Challenges and threats in the industry 4.0. is emphasizing the pattern of the digital economy, artificial intelligence, big data, robotics, as known as the disruptive innovation phenomenon. The current industrial revolution 4.0, has spawned what is known as the industrial culture. Cultural industry is an industry that utilizes the creativity of individuals and groups and relates to culture somewhere (Spacey, 2017). The cultural industry can be adapted and implemented into other industrial sectors such as the tourism industry sector. Utilizing the high diversity of natural tourism and cultural tourism potential faced with the challenge of making itself the best in the industrial era 4.0. In the industrial 4.0 era, the marketing approach refers to the pattern of consumer behavior in the digital era known as the 5A framework (Aware, Appeal, Ask, Act, and Advocate).

Bundling is a marketing strategy that combines several different products in one promotional package. This kind of marketing strategy can encourage consumers to buy more products from the same brand so that the bias increases the sales of products that have been promoted. Product bundling is defined as the integration and sale of two or more separate products or services at any price, and this integration generally provides at least some consumers with added value, such as compactness, seamless interaction, nonduplicating coverage, reduce risk, interconnectivity, enhanced performance, or convenience from the integrated bill, and the greater value raises consumers reservation prices for the product bundle compared with the some of the conditional reservation prices of the separate products (Tellis and Stremersch, 2006).

Bundling strategies are increasingly being used because it provides benefits for both parties, manufacturers use as a competitive strategy to increase demand, build new markets, and to differentiate products from their competitors. While consumers can save costs incurred (Putri, and Wibowo, 2017). Bundling product is a marketing strategy that involves offering two or more products for sale as a unit of sale. Usually, a price given in a package of bundling or combination products will have a cheaper price than the price per unit of the product if the consumer will buy it through units or purchase separately (Derdenger and Kumar, 2013). A product bundling that gives rise to the desire of consumers to buy in greater quantities than when offered separately. Customers see this package gives a higher customer value (Irawan, 2012). Moderation effect of evaluation mode on consumer responses to variations in product bundles found that consumer preferences for varieties of bundles (relative to non-variety bundles) were higher in combined evaluation mode than in separate evaluation mode (Wang, et al, 2013).

The practice of bundling strategy is also widely applied in the marketing of products in the tourism industry. Product bundling strategy is often used in the promotion of package sales (bundling) tours, such as natural tourism activities and cultural tourism and also other outbound activities. Therefore, this study was conducted to study the concept of product bundling strategy

and its application as a model of product marketing strategy or tourism promotion in Bondowoso Regency, East Java, Indonesia.

Methodology

A qualitative method with a descriptive approach is a method that has the principle of wanting to give, explain and critically describe an event in depth (Yusuf, 2014). Data analysis is the process of interpreting data based on text or images that have been obtained. This stage is a process of segmentation and sorting data and reordering it (Creswell, 2016). Data analysis includes; 1) Data reduction, 2) Data display, and 3) Conclusion drawing/verification (Miles and Huberman, 2009). The data is a literature review related to tourism product planning, potential tourist objects and attractions, potential accessibility development, and the existence of supporting facilities.

Results and Discussions

Results

Potential Assets of Bondowoso Megalithic Civilization

Pre-historical assets owned Bondowoso district is very potential developed as a megalithic tourist attraction. Those prehistoric sites describe the existence of human civilization before human history was recorded. The megalithic community in the Besuki region and centered in Bondowoso would be a pity if it was not studied and understood how the life of human past civilizations in Bondowoso. History can provide facts so that history is an indispensable science for the education of human life (Kochhar, 2008). The urgency of knowing and understanding history even pre-history as a megalithic civilization is a tourist asset that can be utilized optimally. It is necessary to branding historical education tourism in Bondowoso so that in addition to not squandering this high-value historical/ pre-historical relic, it also provides awareness to the current generation about the benefits of studying history and the benefits of knowing the history of megalithic (Mastika, et al., 2020).

Bondowoso Geotourism Potential

The topographical condition of Bondowoso Regency, which is almost half of which is a plateau in the form of mountains and hills. The Mount Ijen has been very famous to foreign countries with the vast crater charm and a beautiful blue fire. The color of sulfur miners is make impression of unique tourism Ijen. Another mountain is the ascent of Mount Raung which is much in demand by climbers, The slopes of Mount Argopuro, Wurung Crater, Patirana Hill with the famous name is P28. The physical aspect that is used as a tourist attraction can be in the form of geological conditions, types of rocks and mineral content in it, or other things that are still related to geology (Hermawan, 2010). Maintaining the values of local wisdom, important ecological protection, diversity of biological elements, and other life support systems (Insula in Berno &Bricker, 2001). Has aspects in the field of education as knowledge of geodiversity diversity of earth heritage that needs to be preserved (Nainggolan, 2016). The existence of geo-tourism is expected to provide benefits for the surrounding communities (Ginting et al., 2017). Able to present a beautiful tourist attraction, unique, original, and educational value accompanied by appropriate supporting infrastructure and supported by excellent service (Hermawan, 2017).

Potential of Bondowoso Tourism Village

Considering the spread of megalithic sites in about 52 villages, it is conceivable that the potential of tourism village development in Bondowoso Regency. The aspects of physical assessment analysis", as one of the requirements in situational analysis in the development of tourism destinations in an area to explore and recognize the tourism potential of the area. However, needs to be examined aspects of social-cultural assessment regarding harmonious interaction between tourists (guests) and residents. Another assesment is human research analysis which is very important to find information about the quality and quantity of human resources in the tourism development village area. The information obtained from this assessment

can be followed up as material for the development of various education and training programs in the field of tourism needed. The existence of this training program will help villagers to have employment opportunities in the field of rural tourism, also improvement the welfare of residents, and sustainable tourism in this village. The residents can be involved as private tour operators and local guide. It is found to be quite successful as shown by the increasing trend of visitors every year. Such a move should be appreciated by jointly bringing a sense of security and comfort to visitors and by collectively conducting nature conservation and historical sites (Hadi, et.al., 2019). Following the concept of Community Based Tourism, the community is actively involved in the selection, planning, and evaluation of tourism development. The impact of community involvement will be able to contribute to improving the economy and living standards in the local community, sustainability of tourism, and environmental preservation (Soemardiono, et, al., 2021).

Discussions

Aspects of Tourism Product Planning

A product has three levels that exist at each level of the product (Kotler and Amstrong 2010), including 1) Core customer value, is the most basic level when designing a product then a marketer must first define the core, the benefits of problem-solving or service that customers see; 2) Actual product, in this second level marketer must turn the core benefits into actual products. It is necessary to develop products and features of services, design, and level of quality, brand name, and packaging; and 3) Augmented products, at the final level of product planning should build additional products around core benefits and actual products by offering additional benefits and customer service.

In the field of marketing is known the concept of "Consumer Products", namely; products or services purchased by the end consumer for personal consumption. Consumer products are usually classified based on how consumers attempt to buy them. (Kotler and Armstrong, 2010) classified into: 1) Convenience products are consumer products or services that are usually purchased repeatedly, frequently, and directly purchased by consumers with little comparison and purchase effort; 2) Shopping products are consumer products or services that are less often purchased. Customers compare it carefully to suitability, price-quality, and style. When buying products, consumers spend a lot of time collecting information and making comparisons; 3) Specialty products are consumer products or services with unique characteristics or brand identification for a significant group of buyers who are willing to make a special purchase attempt; 4) Unsought products are consumer products where consumers do not know or know but do not usually think to buy. The main thing is an innovation that is not sought until consumers realize it through advertising.

Also important to note is the attributes of the product that is characteristic of the product or service that produces the ability to satisfy the needs of consumers. Kotler and Armstrong (2010), detail as follows: 1) Product quality is one of the main positioning tools in marketing that has a direct impact on product performance and is closely connected to customer value and satisfaction. Product quality has 2 dimensions: (a) Performance quality is the ability of a product to perform its functions and product durability; and (b) Conformance quality is a product free from defects or damage and consistent in providing performance level targets; 2) Product features, a product can be offered in a variety of features, the company creates a higher level of the model by adding more features. Features are a competitive means to differentiate the company's products from competitors; 3) Product style and design, is another way to add value to customers.

The next stage is related to the purchase decision which is an individual activity that is directly involved in the decision making to purchase the products offered. Purchasing decisions are a stage in the buyer decision-making process where consumers buy (Kotler and Amstrong, 2010). Purchasing decisions are a stage in the buyer decision-making process where consumers buy (Kotler and Amstrong, 2010). Purchasing decisions are based on rational motives, emotional motives, or both. Rational motives involve the logical evaluation of product attributes such as price, quality, and usability. Emotional motives involve non-objective factors including social,

imitating others, and aesthetics (Ebert and Griffin, 2009). This study will discuss both purchasing decision motives consisting of rational motives (price, quality, and usefulness) as well as emotional motives (friendliness and aesthetics) as dimensions of purchasing decisions. In the context of marketing is known marketing tactics tools are known as the marketing mix. Marketing Mix is a set of variables that a marketer can exercise control over in creating and offering for exchange (Elliot, et al, 2012). Mill and Morrison (2013) divide the hospitality marketing mix into 8 P's consisting of product, price, promotion, place, packaging, programming, people, and partnership.

Product Bundling Indicator

The success of bundling depends on the implementation of bundling itself. According to Frans M. Royan (2004), there are several indicators in bundling, so that consumers are interested in the products promoted, namely: 1) Accuracy, is an effort in implementing bundling program by the planning to achieve the objectives, including the accuracy of bundling as a promotional media, the timeliness of the implementation of bundling promotion and the accuracy of the period of implementation of bundling that has been determined by the company; 2) Price, covering the price of the product itself, the price of the product is seen from its quality and following the number of products combined; 3) Attractiveness, namely consumer interest in products that use bundling promotion; 4) How to combine products, namely the activities of manufacturers in combining the main products and supporting products in a balanced and by the needs of consumers. Bundling can be successful if done by maximizing the way the product is combined appropriately.

Brand and Image

According to Kotler (2012), a Brand is a name, term, sign, symbol, or design, or combination of all, intended to identify the goods or services of a single seller or group of sellers and differentiate products or services from competitors. Buchory (2010) states a brand is a name, term, sign, emblem, or design or combination of all, which is expected to identify goods or services from a group of sellers and is expected to distinguish such goods or services from competitor products. While according to Aaker (2004) said the brand can be said as a promise of a seller or company to consistently provide value, benefits, features, and certain performance for its buyers. The promise must be the right promise and must be kept to the buyer so that the promising brand can deliver all the promised things, and also provide more value than they promise.

The company's image doesn't happen overnight, on the contrary, the company's image must be built by the company to provide a positive impression and perception for consumers. Image is a set of beliefs, ideas, and impressions that a person has of an object (Kotler &Keller, 2013). Image is the impression that a person obtains based on his knowledge and understanding of facts or facts (Soemirat, 2010). In the tourism industry, the attributes of destinations (attractions, accessibility, and amenities), promotions, and imagery of destinations influence the satisfaction of tourists and are very important to provide innovation because domestic tourists will be more likely to make repeated visits when there are new things that they must experience (Rahmiati and Winata, 2020).

E-Marketing and Viral Marketing

In line with the rapid development of information technology, the conventional marketing process is pushing towards modern internet-based marketing known as electronic marketing (e-marketing). E-marketing is a process of marketing products and services using web media as a philosophy and modern business practice (Ling and Lie, 2006; El-Gohary, 2010). Strauss & Frost (2014) emphasizes that e-marketing with the use of information technology in the process of making, communicating, and delivering value and establishing relationships to customers through profitable means for companies and customers. E-marketing in its application emphasizes more on the speed of dissemination of promotional information using internet-based tools. Promotion as part of the marketing mix is a marketing communication strategy aimed at influencing the

consumer market to make purchases (Kotler and Keller, 2016). The use of modern information technology messages or promotional activities can directly reach the intended target market by using social media.

Viral marketing is known as a marketing communication technique utilizing social networks marketing as well as exponential dissemination of a message. Viral marketing causes everyone who receives the message then wants to spread the marketing message further to others to generate a lot of attention and brand awareness (Bath et al., 2016). Viral marketing methods can use social media, text messaging, video or person-to-person or commonly referred to as endorse that will accelerate or expand marketing information about products and services. Viral marketing content is well designed and provides interesting information to consumers related to products and services. Viral marketing methods are increasingly known and applied quickly such as viruses that are very helpful for customers to be interested and cause purchases of a brand or product (Yeo, et al., 2020). e-WOM (electronic word of mouth) has a positive and significant impact on the image of the destination, the value felt, and the return to visit, as well as the image of the destination, has a positive and significant impact on the perceived value, furthermore, the perceived value has a positive influence and a significant impact on the return visit, so that almost all variables affect the intention to revisit (Prayogo, 2021).

Digitalization of Tourism

Digitalization of tourism or e-tourism is increasingly needed in line with the development of technology 4.0 and 5.0 through the participation of millennial travelers who are tech-savvy. Digitalization of tourism is a form of implementation of the concept of e-marketing that is widely applied in modern business marketing activities. Digitalization is a process of switching media from print, video, and audio to digital. The digitalization of tourism covers all the processes and value chains of the tourism industry, including tourist products consisting of attractions, accessibility, and amenities. The existence of e-tourism allows tourism organizations to maximize tourism potential effectively and efficiently.

E-tourism increases the determination of competition of tourism organizations. E-tourism uses various methods of cloud computing through the internet, allowing management to access and control the entire marketing process as well as the travel process. Cloud computing makes the internet a server hub for managing user data and applications and connecting at the same time. Cloud computing is the utilization of internet-based computing technology that offers resource-sharing facilities without additional devices, more affordable costs, and unlimited data storage (Wahyudi, 2013). Cloud technology is responsible for delivering and serving video and audio content, serving so many social media applications and other applications that utilize this cloud technology.

Bondowoso Tourism Product Bundling Design

Bondowoso regency with its range of mountains has a fairly cool air temperature ranging from 15.40 °C-25.10 °C. Kendeng Mountains in the north with the peak of Mount Raung and Mount Ijen. On the east side of the slopes of the Hyang mountains with the peak of Mount Argopuro, while Mount Kerincing and Mount Kilap are on the west. In addition to the natural conditions in the form of mountain ranges, Bondowoso also has a plenty of Megalithic sites that can be categorized as educational tourism objects.

The type of tourism that is suitably developed in bundling Bondowoso tourist products is Special Interest Tourism. This type of travel product prioritizes the elements: 1) Rewarding, namely appreciation attitude towards nature and its sustainability; 2) Enriching, which is an attraction that can provide self-enrichment or to improve business; 3) Adventure, to fulfill a high interest in adventure; 4) Learning, able to stir the desire to learn new things. On the product level aspect is more to the "core customer value", by highlighting the core definition, the benefits of service that customers see. Similarly, at the "augmented product" level, at the final level of product planning must build additional products around a core and actual product benefits by offering additional benefits and customer service. Furthermore, the classification of consumer products, emphasizes more on the concept of "specialty products", namely consumer products or

services with unique characteristics or brand identification for a significant group of buyers who are willing to make special purchase efforts.

From the aspect of product attributes that are characteristics of products or services that can satisfy the needs of tourists is in the aspect of "performance quality" is the ability of a product to perform its function in providing satisfaction to consumers. The results research of Sakti and Hurriyati (2018) stated that product quality variables have an important element in building customer satisfaction in the application of bundling product strategies. While the response of buyers from the market or consumers is expected to be a response based on "emotional motives", namely involving non-objective factors including social, imitating others, and aesthetics, by the combination of travel products offered, certainly does not ignore the existence of rational motives.

In realizing bundling products, the important initial indicators are 1) How to combine products, namely activities in combining the main products and supporting products must be balanced and under the needs of consumers; 2) Attractiveness, namely consumer interest in products that use bundling promotion; 3) Accuracy, implementation of bundling program to be following the planning to achieve the objectives, including the accuracy of bundling as a promotional media, the timeliness of bundling promotion and the accuracy of the period of implementation of bundling that has been determined; and the last is 4) Price, covering the price of the product itself, the price of the product is seen from its quality and according to the number of products combined. Marketing bundling products through the promotion of course refers to the trend and role of communication technology is very dominant and very effective in reaching the target market (market segment). The concept of e-Marketing or online marketing, or viral marketing is very popular among social media users. Some types of social media, such as; Youtube, Whatsapp, Facebook, Instagram, and more.

Conclusions

Based on theoretical studies on bundling products and paying attention to the potential of tourism products and tourism development opportunities in Bondowoso Regency can be drawn some conclusions. This conclusion is the main point as a direction for the development of product bundling policy and promotion of Bondowoso tour packages. The points are as follows. Bundling product is a marketing strategy that involves offering two or more products to be marketed as a single unit in marketing or promotional communications.

Through the market, bundling product strategy sees the promotional package to provide higher customer value. Travelers preference for variety bundles is expected to be higher in the combined evaluation mode than in the separate evaluation mode. The type of tourism that is suitably developed in bundling Bondowoso tourist products is Special Interest Tourism. In the product level aspect is more to the "core customer value" and "augmented product", and emphasizes the concept of "specialty products", namely products and services with unique characteristics or brand identification for a significant group of buyers who are willing to make a special purchase effort. From the aspect of the product, attributes that are characteristic of products or services that can satisfy the needs of tourists are in the aspect of "performance quality" and based on "emotional motives", namely involving non-objective factors, but does not ignore the existence of rational motives. In realizing bundling products, the focus on indicators "How to combine products, Attractiveness, Accuracy of bundling program implementation, and new prices that include the price of the product itself according to the quality and number of products combined. In marketing communication bundling products through promotion can be done by using the e-tourism method using several forms of social media.

The results of the study are the form of policy direction in planning the development of tourism products bundling in the Bondowoso Regency. The conclusion is case study and only applies to bundling tourism products in Bondowoso according to existing empirical data. This condition is at once a limitation of research because the results obtained are specific. Based on these limitations, the author suggests a further study to create and design (branding) the tour bundling model as a promotional content. The sales of tour packages or promotions use through web media known as e-marketing or e-WOM (word of mouth) or viral marketing as a medium of

promotion of packages (bundling) tours that include tourist attractions, accessibility, and other means of supporting tourist activities.

References

Bahar, S. (2016). The architecture of tourism information in Pagar Alam city using smart tourism destinations strategy, National Seminar on Information Technology, Business, and Design, STMIK – Polytechnic PalComTech, Palembang, South Sumatra, Indonesia, May 12th, 2016, pp. 340–344.

Berno, T., Bricker, K. (2001). Sustainable Tourism Development: The Long Road from Theory to Practice. *International Journal of Economic Development, 3*(3), 1-18.

Bian X., Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behavior of counterfeits. *European Journal of Marketing, 45*(1/2), 191-216.

Buchory., A., Saladin, D. (2010). *Marketing Management: Practical Summary, Theory, Application and Q &A*. Bandung, Indonesia: CV. Linda Karya.

Creswell, John W. (2016). *Research Design: Qualitative, Quantitative and Mixed Method Approach, Fourth Edition*.Yogyakarta, Indonesia: Pustaka Pelajar.

Derdenger, Timothy; Kumar, Vineet. (2013). The Dynamic Effects of Bundling s a Product Strategy. *Marketing Science Journal*, 827-858.

Ebert, Ronald J. Griffin, Ricky W. (2008). Business Essentials. New York: McGraw Hill.

El-Gohary, H. (2010). E-Marketing - A Literature Review from a Small Businesses Perspective. *International Journal of Business and Social Science, 1*(1), 214-244.

Elliot, G., Thielle, S. Rundle., & Waller, D. (2012). *Marketing. 2nd Edition*. London: John Wiley.

Ginting, N., Rahman, N.V., Sembiring, G. (2017). Tourism Development Based on Geopark in Bakkara Caldera Toba, Indonesia. In IOP Conference Series: Materials Science and Engineering (Vol.180, pp. 12-86). IOP Publishing.

Hadi, M.J., Permata, T.S., Tarmizi. (2019). The Practice of Education Tourism: A Case of Beruga' Alam Institute. *International Journal of Applied Sciences in Tourism and Events, 3*(2), 210-220.

Hermawan, H. (2017). *Geowisata-Perencanaan Pariwisata Berbasis Konservasi*. Karya ilmiah. STP ARS Internasional, Bandung. Indonesia.

Irawan D. H. (2012). *Maksimalkan Profit dalam Bundling, https://marketing.co.id*, retrieved on 29 Februari 2012.

Isdarmanto, Christantinus, Hari, S., Anthony. (2020). Strategi Branding Pengembangan Industri Pariwisata 4.0 melalui Kompetitif Multimedia di Era Digital. *Journal of Tourism and Creativity*, 1-20.

Kochhar, S.K. (2008). *Pembelajari Sejarah*. Jakarta: Gramedia Widiasarana Indonesia.

Kotler, P., Armstrong, G. (2010). *Marketing Principles, Volumes 1 and 2 Twelfth Edition*. Jakarta: Erlangga.

Kotler, P. (2012). *Marketing Management Volume I. Translated by Benyamin Molan*. Jakarta: Indeks.

Kotler, P., Keller, K.L. (2013). *Marketing Management, Second Volume*. Jakarta: Erlangga.

Kotler, P., Keller, K.L. (2016). *Marketing Management, 15th Edition*. UK: Pearson Education, Inc.

Lestari, D.I., Adi, P.P. (2015). Tourism Industry Analysis as Indonesia's Competitive Advantage. *Portfolio, 12*(2), 107-126.

Ling, C., Ting, L. (2006). Assessment of Internet Marketing and Competitive Strategies for Leisure Farming Industry in Taiwan. *Journal of American Academy of Business Cambridge, 8*(2), 296- 300.

Mastika, I.K., Sasongko, Julianto, D.E., Wahyuni, S. (2020). *Potential and Opportunities for Tourism Development in Bondowoso Regency*. Malang: Dream Litera.

Mastika, I.K., Nimran. U. (2020). Destination Branding Model of An Ecological Tourism Village In Bali Indonesia. *GeoJournal of Tourism and Geosites, 31*(3), 1058-1068.

Miles, Matthew, B., & Huberman, A. M. (2009). *Qualitative Data Analysis*. Jakarta: UI-Press.

Mill, Robert C. & Morrison, Alastair M. (2013). *The Tourism System 6th edition*. Adelaide: Kendall Hunt Publishing Company.

Prayogo, R.R. (2021). Exploring of E-Wom, Destination Image and Perceived Value Toward Return to Visit. *International Journal of Applied Sciences in Tourism and Events, 5*(1), 32-43. DOI: http://dx.doi.org/10.31940/ijaste.v5i1.1912

Purwanto. (2017). *Evaluasi Hasil Belajar*. Yogyakarta: Pustaka Pelajar.

Putri, A.A., Wibowo, S. (2017). The Influence of Bundling Strategy On Interest Buying of Consumer (Case Study at Bee Outbound Bogor). *E-Proceeding of Applied Science, 3*(2), 205-212.

Rahmiati, F., Andrean Winata, A. (2020). Destination Marketing to Improve Domestic Tourists' Return Intention. *International Journal of Applied Sciences in Tourism and Events, 4*(2), 86-94.

Ridwan, M. (2012). *Tourism Planning and Development*. Medan: PT SOFMEDIA.

Royan, F.M. (2005). *Marketing Celebrities, Volume I*. Jakarta: Penerbit PT. Elex Media Komputindo.

Sakti, I.W., Hurriyati, R. (2018). Application of Bundling Strategy as a Comparison to Product Quality and Customer Satisfaction. *Indonesian Management Forum (FMI 9)*, 12-18.

Soemirat, S. (2010). *Basics of Public Relations*. Bandung, Indonesia: Rosdakarya.

Soemardiono, B., Hartono, Y., Soebijantoro, (2021). Community-Based Tourism in Kresek Village Madiun East Java. *International Journal of Applied Sciences in Tourism and Events, 5*(1). 22-31. DOI: http://dx.doi.org/10.31940/ijaste.v5i1.2366

Spacey, J. (2017). "6 Types of Product Involvement." Can be accessed via https://simplicable.com/new/product-involvement, on March 9th, 2018.

Strauss, J., Frost, Raymond D. (2014). *E-marketing International Edition*. UK: Pearson Education Limited.

Tellis, G.J., Stremersch, S. (2006). "Strategic Bundling of Products and Prices: A New Synthesis for Marketing." *Journal of Marketing, 66*(1), 55-72. DOI: 10.1509/jmkg.66.1.55.18455

Wahyudi, T. (2013). Implementation of Cloud Computing To Maximize Tourism Services. *Journal of Informatics Ferris Wheel, I*(1).

Wang, X., Sun, L., & Keh, H.T. (2013). Tanggapan konsumen terhadap variasi dalam bundel produk: Peran moderasi dari mode evaluasi. *Journal of International Research in Marketing, Elsevier, 30*(4), 335-342.

Yeo, S.F., Tan, Ling, C., Lim, Boon, K., Goh, L., Mei., Wahab, F.A.A. (2020). Viral Marketing Messages: Consumer Purchase Intention Towards Fashion Apparel. *International Journal of Accounting, Finance and Business (IJAFB), 5*(30), 31-41.

Yusuf. (2014). *Research Methods of Education Quantitative, Qualitative, and Combined Research*. Jakarta: Prenadamedia Group.

Implementation of Sustainable Tourism Development of Tourism Villages in Langkat Regency

Edy Sahputra Sitepu [1]*, John Sihar Manurung [2], Rismawati [3]

[1,2,3]*Politeknik Negeri Medan, Indonesia*

*Corresponding Author: *edysitepu@polmed.ac.id*

Abstract: This research is applied research, which seeks to encourage research to develop and manage destinations with the concept of sustainable tourism development (STD). STD is a concept that integrates the four pillars of tourism destination governance. This concept has been stated in the Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016. The STD concept consists of four variables, among others; a) the implementation of effective management that is integrated and sustainable, b) strengthening the impact and economic benefits for local communities, c) strengthening and preserving socio-cultural, and d) paying attention to environmental sustainability around tourist destinations. This research aims to apply the STD concept for the development of tourism village potential. Specifically, this research is intended to encourage tourism village potentials in Sei Bingai and Tanjung Pura Districts, Langkat Regency, North Sumatra Province. So that in the end, it is hoped that Langkat Regency can have a well-managed tourist village based on the STD concept. The results showed that, based on the results of Confirmatory Factor Analysis (CFA) using AMOS 22 software, it was found that the existing variables were indeed relevant for analyzing the application of sustainable tourism development. Furthermore, based on the scoring carried out in the Focus Group Discussion (FGD) activities with key stakeholders, a ranking is carried out. Of the four existing aspects, the environmental aspect is in the good category (based on the excellent, good, average, and poor categories), while the sustainable integrated management variable, the variable economic benefits for the surrounding community, and the environmental conservation variable are in the good category. The results of the FGD also concluded that the majority of key stakeholders agreed that in Rumah Galuh Village and Pematang Serai Village, Langkat Regency would continue to be developed into a tourist village with a sustainable tourism development model.

Keywords: Sustainable Tourism Development, Tourism Village, Management

Introduction

Today, organizations engaged in the tourism business, tour operators, hotels, and destinations are increasingly developing marketing systems to increase sales of their products and services. This is triggered by the need for players in this business to compete in an increasingly competitive market. According to experts, the prospects for the tourism sector in the future are promising. It is because travel propensity in source countries for foreign tourists has experienced positive growth. UNWTO also stated the same thing. However, another impact that must be taken into account is that the behavior of competing countries will increasingly encourage increasingly fierce competition to seize the tourist segment. Therefore it will be something that needs to be observed for each country that competes in this sector (Primasiwi, 2018).

Furthermore, Primasiwi (2018) stated that ASEAN member countries, which India and China flank as the two largest tourism market countries, are being contested by ASEAN member countries, including Indonesia. ASEAN has a population of around 1.3 billion people, and the number of outbound is 13.2 million. In contrast, China, where the population is approximately 1.5 billion, has an outbound value of more than 117 million. Not to mention the magnitude of the

potential of the European and American markets. Indonesia itself has implemented three necessary plans to support national tourism marketing, namely; a) lowering connectivity costs, b) competitive model destination (CDM), and c) incentives for foreign tourists (wholesale/incentive sale). Indonesia targets foreign tourist visits in 2020 as many as 20 million tourists (provided there is no Covid19 outbreak).

Several researchers suggest the importance of implementing or managing tourism that prioritizes sustainable aspects (Font et al., 2019; Nunkoo dan Seetanah, 2019), where this concept focuses on providing optimal benefits to tourism activities that are economically, socially, culturally, environmentally sound. Integrated management.

The concept of sustainable tourism is a concept that developed along with the emergence of sustainable development. Where this idea first surfaced in the Brunland Report. The document states that sustainable development is a series of development activities that can meet the needs of the present without neglecting the needs of future generations (WCED, 1987). Since then, sustainable tourism development has become part of the strategy in translating sustainable development and has been used as an essential template for carrying out tourism management. Indonesia is no exception.

STD is defined as the tourism development steps of an area that are oriented towards efforts to conserve resources that are also needed for the future. Sustainable tourism development emphasizes economic aspects and considers ecological, socio-cultural, and governance aspects (Sitepu, 2018).

In the context of ecology, sustainability can be interpreted that the development of the tourism sector will not have a counterproductive impact on the sustainability of the ecosystem around the development of tourism activities. Along with that, tourism activities can also be integrated with environmental conservation activities. On the other hand, from a social point of view, tourism activities must be acceptable. It refers to the participation of local communities in absorbing and engaging in businesses in the tourism sector, and of course, without causing social conflict to arise.

Meanwhile, from the cultural context, tourism activities should not conflict with cultural norms. In this case, the local community around the tourist attraction must have the ability to adapt to the culture brought by different tourists. As to be economically profitable, various activities carried out in tourism destinations can provide economic benefits and benefits and boost the prosperity of the community around the destination (Sitepu, 2017 & Suwena, 2010). In Indonesia, the concept of sustainable tourism development began in 2015 (Sitepu, 2017a). The success of various tourism development strategies can be seen by reflecting on the continued increase in local and foreign tourist arrivals to Indonesia.

Furthermore, in implementing sustainable tourism development, the government has launched a tourism village development program. This is done so that tourism development can involve the grass root community. According to Made et al. (2013), village tourism is one form of implementing community-based and sustainable tourism development.

Several empirical findings related to the development of tourist villages, among others, were put forward by many researchers. Junaid et al. (2020) suggested the steps needed to implement a tourism village that emphasized community collaboration with stakeholders. The research of Qori'ah et al. (2019) concluded that a tourist village can maintain ecology, preserve local, social and cultural wisdom, and provide economic benefits for the community around the destination. Meanwhile, Ma'ruf et al. (2018) revealed the importance of village government support to manage and explore tourism objects and attractions that have not been optimized. Arifin & Yanto (2018) emphasized that a strategic plan must be prepared to build a tourist village. Furthermore, Kurniawati et al. (2018) revealed the importance of the tourism village development plan.

Furthermore, research by Rizkianto & Topowijono (2018) and Sidiq & Resnawaty (2017) emphasizes that tourist attractions in tourist villages must arise from the independent desire of the local community. Meanwhile, Andayani et al. (2017) emphasized the stages of community strengthening in tourist villages. While related to the problems that arise, the community empowerment process is stated by (Made et al., 2013). Meanwhile, Hermawan (2017) concludes

that efforts to develop tourist villages will provide positive benefits, especially in encouraging the improvement of the economic level of the surrounding community.

In essence, it is hoped that to develop the village into a tourist village, and there will be sustainable economic equality. On the other hand, a tourist village will marry tourism products that are more nuanced and close to the culture that exists in the countryside. So that the process of cultural preservation also goes according to expectations.

From some phenomena and empirical findings that have been put forward, it can be seen that there is still a wide research gap in research on the development of tourist villages. Among the approaches taken, the concept of tourism village development has not been seen with sustainable tourism development, which consists of four pillars, namely integrated and sustainable planning, optimizing economic benefits for communities around destinations, strengthening socio-cultural and environmental conservation. Therefore, researchers are interested in conducting applied research, building a tourist village with a sustainable tourism development approach.

This research will be conducted in Langkat Regency, with several considerations, including; 1) Langkat Regency is a regency in North Sumatra which is also a KSPN in addition to the Lake Toba area, 2) Langkat Regency has tourist destinations that are increasingly attracting public interest, especially from Medan City, as an alternative tourist destination other than Lake Toba and Berastagi, 3) Langkat Regency through The Department of Tourism and Culture wants to develop tourist villages like those that have been developed on the island of Java.

Methodology

The research activities were carried out in Rumah Galuh Village, Sei Bingei District, and Pematang Serai Village, Tanjung Pura District, Langkat Regency. Research activities start from making a research plan, determining the research area, determining the research model (done by combining quantitative and qualitative approaches. The qualitative approach is carried out by conducting Focus Group Discussions-FGD (Khatun & Saadat, 2020) and In-depth interviews (Liu, 2019) with key stakeholder resource persons, consisting of the Head of Pematang Serai Village, Head of Rumah Galuh Village, Head of Tourism Destination Development Division of the Tourism and Culture Office of Langkat Regency, Head of the Tourism and Culture Office of Langkat Regency, representatives of tourism operators in each -each village and the Bumdes Director.

For this FGD process, a scoring process for the implementation of STD was also carried out, with an assessment criterion of a scale of 4, namely, excellent (green), good (blue), moderate (yellow), and poor (red). In contrast, the quantitative approach is carried out by collecting data on tourist preferences through a list of closed questions. For this questionnaire, questions are given with a choice of a scale of 6, namely; strongly agree (score 6), strongly agree (score 5), agree (score 4), disagree (score 3), disagree (score 2), and strongly disagree (score 1).

The parameters of the observed/measured changes refer to the criteria that GSTC has compiled (2017) and the Minister of Tourism Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations (Kemenpar, 2016), including;

a) Maximizing integrated and sustainable management aspects with indicators including; A1 Sustainable destination strategy, A2 Destination management organization, A3 Monitoring, A4 Tourism seasonality management, A5 Climate change adaptation, A6 Asset & attraction inventory, A7 Planning Regulations, A8 Access for all, A9 Property acquisitions, A10 Visitor satisfaction, A11 Sustainability standards, A12 Safety and security, A13 Crisis and emergency management and A14 Promotion.

b) Maximizing economic benefits for communities around tourist destinations and minimizing the negative impacts of tourism activities. The indicators used include; B1 Economic monitoring, B2 Local career opportunities, B3 Public participation, B4 Local community opinion, B5 Local access, B6 Tourism awareness and education, B7 Preventing exploitation, B8 Support for the community, and B9 Supporting local entrepreneurs and fair trade.

c) Maximizing socio-cultural benefits for the surrounding community and minimizing adverse impacts from tourism activities, with indicators: C1 Attraction protection, C2 Visitor management, C3 Visitor behavior, C4 Cultural heritage protection, C5 Site interpretation, and C6 Intellectual property.

d) Maximizing benefits for the surrounding environment and minimizing negative impacts on the environment, with indicators; D1 Environmental risk, D2 Protection of sensitive environments, D3 Wildlife protection, D4 Greenhouse gas emissions, D5 Energy conservation, D6 Water Management, D7 Water security, D8 Water quality, D9 Wastewater, D10 Solid waste reduction, D11 Light and noise pollution, and D12 Low-impact transportation.

In general, the research model used can be stated as presented in the following figure:

| FGD, In-depth Interview & Treatment | → | Qualitative Methods for Implementing Tourism Villages with STD Concepts | → | Application of Tourism Villages with STD Concepts |
| Confirmatory Factor Analysis Model | → | Qualitative Methods for Implementing Tourism Villages with STD Concepts | → | |
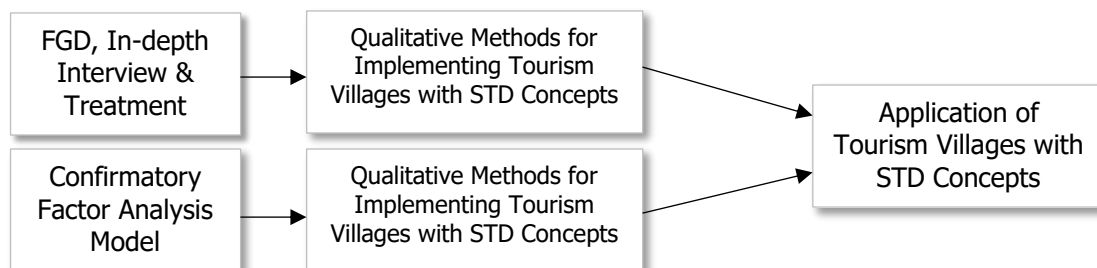
Figure 1. Research Model

While the specific model used in the quantitative approach is Confirmatory Factor Analysis-CFA (Jöreskog et al. 2016). CFA is a form of factor analysis. The main objective is to test whether the indicators grouped based on their latent variables (constructs) are consistent in the construct. In CFA, the researcher tested whether the data fit with the previously formed model or not. The number of respondents to conduct this CFA analysis amounted to 400 respondents who were taken by random sampling method from tourists who had visited tourist destinations in this research.

Results and Discussions
Results

This research was conducted in two villages: Rumah Galuh Village, Sei Bingei District, and Pematang Serai Village, Tanjung Pura District, Langkat Regency. The two villages are pilot villages for tourism villages in Langkat Regency determined based on the Langkat Regency RIPPARDA. Langkat Regency tourism is currently proliferating because of its strategic location surrounded by Medan City, Binjai City, Stabat City, and Deli Serdang Regency. As is known, these areas and cities have a relatively large population and require recreational places to visit, especially on weekends. Based on research results, existing tourist destinations are always crowded with visitors from around Langkat Regency.

In general, the observations were carried out thoroughly in Langkat Regency. Specifically, the observations were carried out in two villages: Rumah Galuh Village, Sei Bingei District, and Pematang Serai Village, Tanjung Pura District. Several tourist destinations are developing in this Rumah Galuh Village, including eternal pool baths, Teroh-teroh waterfalls, body rafting activities along the river, and others. For this tourism activity, there are four entrances and four tour operators that serve visitors. As for the Tanjung Pura District, there are also many tourist attractions such as the Azizi Mosque, Tengku Amir Hamzah's Tomb, regional museums, Tanjung Pura old town, the village of Babusalam Islamic Boarding School, Kwala Serapuh Beach, and Getek Online Mosaic riverside tours in Pematang Serai Village.

Focus Group Discussion (FGD)

The baseline FGD activity was carried out with the tour operator and the Rumah Galuh Village and Pematang Serai Village, which was carried out at the Pelaruga tourist attraction and the Getek Geol Mozaik tourist attraction. Some of the essential notes from the meeting include:

a. All parties agreed that the two villages should be developed into tourist villages by following sustainable tourism development. Governance will observe and implement; 1) integrated and sustainable planning aspects, 2) optimizing economic benefits for the community around the destination, 3) paying attention to existing socio-cultural aspects and local wisdom developed, and 4) paying attention to aspects of environmental conservation in a sustainable manner.

b. Several operators hope that the local government, in this case, especially the Department of Tourism and Culture of Langkat Regency, can provide more tangible support. This real support can be done by supporting development programs and activities with the support of the APBD budget, in particular, to support the availability of facilities and infrastructure. For Pelaruga tourism objects, most needed is public toilets, roads to tourist attractions, cliff guardrails, signboards, gates - entrances, and others. As for the Getek Geol Mozaik tourist attraction, what is needed is the improvement of road access to the tourist attraction, parking lots, public toilets, safety equipment, trash cans, Getek maintenance, permanent Getek ports, and others.

c. In this case, the local government of Langkat Regency, the Department of Tourism and Culture, the Village Government, and the District Government want the management of the destination to be improved even more. Specifically, the government wants tourism objects to be able to contribute to the Langkat Regency's PAD, through levying entry fees where this has not gone as expected.

d. There is also a desire that tourism business activities in these two villages can be managed by Village Owned Enterprises (Bumdes). So that management can be better in terms of management and more accountable. However, this opinion is still debatable and has been rejected by some tour operators who feel comfortable with the management they are currently running, especially in Rumah Galuh Village. However, for Pematang Serai Village, Bumdes, from the beginning, has played a role in managing tourism activities.

e. The local community and operators consider that the government's participation in improving tourism governance in the two villages is still far from expectations. They want the government to be more intense and active in observing various developments in tourism objects that require real support from the government.

f. Operators and village officials want that in the future, periodically or once a year, there will be a big event held in either Rumah Galuh Village or Pematang Serai Village.

g. On big days and holidays, the operator is quite overwhelmed to handle the massive number of visitors and makes the previously deserted streets completely jammed (the case in Rumah Galuh Village). This thing is practically making operators quite a dilemma in anticipating carrying capacity. This problem is also the case in Pematang Serai Village, although the number of visits is still relatively small.

h. Safety and security issues still need to be a concern because at the Pelaruga tourist attraction, there was a flood that killed two tourists. Related to this, there is a desire to create an early warning system to anticipate floods. However, according to the operators, they are always more alert and stop all activities if the weather looks unfavorable. Likewise, at the Getek Geol Mozaik tourist attraction, some of the safety and security challenges faced include the less sturdy Getek port, the rapidly decaying bamboo canoe, and the availability of safety vests that do not yet exist.

i. Visitors consider public toilet facilities for bathing and changing clothes to be facilities that must exist and fulfill a sense of comfort. In addition, visitors also want a place to eat and drink that is clean and standard.

j. Previously, Pelaruga was divided into several operators, as at this time, previously there was only one tour operator, namely Pelaruga. But over time, there was a split between the managers and eventually opened a similar business along the river. It provides a different background, making it difficult for the village to reunite all operators into one management (one door). Even though there have been no problems in coordination between the operators and there is still harmony in communicating and managing tourism activities. The desire to unify operators has been carried out several times, involving various elements; tourism operators, village governments, sub-district governments, and the Langkat Regency Culture

and Tourism Office. But so far, it hasn't worked. Meanwhile, at the Geol Mozaik tourist attraction, there have been no crucial problems or conflicts in the management of the tourist attraction. Management is well done and one gate.

k. The tourism object business scheme that was agreed to be implemented in the future is expected to be managed under the Bumdes business unit. So that to invest and improve facilities, you can also take advantage of Bumdes funds. However, there are concerns from the operators that they will eventually be displaced from the tourism activities/business that they have pioneered for years, and their income will decrease.

Description of Research Respondents Answers

The integrated and sustainable management variable has 12 leading indicators (two eliminated), which are then reduced to research question items. Based on the table, it can be seen that in general, the mean of respondents' answers is 4.1786. Questions with the highest mean value indicating that these items have received significant attention include questions; visitor satisfaction with a mean value of 4.4575, a destination management organization with a mean value of 4.4225, and planning and regulation with a mean value 4.4025. This mean value is the same as the mean of tourism seasonality management.

In general, it can be concluded that for the management of tourism in Langkat Regency, the local government, especially at the sub-district and sub-district/village levels, has an awareness of the strategic importance of the tourism sector. A high level of visitor satisfaction indicates it the management of destination governance is well cared for by the manager and the government. The questions that have the lowest mean include; crisis and emergency management with a mean of 4.0825, promotion with a mean value of 4.0300, and the implementation of sustainability standards with a field value of 3.9325. So this should be a concern in the future.

Table 1. Description of Respondents' Answers for Variable Management

| No | Indicators | Frequency | | | | | | Sum | Mean |
| | | STS | TS | KS | S | SS | SSS | | |
		1	2	3	4	5	6		
1	Mgt_10 Visitor satisfaction	10	23	45	110	120	92	400	4,4575
2	Mgt_2 Destination mgt organization	10	25	57	100	110	98	400	4,4225
3	Mgt_7 Planning and regulation	15	15	67	89	125	89	400	4,4025
4	Mgt_4 Tourism seasonality management	8	19	66	98	129	80	400	4,4025
5	Mgt_3 Monitoring	16	17	77	102	120	108	440	4,4023
6	Mgt_1 Sustainable destination strategy	13	20	55	105	120	87	400	4,4000
7	Mgt_6 Asset and attraction inventaritation	12	30	55	105	100	98	400	4,3625
8	Mgt_8 Access for all	15	35	70	92	99	89	400	4,2300
9	Mgt_12 Safety and security	15	35	77	99	98	76	400	4,1450
10	Mgt_13 Crisis and emergency management	26	44	56	99	95	80	400	4,0825
11	Mgt_14 Promotion	18	47	78	88	100	69	400	4,0300
12	Mgt_11 Sustainability standards	25	56	72	87	88	72	400	3,9325
	Average								4,2725

Source: Processed Research Data, 2021

The variable of economic benefits for the surrounding community has nine leading indicators, which are then revealed to be research question items. Based on the table, it can be seen that, in general, the mean of respondents' answers is 4.4329. The question that has the highest mean value is on the public participation item with a mean value of 4.7439. This public participation is indeed quite prominent in the destinations studied. The community began to realize that the tourism sector was strategic enough to be developed. Some initiators emerged who integrated elements that could work together in tourism management in Langkat Regency.

In second place is local community opinion with a mean value of 4.6050, followed by economic monitoring activities with a mean of 4.5875.

The question that has the lowest mean is support for the local community, with a mean value of 4.2450. Due to the high expectations of local people to be able to receive benefits from tourism activities, it has not met their expectations. It is because tourism activities are still in the development stage. In addition, those that have a relatively low mean are the preventive exploitation indicator with a field value of 4.3250 and tourism awareness and education with a mean value of 4.2450.

Table 2. Description of Respondents' Answers for Economic Impact Variables

No	Indicators	Frequency						Sum	Mean
		STS	TS	KS	S	SS	SSS		
		1	2	3	4	5	6		
1	Eko_3 Public participation	7	18	20	96	156	113	410	4,7439
2	Eko_4 Local community opinion	8	22	34	89	150	97	400	4,6050
3	Eko_1 Economic monitoring	10	20	25	95	170	80	400	4,5875
4	Eko_5 Local access for local community	10	21	36	92	143	98	400	4,5775
5	Mgt_2 Local career opportunities	8	27	35	90	165	75	400	4,5050
6	Eko_9 Supporting local enterprise & fair trade	14	22	28	98	144	94	400	4,5450
7	Eko_7 Preventing exploitation	20	25	50	100	120	85	400	4,3250
8	Eko_6 Tourism awareness and education	25	30	44	102	121	78	400	4,2450
9	Eko_8 Support for community	18	26	66	95	120	75	400	4,2450
	Average								4,4329

Source: Processed Research Data, 2021

The optimization variable for socio-cultural preservation has three leading indicators which are then revealed to be research question items. Based on the table, it can be seen that in general, the mean of respondents' answers is 4.2292. The question that has the highest mean is visitor behavior with a mean value of 4.2800, followed by attraction protection with a field value of 4.2255 and visitor management with a mean value of 4.1850.

Table 3. Description of Respondents' Answers for Socio-Cultural Variables

No	Indicators	Frequency						Sum	Mean
		STS	TS	KS	S	SS	SSS		
		1	2	3	4	5	6		
1	Cul_1 Attraction protection	25	34	50	95	110	86	400	4,2225
2	Cul_2 Visitor management	22	37	55	97	109	80	400	4,1850
3	Cul_3 Visitor behavior	21	26	60	92	115	86	400	4,2800
	Average								4,2292

Source: Processed Research Data, 2021

The variable for optimizing environmental conservation has nine main indicators, which are then revealed to be research question items. Based on the table, it can be seen that, in general, the mean of respondents' answers is 4.4421. The highest mean value is found in the 2nd question item related to protecting the sensitive environment with a mean value of 4.6400. While the lowest mean value is found in water security items with a mean value of 4.3400.

Table 4. Description of Respondents' Answers for Environmental Variables

No	Indicators	Frequency						Sum	Mean
		STS	TS	KS	S	SS	SSS		
		1	2	3	4	5	6		
1	Env_2 Protection of sensitive envi.	13	20	45	87	90	145	400	4,6400
2	Env_3 Wildlife protection	19	22	38	78	110	133	400	4,5925
3	Env_1 Environment risk	9	17	59	90	100	125	400	4,5750
4	Env_12 Low impact transportation	25	30	39	82	98	126	400	4,4400
5	Env_6 Water Management	20	19	55	86	113	107	400	4,4350
6	Env_10 Solid waste reduction	20	23	60	80	98	119	400	4,4250
7	Env_9 Wastewater	20	19	67	78	106	110	400	4,4025
8	Env_8 Water quality	23	24	53	80	120	100	400	4,3750
9	Env_7 Water security	23	24	61	80	110	102	400	4,3400
	Average								4,4421

Source: Processed Research Data, 2021

Scoring Baseline Assessment

The subsequent analysis is to look at the baseline assessment results of the implementation of sustainable tourism development in Langkat Regency based on the results of the FGD. In this baseline assessment, the indicators used were filled with the involvement of key stakeholders, among others; management of tour operators, elements of village leadership (Rumah Galuh Village and Pematang Serai Village), Langkat Regency Tourism and Culture Office, Langkat Regency Indonesian Tourism Guides Association (HPI) and community representatives. The following is the average value for the two destinations studied.

Table 5. Baseline Assessment Results of STD Implementation in Langkat Regency

Criteria		Excellent	Good	Average	Poor	Total	Score
	Value	4	3	2	1		
SECTION A: Demonstrate effective sustainable management	Answer	0	6	17	20	43	0,419
	Score	0	18	34	20	72	Average
	Percentage	0,00%	13,95%	39,53%	46,51%	100%	
SECTION B: Maximize economic benefits to the host community and minimize negative impacts	Answer	0	4	16	1	21	0,536
	Score	0	12	32	1	45	Average
	Percentage	0,00%	19,05%	76,19%	4,76%	100%	
SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	Answer	0	3	6	4	13	0,481
	Score	0	9	12	4	25	Average
	Percentage	0,00%	23,08%	46,15%	30,77%	100%	
SECTION D: Maximize benefits to the environment and minimize negative impacts	Answer	2	0	19	7	28	0,723
	Score	8	0	38	7	53	Good
	Percentage	7,14%	0,00%	67,86%	25,00%	100%	
Total	Answer	2	13	58	32	105	0,464
Total Score	Score	8	39	116	32	195	Average
Total (%)	Percentage	1,90%	12,38%	55,24%	30,48%	100.00%	

Source: FGD Results Data Processed, 2021

Table 6. Scoring Assessment Guideline

Management	0- 42	Poor		Economics	0 - 20	Poor		Culture	0- 12	Poor
	43 - 85	Average			21 - 41	Average			13 - 25	Average
	86 - 128	Good			42 - 62	Good			26 - 38	Good
	129-172	Excellent			63 - 84	Excellent			39 - 52	Excellent

| Environment	0 - 27	Poor		Overall Criteria		
	28 - 55	Average		0 – 104		Poor
	56 - 83	Good		105 - 209		Average
	84-112	Excellent		210 - 316		Good
				317 - 420		Excellent

Based on the table above, it is known that section A (demonstrate effective, sustainable management) has 0 items (0.0%) with well-implemented criteria (green), six items (13.95%) with good criteria (blue), and 17 items (39.53%) with sufficient criteria (yellow) and 20 items with (46.51%) with fewer criteria (red).

These results can be interpreted, that in general, from the management aspect, the existing condition of tourism in Pematang Serai Village has good potential to apply the concept of sustainable tourism development. Several things that need attention in the future are how Pematang Serai Village can prepare a multi-year development plan involving public participation, Pematang Serai Village has not yet achieved sustainability standards. It reports the development of incidents related to work safety and security and others.

In section B, there are no items in the particular category, four items (19.05%) in the 'good' category, 16 items (76.19%) in the 'average' category, and one item (4.76%) in the 'poor' category. In section C, there are no items in the excellent category (0%), three items (23.08%) in the good category, six items (46.15%) in the 'average' category, and four items in the 'poor' category. While in section D there are two items (7.14%) in the special category, 19 items (67.86%) in the average category, and seven items (25%) in the less category. In general, it can be concluded that the baseline assessment in Kabupaten Langkat has an 'average' value in section A, section B, and section C, while for section D, the value is in the 'good' category. Overall, the section of Langkat Regency is in the 'good' category in implementing STD.

Confirmation Factor Analysis (CFA)

Hoyle (2012) suggests that CFA is a type of structural modelling equation that deals explicitly with measurement models, namely, the relationship between observed measures or indicators (e.g., test items, test scores, behavioural observation ratings) and latent variables or factors. CFA is a technique used to look for factors that can explain the relationship or correlation between the various independent indicators observed (Widarjono, 2010). Because the indicators used are derived from an existing theoretical basis, this factor analysis is confirmatory factor analysis, namely an analysis that aims to test the theory empirically or confirm the structure of existing factors (Widarjono, 2010). Furthermore, to see whether the CFA results are good or not, it can be seen from the size of the loading factor (estimate) of each variable construct. In addition, it can also be seen from the Average Variance Extracted (AVE) value which must be 0.5, and the CR value 0.7. In addition, observations are also used on the goodness of fit output. The final results of the CFA model of this study are as follows:
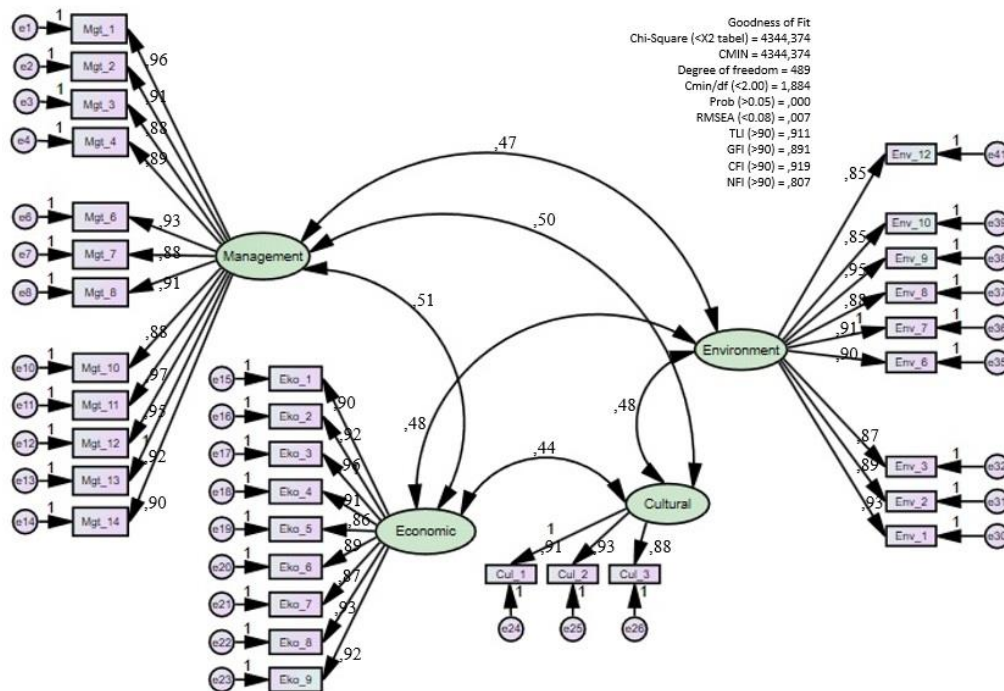
Source: FGD Results Data Processed, 2021

Figure 2. Output Model of Confirmatory Factor Analysis

The final output of the CFA model looks better than the initial model, where there is no longer a low loading factor value or below 0.50. For the final CFA model, the management variable is corrected to 12 indicators. The indicators Mgt_5 related to climate change adaptation and Mgt_9 pertaining to property acquisition must be eliminated because the loading factor is less than 0.5. This indicates that the two items have not received the attention of the destination manager, or it can also be interpreted that visitors have not felt the implementation of this in the destination. For the economic impact variable for the surrounding community, it is found that all items have loading factors as required. It indicates that this economic aspect is a concern for destination manager. This is also evidenced by the answers of tourists who tend to be the same in looking at the implementation of the economic benefit variables for the surrounding community.

As for the socio-cultural preservation variable, it can be seen that of the six items that become indicators, only three indicators whose loading factors meet the requirements. Meanwhile, the other three indicators include; Cul_4 cultural heritage protection, Cul_5 site interpretation, and Cul_6 intellectual property, have a loading factor below 0.50, so they must be eliminated from the socio-cultural variable indicators. It can mean that tourists do not see these issues as relevant to conditions in tourist destinations. Furthermore, related to the fourth variable, namely environmental preservation, from a total of 12 indicators used, it turns out that 3 of them do not meet the required loading factor standards, so they must be removed from the model. The three indicators include; Env_4 greenhouse gas emissions, Env_5 energy conservation, and Env_11 are related to light and noise pollution.

The estimation results in this CFA model can then confirm the results of the FGD findings related to the baseline assessment scoring of the implementation of sustainable tourism development in the destination. As has been stated that in general, the performance of sustainable tourism development is in the sufficient category (yellow). In addition, the goodness of fit test value is also good, which shows the required fit value for a CFA model. The output goodness of fit of the CFA model is as follows:

Table 7. The Goodness of Fit Test Model CFA

Criteria Goodness of Fit	Admission Limit Goodness of Fit	Result	Conclusion
Chi-square (Cmin)	Smaller is better	4344,374	Fit
Degree of freedom	The value must +	489	Fit
Probability	> 0,05	0,000	Fit
Cmin/df	<2.0 atau <5.0	1,884	Fit
RMSEA	0,05≤RMSEA≤0,08	0,007	Fit
Tucker Lewis Index (TLI)	0,80≤TLI≤1	0,911	Fit
Composite Fit Index (CFI)	0,80≤CFI≤1	0,919	Fit
Goodness of Fit Index (GFI)	0,80≤GFI≤1	0,891	Fit

Source: Processed Research Data, 2021

Based on this CFA analysis, it can be seen that the implementation of the sustainable tourism development model in Langkat Regency, especially in Rumah Kaluh Village, Sei Bingei District, and Pematang Serai Village, Tanjung Pura District, Langkat Regency is quite good. From the number of indicators used, only a small number of indicators have not been implemented. There are still things that are not a concern for aspects of planned and integrated management in a sustainable manner, including aspects of climate change adaptation and property acquisition. For the economic benefit variable for the surrounding community, all indicators have good values, meaning that the tourism management team in the area has paid attention to optimizing economic benefits for the surrounding community. Several things have not been a concern for social and cultural preservation variables, including the protection of cultural heritage, interpretation of tourism sites, and aspects of attention to intellectual property. As for the environmental conservation variable, several things that have not been concerned are; greenhouse gas and emission issues, energy conservation, and light and sound pollution. In general, these aspects have not become issues and problems in tourism governance in Langkat Regency.

Conclusions

The conclusions that can be drawn from the results of this study can be stated as follows:
1) Based on the initial assessment of sustainable tourism development, from five levels of implementation; 'excellent', 'good', 'average', and 'poor', then for both villages, the value of "average" is obtained. Both villages have begun to understand the implementation of tourism governance with a sustainable tourism development approach. Of the four existing criteria, three variables are in the average category (management, economy, and culture), and one variable is in a good category (environment).
2) Based on the results of the FGD, the majority of key stakeholders agreed that both villages (both Rumah Galuh and Pematang Serai Villages, Langkat Regency) would be developed into tourist villages with the concept of sustainable tourism development.
3) Based on the results of the FGD, it was found that several important problems and obstacles become challenges in realizing a tourism village from the aspect of governance. In Pematang Serai Village, although it is still in the piloting process, the destination's management is already good under the Bumdes of Pematang Serai Village. Meanwhile, in Rumah Galuh Village, the management is partial in each operator. However, there is also a desire that in the future, the management will also be under Bumdes.

The recommended suggestions related to this research are:
1) In improving the quality of governance of tourist destinations in Langkat Regency, it is necessary to carry out a sustainable tourism development approach which is also regulated in the Minister of Tourism Regulation No. 14/2016. This approach consists of four main aspects, namely, Part one covers Demonstrate effective sustainable management, Part two covers Maximize economic benefits to the host community and minimize negative impacts,

Part three deals with Maximize benefits to communities, visitors, and culture; minimize negative impacts and Section four deals with Maximize benefits to the environment and minimize negative impacts.

2) The local government should develop more intensive communication from the hamlet level to the Langkat Regency level. According to observations, researchers and the aspirations of the community and developing destination managers want intervention in a real and sustainable form from elements of the local government. Therefore, in the future, the government and related elements can encourage better governance and officially establish and declare Rumah Galuh Village and Pematang Serai Village to become pioneer Tourism Villages in Langkat Regency. One form of managing one door that is desired together can be carried out under the work unit of the Village Owned Enterprise (Bumdes).

3) For further researchers who conduct similar research, it is expected to analyze in more depth using existing variables, or by adding or reducing existing variables, re-testing the hypotheses that are the findings in this study.

References

Andayani, A. A. I., Martono, E., & Muhamad, M. (2017). Pemberdayaan Masyarakat Melalui Pengembangan Desa Wisata dan Implikasinya Terhadap Ketahanan Sosial Budaya Wilayah (Studi Di Desa Wisata Penglipuran Bali). *Jurnal Ketahanan Nasional*, *23*(1), 1. https://doi.org/10.22146/jkn.18006

Arifin, M., & Yanto, Y. (2018). Penyusunan Renstra Desa Wisata Bunga Pada Kawasan Ekowisata Sebagai Upaya Peningkatan Kesejahteraan Masyarakat Desa Jetis Kecamatan Bandungan Kabupaten Semarang. *Journal of Dedicators Community*, *1*(2), 134–143. https://doi.org/10.34001/jdc.v1i2.579

Font, X., Higham, J., Miller, G., & Pourfakhimi, S. (2019, January 2). Research Engagement, Impact and Sustainable Tourism. *Journal of Sustainable Tourism*, *27*(1), 1–11. https://doi.org/10.1080/09669582.2019.1560673

GSTC. (2017). *GSTC Criteria-Global Sustainable Tourism Council (GSTC)*. https://www.gstcouncil.org/gstc-criteria/

Gudono. (2011). *Analisis Data Multivariat*. Badan Penerbit Fakultas Ekonomi.

Hermawan, H. (2017). Pengaruh Daya Tarik Wisata, Keselamatan dan Sarana Wisata terhadap Kepuasan serta Dampaknya terhadap Loyalitas Wisatawan: Studi Community Based Tourism di Gunung Api Purba Nglanggeran. *Media Wisata*, *15*(1). https://doi.org/10.36276/MWS.V15I1.213

Hoyle, R. H. (2012). *Handbook of Structural Equation Modeling*. Guilford Press.

Jöreskog, K. G., Olsson, U. H., & Wallentin, F. Y. (2016). *Confirmatory Factor Analysis (CFA)* (pp. 283–339). https://doi.org/10.1007/978-3-319-33153-9_7

Junaid, I., Yusuf, M., Salam, N., M. Salim, M. A., & Nur Fauziah, A. (2020). Pengelolaan Kampung Nelayan Sebagai Desa Wisata di Kabupaten Majene Sulawesi Barat. *Pusaka (Journal of Tourism, Hospitality, Travel and Business Event)*, *2*(1), 17–24. https://doi.org/10.33649/pusaka.v2i1.43

Kemenpar-RI. (2016). *Peraturan Menteri Pariwisata No 14 Tahun 2016 tentang Pedoman Destinasi Pariwisata Berkelanjutan*. Kemenpar-RI. http://www.kemenpar.go.id/asp/detil.asp?c=38&id=3290

Khatun, F., & Saadat, S. Y. (2020). Focus Group Discussion (FGD). In *Youth Employment in Bangladesh* (pp. 77–88). Springer Singapore. https://doi.org/10.1007/978-981-15-1750-1_6

Kurniawati, E., Hamid, D., & Hakim, L. (2018). Peran Masyarakat dalam Perencanaan dan Pengembangan Desa Wisata Tulungrejo Kecamatan Bumiaji Kota Batu. *Jurnal Administrasi Bisnis*, *54*(1). http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2211/2607

Liu, S. (2019). Findings of In-Depth Interview. In *Social Support Networks, Coping and Positive Aging Among the Community-Dwelling Elderly in Hong Kong* (pp. 93–100). Springer Singapore. https://doi.org/10.1007/978-981-13-3783-3_5

Ma'ruf, M. F., Kurniawan, B., & Pangestu, R. P. A. G. (2018). Desa Wisata: Sebuah Upaya Mengembangkan Potensi Desa Dan Meningkatkan Pendapatan Asli Desa (Studi Pada Desa Wisata Bejiharjo Kecamatan Karangmojo Kabupaten Gunungkidul). *Dinamika Governance : Jurnal Ilmu Administrasi Negara*, *7*(2). https://doi.org/10.33005/jdg.v7i2.1209

Made, H. U. D., Fandeli, C., & Baiquni, M. (2013). Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal di Desa Wisata Jatiluwih Tabanan, Bali. *Kawistara*, *3*(2), 117–226.

Nunkoo, R., & Seetanah, B. (2019). Special Issue: Innovation in Sustainable Tourism. *Tourism Review*, *72*(2), 129–292. https://www.cabdirect.org/cabdirect/abstract/20193219382

Primasiwi, A. (2018). *Prospek Pariwisata 2019: Persaingan Semakin Keras Menjadi Tantangan Terbesar - Suaramerdeka.com Cyber News*. Suara Merdeka. https://www.suaramerdeka.com/travel/baca/133231/prospek-pariwisata-2019-persaingan-semakin-keras-menjadi-tantangan-terbesar

Qori'ah, D., Ungkari, M. D., & Muharam, H. (2019). Pengembangan Pariwisata Berkelanjutan Wisata Domba Adu di Desa Rancabango Tarogong Kaler Garut. *Journal of Knowledge Management Fakultas Ekonomi Universitas Garut*, *13*(02). http://journal.uniga.ac.id/index.php/JKM/article/view/635

Rizkianto, N., & Topowijono, T. (2018). Penerapan Konsep Community Based Tourism dalam Pengelolaan Daya Tarik Wisata Berkelanjutan (Studi Pada Desa Wisata Bangun, Kecamatan Munjungan, Kabupaten Trenggalek). *Jurnal Administrasi Bisnis*, *58*(1). http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2402

Sidiq, A. J., & Resnawaty, R. (2017). Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal di Desa Wisata Linggarjati Kuningan Jawa Barat. *Prosiding Penelitian Dan Pengabdian Kepada Masyarakat*, *4*(1), 38. https://doi.org/10.24198/jppm.v4i1.14208

Sitepu, E. S. (2017a). Baseline Assessment of Sustainable Tourism Development (STD) Implementation: A case study in Medan City. *International Conference on Public Policy, Social Computing and Development (ICOPOSDev)*. https://www.researchgate.net/publication/331877114_Baseline_Assessment_of_Sustainable_Tourism_Development_STD_Implementation_A_case_study_in_Medan_City

Sitepu, E. S. (2017b). Baseline Assessment of Sustainable Tourism Development (STD) Implementation: Case study in Medan City. *International Conference on Public Policy, Social Computing and Development (ICOPOSDev) 2017, 20th October 2017, Hotel Grandika, Indonesia*. https://www.researchgate.net/publication/331877114_Baseline_Assessment_of_Sustainable_Tourism_Development_STD_Implementation_A_case_study_in_Medan_City

Sitepu, E. S. (2018). Improving Governance Quality of Tourism Destination with Sustainable Tourism (STD) Concept - Case Study Taman Simalem Resort. *Seminar Nasional Terapan Riset Inovatif, The 4th SENTRINOV: Advanced Applied Research for Future Innovations Challenge for Global Competitiveness*. https://www.researchgate.net/publication/328065592_Improving_Tourism_Destination_M anagement_Through_Sustainable_Tourism_Development_STD_-_A_Case_Study_on_TSR

Suwena, I. K. (2010). *Format Pariwisata Masa Depan - Pariwisata Berkelanjutan dalam Pusaran Krisis Global*. Udayana University Press.

WCED. (1987). *Our Common Future: The Brundtland Report*.

Widarjono, A. (2010). *Analisis Statistika Multivariat Terapan* (1st ed.). UPP STIM YKPN.

The Influence Of Work Life Balance On Job Satisfaction Of Housekeeping Employee At Renaissance Bali Uluwatu Resort & Spa

Ni Putu Anggy Kecana Dewi[1]*, Irene Hanna H. Sihombing[2], I Dewa Putu Hendri Pramana[3]

[1,2,3]*Bali Tourism Polytechnic, Indonesia*

*Corresponding Author: anggykencana44@gmail.com

Abstract: Human resources are the main capital to achieve company's goals in hospitality industry. One important thing that company should consider in maintaining employee performance is a job satisfaction. Employee that does not have a job satisfaction while working will gradually decrease the employee performance. Many factors influence job satisfaction one of them is work life balance. The low work life balance resulted a low job satisfaction. This research aims at investigating the influence of work life balance on employee job satisfaction to housekeeping employee at Renaissance Bali Uluwatu Resort & Spa. Respondents in this research were 35 housekeeping employees with saturated sampling. The data collection was done by distributing the questionnaire using a Likert scale that use 5 points to measure 30 item statements. The data analysis techniques used was simple linear regression, t-test, and determination coefficient test which was assisted by SPSS version 23 for Windows. The results of this research indicated that work life balance (X) partially has a positive and significant effect on housekeeping employee job satisfaction (Y) at Renaissance Bali Uluwatu Resort & Spa with a value of tcount > ttable = 9,840 > 2,032. Work life balance contributes to influence Employee job satisfaction of 74,6% in strong catagories, while the remaining 25,4% is influenced by other factors outside of this research. This research is expected to be used as a consideration to pay more attention of employee work life balance to increase employee job satisfaction.

Keywords: Work Life Balance, Employee Job Satisfaction

How to Cite: Dewi, N. P. A. K., Sihombing, I. H. H., Pramana, I. D. P. H. (2021). The Influence Of Work Life Balance On Job Satisfaction Of Housekeeping Employee At Renaissance Bali Uluwatu Resort & Spa. *International Journal of Applied Sciences in Tourism and Events, 5*(2), 190-196. DOI: http://dx.doi.org/10.31940/ijaste.v5i2.190-196

Introduction

Human Resources is fundamentally one of the company's assets, and it plays a critical part in accomplishing the company's objectives. Only resources with feelings, desires, skills, expertise, encouragement, power, and effort are human resources (Sutrisno, 2011:2). Job satisfaction is one of the factors that companies must consider when keeping their resources. Employee attitudes at work are particularly indicative of job satisfaction; positive and negative attitudes raised by employees are very indicative of job satisfaction (Aziri, 2011). Employees that are dissatisfied at work are more likely to leave the organization (Robbins & Judge, 2015). This phenomenon occurred at the Renaissance Bali Uluwatu Resort & Spa.

Job satisfaction is influenced by a number of factors. Compensation is one of the factors that influences job satisfaction (Kadarisman, 2012). Employee compensation is meant to improve employee motivation and job satisfaction by acting as a reward for the work employees do (Gerald & Rezaei, 2016). Leadership style is another factor that influences job happiness. Employees felt satisfied if the leader was able to use the correct leadership, which affected their performance in a positive direction (Bushra Fatima et al., 2011). In addition to those factors, another factor that affected job satisfaction was work life balance. Work-life balance had a significant role in psychological well-being (Kim, 2014). Work life balance had a simultaneous effect on job

satisfaction and employee organizational commitment (Abdirahman et al., 2018). It is also supported by other researches which stated that work life balance had a significant effect on employee job satisfaction (Soomro et al., 2018). One program that was run to assist employees in achieving work-life balance at Renaissance Bali Uluwatu Resort & Spa was Thanks God It's Friday (TGIF) program.

The program consisted of various activities such as tennis, yoga, meditation, badminton, aerobics, zumba, and occasionally various games which are done every Friday that has been running since 2018. Another program called working schedule flexibility, made it easier for employees to request holiday leave. However, the program did not perform as expected. As a result, further research needed to be conducted to determine the impact of work-life balance on job satisfaction among cleaning personnel at Renaissance Bali Uluwatu Resort & Spa.

Methodology

This research used quantitative methods. Sources of data in this research were divided into primary data and secondary data. Primary data used in this research included data from answers from questionnaires distributed to housekeeping employees at Renaissance Bali Uluwatu Resort & Spa as well as interviews. Secondary data in this research was data that directly obtained from the hotel. The data in this study collected through questionnaires, interviews, and documentation studies. Questionnaire of job satisfaction was measured by 20 questions taken from the research of Xiaoyan Yu et al. (2020).

Questionnaire of work life balance was measured by 10 questions taken from the research of Suifan et al. (2016). The two variables were combined on a five-point Likert scale (1 = strongly disagree/dissatisfied; 2 = disagree/dissatisfied; 3 = neutral; 4 = agree/satisfied; 5 = strongly agree). This survey was distributed with self-administered questionnaires that can be accessed via google form. Before distributing this questionnaire, its validity was tested. The minimum requirement to be considered a valid instrument item is a valid index value is the validity index value $\geq$ 0,3 (Sugiyono, 2016: 179). The significance test was carried out by comparing the calculated r value with the r table for degree of freedom (df) = n-k, df = 65 in this case n is the number of samples and alpha = 0.05. After the validity test, the reliability test was carried out with measurements using IBM SPSS Statistics 23.0.

Population and Sample

The population of this research was 35 housekeeping employees at Renaissance Bali Uluwatu Resort & Spa. The sample of this research was all housekeeping employees at Renaissance Bali Uluwatu Resort & Spa using saturated sampling technique.

Analysis Method

A variable or construct was declared reliable if it gives a Cronbach Alpha value > 0.6. Data analysis in this research included (1) simple linear regression analysis, (2) T test, (3) Coefficient of determination test.

Results and Discussions

Results

Demographic Information

Further, the quantitative data were analysed using Statistical Package for the Social Scences (SPSS) version 23.0. Questionnaires were distributed to 35 respondents with the result that 35 questionnaires were worthy of research. In this section, the results of the questionnaire distribution in the form of the characteristics of the respondents are presented. Characteristics of respondents were collected based on age, gender, last education and years of service.

Table 1. Demographic Informations of Survey Respondents

Demographic	Frequence	Percentage
Age	-	-
• < 20	5	14,29
• 21 – 30	26	74,29
• 31 – 40	2	5,71
• 41 – 50	2	5,71
• > 50	0	0
Gender	-	-
• Male	23	65,71
• Female	12	34,29
Academic Level	-	-
• Senior High	15	42,86
• Diploma	20	57,14
• Bachelor	0	0
Work Period	-	-
• < 1 years	2	5,71
• 1 - 2 years	13	37,14
• > 2 years	20	57,14

Table 1 shows the demographic information of responden in this research. Based on the age of the respondents divided into five age categories. Respondents are dominated by the age range of 21 to 30 years totaling 26 people (74.29%), then respondents with an age range of less than 20 years as many as 5 people (14.29%), respondents with an age range of 31 to 40 years as many as 2 people (5.71%) and respondents with an age range of 41 to 50 years as many as 2 people (5.71%). Employees in higher age groups are more satisfied than younger employees. Because those who are older have a stagnant life, their lives are old and they have obtained almost everything they want compared to younger employees (Binsen and Priya, 2015)

Respondents with male sex more than women with a total of 23 people (65.71%) while respondents with female sex as many as 12 people (34.29%). Usually, women have lower aspirations and expectations than men. They were more easily satisfied with their work. One of the reasons for this satisfaction was because they did not have as heavy an economic burden as men (Binsen and Priya, 2015).Respondents with the last education of respondents were dominated by Diploma as many as 20 people (57.14%) and the last education was high school is 15 people (42.86%). Respondents were dominated by a tenure of more than 2 years as many as 20 people (57.14%). People who have higher education, formal or informal had broader insights, especially in the appreciation of work, so that they could increase an employee's job satisfaction with the place where they work (Teddy, 2013).

Respondents with a working period of 1 to 2 years as many as 13 people (37.14%) and a working period of less than 1 year as many as 2 people (5, 71%). The longer a person worked, the more experienced that person gained in doing his job, but the working period also had a negative effect if someone experiences fatigue while working. Physical stress accumulated every day for a long period of time resulted in reduced muscle performance and causing lower movement so that it can affect one's work productivity (Verawati, 2016).

Discussions

This discussion aims at presenting the significance of the effect of variable X on variable Y. Calculations and data analysis were carried out using SPSS version 23 statistics for Windows. After using SPSS, the processed results will be obtained which will later be explained so that a conclusion is obtained.

Simple Linear Regression Analysis

Simple linear regression analysis was used to determine changes in the dependent variable (Y), namely Job Satisfaction which is influenced by the independent variable (X), namely Work Life Balance (Sugiyono, 2013:261).

Tabel 2. Simple Linear Regression Analysis Result

		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,217	4,914		4,115	,000
	Work Life Balance	1,239	,126	,864	9,840	,000

a. Dependent Variable: Job Satisfaction

Table 2 can be seen that the constant value is 20.217 and Work Life Balance (X) is 1.239. Based on the value of the constant and the value of the regression coefficient of the independent variable, a simple linear regression equation is obtained as follows:

Y = 20,217 + 1,239 X

The constant value is 20.217, meaning that if the Work Life Balance variable is omitted, then Job Satisfaction is worth 20.217. If the value of the independent variable (Work Life Balance) increased, then the dependent variable (Job Satisfaction) also increased because the value of the independent variable was positive. The regression coefficient value of the Work Life Balance (X) variable on Job Satisfaction is 1.239, meaning that if the Work Life Balance (X) had increased by one unit, while the other variables are constant, Job Satisfaction increased by 1.239. The coefficient of Work Life Balance (X) is positive, meaning that there was a positive relationship between Work Life Balance (X) and Job Satisfaction. An increase in Work Life Balance (X) resulted in an increase in Job Satisfaction.

T Test

This test was conducted to determine whether or not the influence of the independent variable, namely Work Life Balance, was significant on the dependent variable, namely Job Satisfaction (Sunyoto, 2013: 50). The basis for taking this t-test consists of two considerations, namely the comparison of the value of tcount with ttable and based on the significance value.

Table 3. T Test Result

Variabel	t-hitung	Sig	Keterangan
Work Life Balance (X)	9,840	0,000	Signifikan
Alpha (α) 0,05			

Based on Table 3 above, it can be seen that the tcount value of Work Life Balance (X) is 9.840 with a significance less than the value of (0.000 < 0.05). This shows that Work Life Balance (X) has a significant effect on Job Satisfaction at Renaissance Bali Uluwatu Resort & Spa with an error rate of 5%, 95% confidence and 34 degrees of freedom.

Coefficient of Determination

The analysis of the coefficient of determination aims to determine the percentage of the variables studied, namely the independent variable Work Life Balance on the dependent variable, namely Job Satisfaction (Y).

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,864ª	,746	,738	5,95033
a. Predictors: (Constant), Work Life Balance				

Table 4 above shows the value of R square obtained from the analysis results is 0.746 which means that the dependent variable can be explained by the independent variable as much as 74.6% (0.746 X 100%) and the remaining 25.4% (100% - 74.6%) is explained by other variables that are not used in this research. According to Ghozali's theory (2013: 95), if the coefficient of determination interval is between 60% - 79.9% then the coefficient of determination can be said to be strong. The results of the coefficient of determination in this research of 74.6%, it can be stated that the independent variable has a strong effect on the dependent variable.

Description of Research Results

The results of the research related to the variables of Work Life Balance and Job Satisfaction were obtained at the Renaissance Bali Uluwatu Resort & Spa. Work Life Balance perceived by housekeeping employees at this hotel was in a good category according to employee perceptions, but problems remained occurred that can be seen from the difficulty of employees in managing work schedules according to their needs such as religious ceremonies, family events and other needs. Job Satisfaction according to the overall perception of housekeeping employees with a good average. Employees at this hotel did not like to work alone and tend to cooperate with housekeeping colleagues in completing work. Housekeeping employees did not like being busy and wanted all work to be completed quickly with good results using the employees' own methods. Housekeeping employees are also satisfied with the pay they receive from their work and had a competent supervisor. There were still a number of things that need to be improved regarding the work schedule setting, setting the tasks of each employee and the number of workers in the housekeeping department. In this research, Work Life Balance was proven to have a significant effect on Job Satisfaction of Housekeeping Employees at Renaissance Bali Uluwatu Resort & Spa. This is evidenced by the results of the t-test for the Work Life Balance variable with a value of tcount > ttable that is 9.840 > 2.032 and a significance value of < = 0.000 <0.05. The value of Work Life Balance is 1.239, which means that if the Work Life Balance increases by one unit, while other variables remain constant, Job Satisfaction increases as well.

Conclusions

Based on the results of the research that has been carried out, it can be concluded in this study that the Work Life Balance (X) variable partially has a significant effect on Job Satisfaction (Y) with a value of tcount > ttable that is 9.840 > 2.032. Work Life Balance (X) has a positive value with a beta value of 1.239 on Job Satisfaction, so the increase in Work Life Balance (X) will increase Job Satisfaction. Work Life Balance has a contribution to influence Job Satisfaction by

74.6% in the strong category, while the remaining 25.4% is influenced by other variables not examined in this study.

Based on the results of the study, the advice that can be given to the management of Renaissance Bali Uluwatu Resort & Spa to maximize work life balance is to pay attention to the flexibility of working hours for employees. Employees often don't get the day off they want because they are hit by operations. The thing that can be adviced is to urge employees to request holidays well in advance so that the admin can adjust the schedule on that day. In addition, management is advised to divide employees into several groups in doing a job, so the work will be completed faster and easier to do. Employees can also use their own work methods to maximize job satisfaction which will be reflected in employee performance.

References

Aziri, Brikend. (2011). *Job Satisfaction: A Literature Review. Faculty of Business and Economics*. South East European University, Ilindenska.

Abdirahman, Hussein Isse Hassan, et al. (2018). The Relationship Between Job Satisfaction, Work Life Balance and Organizational Commitment on Employee Performance. *IOSR Journal of Business and Management.*

Bisen & Priya. (2015). *Faktor-faktor Pengaruh Kepuasan Kerja*. New Dehli: New Age International Publisher.

Bushra Fatima, Usman Ahmad, Naveed Asvir. (2011).Effect of Transformational Leadership on Employees' Job Satisfaction and Organizational Commitment in Banking Sector of Lahore (Pakistan). *International Journal of Business and Social Science*.

Gerald, Parvaneh, Sheida Rezaei. (2016). The Relationship Between Job Motivation, Compensation Satisfaction and Job Satisfaction in Employee of Tax Administration – A Case Study in Terhan. Asian Social Science.

Ghozali, Imam. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS. Edisi 7*. Semarang: Universitas Diponegoro.

Kadarisman, M. (2012). *Manajemen Kompensasi*. Jakarta: Rajawali pers.

Kim, H.K. (2014). Work-life balance and employees' performance: the mediating role of Affective Commitment, Global Business and Management Research: An International Journal.

Sutrisno, Edy. (2011). *Manajemen Sumber Daya Manusia*. Jakarta: Kencana Prenada Media Group.

Suifan, Taghrid S et al. (The Influence of Work Life Balance on Turnover Intention in Private Hospitals: The Meditating Role of Work Life Conflict. *European Journal of Business and Management.*

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Sugiyono. (2016). *Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sunyoto, Danang. (2013). *Metodologi Penelitian Akuntansi*. Bandung: PT Refika Aditama.

Soomro, A.A., Breitenecker, R.J. and Shah, S.A.M. (2018). "Relation of work-life balance, work-family conflict, and family-work conflict with the employee performance-moderating role of job satisfaction". *South Asian Journal of Business Studies.*

Teddy, Adhadika. (2013). Analisis faktor-faktor yang mempengaruhi produktivitas tenaga kerja industri pengolahan di kota Semarang. Skripsi. Semarang: Universitas Diponegoro.Verawati, Lince. 2016. Hubungan Tingkat Kelelahan Subjektif dengan Produktivitas pada Tenaga Kerja Bagian Pengemasan di CV Sumber Barokah. *The Indonesian Journal of Occupantional Safety and Health.*

Yu, Xiaoyan, et al. (2020). Factor Associated With Job Satisfaction of Frontline Medical Staff Fighting Against COVID-19: A Cross-Sectional Study in China. Frontiers in Public Health.

Global Muslim Response to Bandung Halal Tourism Branding

Aping Firman Juliansyah[1]*, Agustina Eka Putri[2], Liga Suryadana[3], Cipta Endyana[4], Akhmad Kusuma Wardhana[5]

[1,2,4] *Sekolah Pascasarjanana, Universitas Padjadjaran*
[3]*Sekolah Tinggi Pariwisata Bandung*
[5]*Fakultas Ekonomi & Bisnis, Universitas Airlangga, Indonesia*

*Corresponding Author: *firmanjul@gmail.com*

Abstract: The city of Bandung has great potential for halal tourism. In addition to the carrying capacity of natural and human resources, Bandung has been designated by the Indonesian. However, policy makers still have not carried out special branding for halal tourism for the city of Bandung. This study has a purpose to observe the importance of branding for halal tourism in Bandung. This study uses a qualitative approach. The data were collected through questionnaires and literature study. The result showed that the majority of Muslims from various countries consider halal tourism branding important and influence their choice of the city they will visit.

Keywords: Halal Tourism, Tourism Branding, Bandung Tourism, Destination Branding, Tourism Marketing

Introduction

Bandung city is a very important tourism city in Indonesia. According to statistical data, the number of foreign tourists visiting the city of Bandung in 2019 reached 157,833 people (Disbudpar Kota Bandung, 2019). Meanwhile, from the perspective of city income, the contribution of the creative sector in 2018 reached 33.09% of Bandung City's original regional income (Gaffar et al., 2019). This is also corroborated by the results of measurements carried out by Frontier Consulting Group and Tempo Media Group in 2017 with the establishment of Bandung City as the city with the highest tourism index in Indonesia, which is 95.30 which is higher than Denpasar and Yogyakarta (Octaviany et al., 2019).

Then in 2018, the City of Bandung won the ASEAN Clean Tourist City Standard Award or the Clean Tourism City from the ASEAN Tourism Forum (Republika.co.id, 2018). Bandung is also one of the most popular tourist destinations. In 2019, it became the fourth city after Bangkok, Seoul and Mumbai. Bandung is also ranked fifth and 21st in Asia and the world (Octaviany et al., 2019).

In addition to general tourism, the city of Bandung also has a high potential to become a halal tourism destination. According to the author's observations, there is an increasing trend of tourists from the Middle East to Bandung City before the pandemic. These observations also show that the Middle Eastern tourists are satisfied with the destinations, attractions, and tourist amenities of the city of Bandung (Parhan et al., 2020).

This is in line with the results of a study conducted by the Enhaii Halal Tourism Center (EHTC) and the Salman Halal Center which showed the high potential for halal tourism in Bandung. EHTC has established 21 halal tourism destinations in the city of Bandung (Palupi et al., 2017). This is also confirmed by the stipulation of the City of Bandung as one of the eleven leading Indonesian destinations for halal tourism by the Indonesian Ministry of Tourism in year of 2019 (Perbawasari et al., 2019)

Besides Bandung, West Java Province has been established and promoted as a halal tourism province. This is shown by the achievement of the Best Halal Tourism Destination award

through the IMTI (Indonesia Muslim Travel Index) Award in 2019 (Perbawasari et al., 2019). West Java's seriousness in promoting halal tourism was also proven by the publication of the West Java Halal Tourism Guidelines on June 25, 2019. These guidelines provide guidance in four strategic focus areas, namely destinations, industry, institutions and marketing. It has received the Anugrah Syariah Republika award in 2019 for being chosen as the most favorite halal tourist destination in Indonesia (Kurniati et al., 2018).

For the national scope, the Indonesian Ministry of Tourism and Creative Economy and all its pentahelix elements have led Indonesia to become the number 1 halal tourist destination in the world. Through various efforts since 2015, Indonesia's ranking has increased steadily from 6, 4, 3, 2 and finally the first in 2019 (Achyar, 2015). Indonesia has also hosted several international Islamic forums such as the OIC's First International Islamic Tourism Forum in Jakarta in 2014. At the end of 2015, Indonesia became the head of a special task force to prepare a roadmap for the development of Islamic tourism in OIC member countries. In August 2016, Indonesia was trusted to host the 12th World Islamic Economic Forum (WIEF) in Jakarta. This initiative illustrates the government's strong commitment to the development of halal tourism

As an industry, halal tourism can be seen as a product category that must be marketed. One important part of marketing activities is branding. Halal tourism branding is branding of tourist destinations aimed at a special market segment that considers or emphasizes Muslim-friendly services in every aspect (Rasul, 2019).

As an important part as well as the front of the tourism marketing aspect, branding is an important thing that almost always exists and is an important part of the tourism marketing strategy. Branding has been applied in many countries in the form of city branding or destination branding. Regarding destination branding, Ritchie et al. (1998) says that "Destination branding is a name, symbol, logo, word mark, or other image that identifies and distinguishes a destination; furthermore, it conveys the promise of an unforgettable travel experience that is uniquely linked to the destination; it also serves to consolidate and reinforce pleasant memories of the destination experience (Ritchie & Ritchie, 1998).

As an observer and actor in the tourism industry in the city of Bandung, since 2010 until this writing was written, the author has never seen, heard, or known the concept of branding or branding products for halal tourism in the city of Bandung. In addition, in the conclusion of an article, Soraya Ratna Pratiwi et al stated that a more complex communication strategy is needed to communicate halal tourism to stakeholders and the community (Andrianto, 2017).

As for the results of the author's observations in the field, the author did not find a single visual logo or other form of visual design that represents the branding of Bandung's halal tourism. This has been recognized by the Head of the Culture and Tourism Office and the Head of the Bandung City Tourism Division, namely Mrs. Kenny Dewi Kaniasari, S.Sos, M.M. and Mr. H. Nanang Sodikin, MM. These two resource persons have conveyed this in the interview session with the author. These two pieces of evidence are further strengthened by not finding any information on the internet related to Bandung City Halal Tourism Branding.

On the other hand, although the halal tourism of Bandung City is not branded in a visual form in the form of a logo or other, the halal tourism industry and its marketing activities have been stated clearly and unequivocally as part of the Bandung Travelers Friendly City campaign. All these facts and phenomena have prompted the author to examine the importance of halal tourism branding from the point of view of the tourists or potential tourists who are targeted.

Concept of Branding

The following are some of the theories that is used in this research, starting with the grand theory, middle range theory, and applied theory. The grand theory that the author uses is the marketing management theory of Kotler & Keller (2012). This theory the author chose because branding activities are part of marketing activities. Meanwhile, for the middle range theory, the author uses the marketing mix theory from Kotler & Armstrong (2012) and branding from Anholt (2010) and Hermawan Kertajaya (2010). And for the applied theory, the author uses the halal tourism destination branding theory (Költringer & Dickinger, 2015).
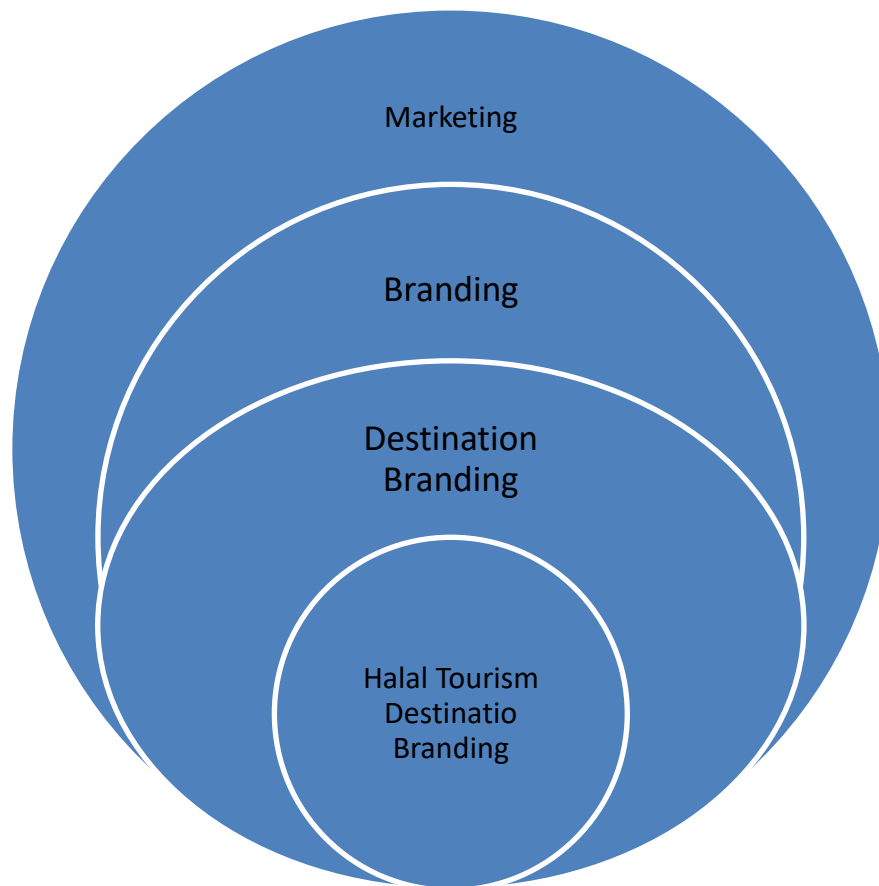
Source: Author's Data Processing, 2021
Figure 1. Theoretical Foundation of the research

Etymologically, the word branding comes from the word brand which means brand. In the KBBI, the equivalent word offered is a brand (KBBI, 2021). In English, a brand means a kind of product made by a certain company and a kind of product, service, etc. that is produced or offered by a certain company with a certain name (Welch & Ramsey, 2018).

From the word brand, the word branding was created. In Indonesian, the equivalent of the term branding is naming. Although the word translation has not been found in the KBBI, many observers and Indonesian language experts have proposed and approved the use of the term translation as the equivalent of the word branding. Branding has the meaning of the process of creating a unique name and image for a particular product to impress in the minds of consumers, especially through advertising (Johnson, 2017).

Meanwhile, the definition of branding in the English dictionary is the activity of giving a special name and special image to goods or services that people will be attracted to and want to buy (Santi & Basit, 2019). In the Cambrige dictionary, branding means to give a brand a brand name. In a broad sense, branding means the promotion of certain products or companies by using advertisements and unique designs (Björk & Weidenfeld, 2016). The word which originally meant translation then continued to develop until it got meanings that changed from the initial meaning.

Methodology

This research method uses a qualitative-descriptive method. The stages of this research are data collection, analysis and conclusion. Data collection was carried out by literature study and questionnaires. The questionnaire had been distributed on 2-9 December 2021. The target of the questionnaire is Muslim from various countries in the world. Link to access the author's

digital questionnaire sent to several Whatsapp groups, also through private messages and through social media Facebook, Youtube and Twitter.

The following is a list of questions in the questionnaire distributed to the respondents: (1) Are you Muslim? (2) In which country do you live? (3) In which city do you live? (4) Have you ever heard the name Indonesia? (5) Did you know that Indonesia is the most populous Muslim country in the world? (6) Did you know that Indonesia is a country rich in tourist attractions? (7) Have you ever heard the name Bandung City? (8) Did you know that Bandung City is a Muslim-majority city? (9) Did you know that Bandung City is a city that is rich in tourist attractions? (10) Have you ever visited Indonesia? (11) Do you have a desire to visit Indonesia? (12) Have you ever visited Bandung City? (13) Do you have a desire to visit Bandung City? (14) Do you attach importance to halal services in traveling? (15) Do you consider the halal tourism branding of a city or country important? (16) Does the halal tourism branding increase your desire or belief to visit that city or country? (17) If you had to choose from two Muslim-populated tourist cities, which city would you choose: One that does halal tourism branding or one that doesn't?

Triangulation of data sources for this study used observations, interviews, documents, or archives from internet to verify the clarity of information related to halal tourism in Bandung. This study also interviewed more than one subject who is considered to have different points of view. This method may produce different evidence or data, which can then provide a different view of the phenomenon for triangulation process.

Results and Discussions

After collecting the responses from the respondents for about a week (2-9 December 2021), the data has been collected. The following are the countries of origin (and amount) of the respondents: Egypt (2), United Kingdom (2), France (1), India (1), Indonesia (1), Palestine (3), Jordania (1), Malaysia (5), Morocco (1), Singapore (20), Turkey (1), UAE (1), USA (1), Uzbekistan (1), & Bahrain (1). So the total respondents achieves 42. All respondents already know about Indonesia as a country but 2 (4.8%) of them don't know that Indonesia has the biggest Muslim population in the world, and 39 (92.9%) of them agree that Indonesia is a tourism country.

If the respondents are grouped by region, it will be presented as follows:

Table 1. Respondents by region

No	Region	Country	Amount of Respondent	%
1	Europe	Turkey, UK, France	4	9.5%
2	USA	USA	1	2.3%
3	Middle East	Jordania, UAE, Bahrain, Palestine	6	14.2%
4	Central Asia	Uzbekistan, India	2	4.7%
5	South East Asia	Singapore, Malaysia, Indonesia	26	61.9%
6	Africa	Egypt, Morocco	3	7.1%
			42	100%

Source: Author's Data Processing, 2021

From the table above, we can see that the largest number of respondents are from the Southeast Asia region. Meanwhile, the second rank is the Middle East region. This composition is sufficient to represent the total Muslim population in the world as well as the halal tourism market segment in Bandung and Indonesia.

The author has also recapitulated the data on the cities of origin of the respondents so that data on the names of the cities where the respondents live appears. Some of the entries from the respondents have been adjusted by the author so that the data is easier to present. The following are the names of the cities where the respondents live, namely Manama (Bahrain), Cairo (Egypt), Lyon (France), Nainital (India), Batam and Bandung (Indonesia), Jerusalem &

Alquds (Palestine), Amman (Jordania), Seremban, Penang, Kuala Lumpur, Petaling Jaya, (Malaysia), Marrakesh (Morocco), Singapore (Singapore), Istanbul (Turkey), Dubai (Uni Emirate Arab), Chelsea and Liverpool (The United Kingdom), Sacramento (The United States of America), and Tashkent (Uzbekistan).

To confirm the respondents' beliefs, the author asks the question about their religion. The result that 100% respondents answered that they were Muslims. This question and response are important and basic because, halal tourism is closely related to Muslim-friendly tourism.

In the next step, the author wants to know their knowledge about Indonesia and Bandung City. This is important to ask because their knowledge of Indonesia and Bandung, especially about the religion of the majority of the population, will relate to their belief in the halal tourism services they may receive.

When asked about the City of Bandung, 40 people (95.2%) claimed to have heard the name Bandung City, but only 35 people (83.3%) knew that Bandung is a city with a majority Muslim population and a tourism city.

Authors also need to know their desire to visit Indonesia. This is important because it can be a reference for the tourist attraction of Bandung City in the view of Muslim tourists. This can also be a hope for Bandung City tourism policy makers if the respondents have plans to visit Bandung City.

When asked about their experience and desire to visit, 34 (81%) respondents claimed to have visited Indonesia, 40 (95.2%) respondents wanted to visit Indonesia, 25 (59.5%) had visited Bandung, and 39 (92 ,9%) want to visit Bandung City.

An interesting finding from the answers of these respondents is that the number who want to visit is always greater than those who have visited. This indicates that most Muslim tourists want to come back to Indonesia and Bandung City. This can also be an indicator of the satisfaction of Muslim tourists on previous visits. From the data above, we can also find out that even without halal tourism branding, the respondents already have the desire to visit the city of Bandung.

Regarding the value of halal in tourism activities, 40 (95.2%) respondents consider halal service in tourism important. Meanwhile, 39 (92.9%) consider halal tourism branding important and agree that halal tourism branding can increase interest and trust in visiting the city.
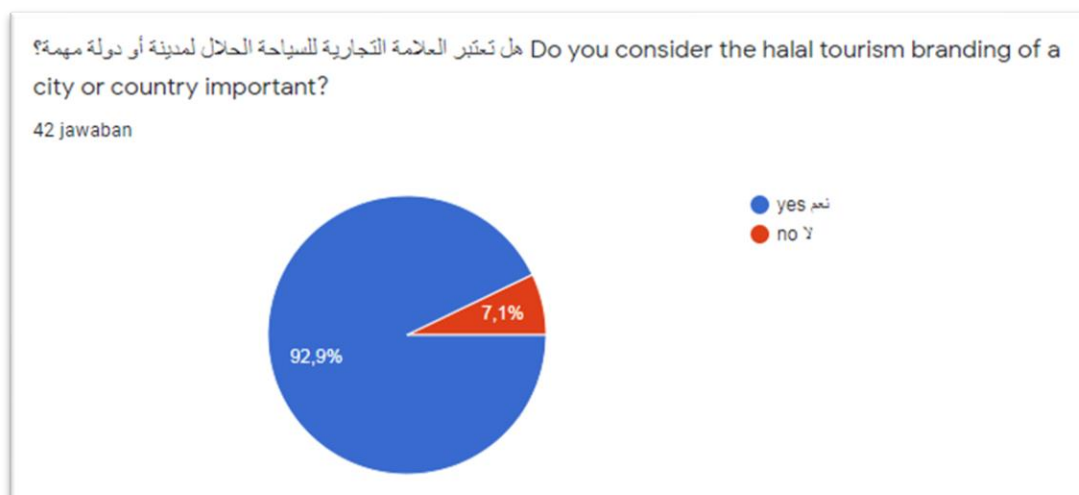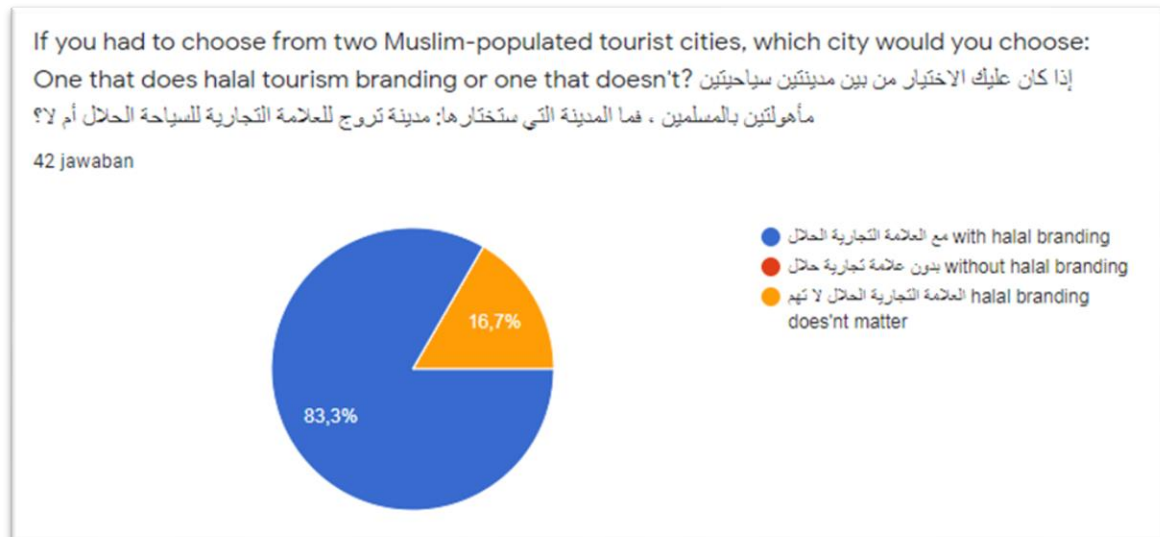

Source: Author's Data Processing, 2021
Figure 2. Response upon the importance of halal tourism branding of a city

From the data above, it is clear that Muslim tourists not only attach importance to halal tourism services, but also require clear communication regarding the status of halal for all services they receive during their trip. They also believe that the branding of halal tourism will increase the trust and interest of tourists to visit the city.

The researcher also gave the following choice questions: If you had to choose from two Muslim-populated tourist cities, which city would you choose: One that does halal tourism branding or one that doesn't?, For this question, the author provides three answer options, namely (a) a city with halal branding, (b) a city without halal branding, and (c) not having a problem with halal tourism branding.

Source: Author's Data Processing, 2021
Figure 3. Responses upon the plan or decision of visit based on halal tourism branding

Based on the answers of the respondents above, it is clear that they are all Muslims from various countries which are quite representative to represent the halal tourism market segment. They already know Indonesia and the city of Bandung, although only 59.5% have visited Bandung. According to figure 3, the respondent's answer was 35 (83.3 %) chose a city with halal tourism branding, and 7 (16.7%) did not mind the halal branding.

As a business process, branding is a deliberate activity. Thus, of course, this intentional activity has a specific purpose. According to Neumeier, the goals of branding include differentiating product brands from competing brands, facilitating promotional activities, building an image, providing confidence or trust, providing quality assurance, giving prestige, and helping market control (Salehudin & Luthfi, 2010). Branding contributes to competitive advantage by creating associations in the minds of consumers between named products and various other attributes so that consumers not only buy physical products or services but also various other intangible symbolic benefits (Damiasih & Isdarmanto, 2019).

According to Philip Kotler, branding is the use of a name, term, sign, symbol, design, or a combination of these, which is designed to identify goods or services or a particular group of sellers and to differentiate them from competitors (Kotler, 2017). Meanwhile, Hermawan Kertajaya defines branding as an asset that creates value for customers by increasing satisfaction and appreciation for product quality (Kladou et al., 2017)

From the development of the understanding of branding, the author will refer to the broadest understanding. As described by Firman Juliansyah in his book, branding is no longer just an identity or differentiator, but has become a product image, producer promises, quality assurance, accumulated consumer experience with certain products, and even has economic value/equity (Handriana, 2017).

Another important finding is that they have visited Indonesia and still have the desire to visit Indonesia again. Likewise for the city of Bandung, the number who want to visit the city of Bandung is quite high, both for those who have visited and those who have never visited. Moreover, they attach great importance to the value of halal in tourism services, including halal tourism branding.

Branding activities can be applied to goods and services. Branding activities can also be applied to countries, places, cities and tourist destinations. The spirit is the same, the only difference is the area, the character of the area, the process and the actors (Költringer & Dickinger, 2015).

Place branding can be defined as the process used by public administrations to intend to create a place brand, a network of associations in the minds of the target group "based on the visual, verbal, and behavioral expressions of a place, manifested through common goals, communication, values and culture, place stakeholders and overall place design (Ramadhanti et al., 2016). Many place names are also brand names: people respond to place names as they respond to brand names, place names can gain or lose equity (Dirgiatmo et al., 2019).

Meanwhile, within the city scope, city marketing relies heavily on the construction, communication, and management of city image, based on perception. Therefore city image is the starting point for developing a city brand. City branding provides the basis for developing policies to pursue economic development and serves as a channel for resident cities to identify their cities. City branding is based on a combination of city marketing measures and city brand management components (Shafaei & Mohamed, 2015).

In a smaller scope, there are tourism destinations that can also be branded. Destination branding is related to the idea of creating a uniqueness that distinguishes one place from another in order to gain competitive brand value (Simoes & Dibb, 2001). Destination branding is one of the most powerful and innovative tools of a destination marketing strategy (Hultman et al., 2017).

According to Buhalis, destination branding is branding related to a particular area that is understood by tourists as a unique entity (Buhalis, 2000). Meanwhile, according to Cai, destination branding can build a positive image by combining unique things from a place (Cai, 2009). This can be interpreted that destination branding is a step to build a positive image of the country and includes marketing its tourism. Destination branding is needed so that the perception between place managers and visitors has the same understanding of tourist destinations.

Destination branding consists of two elements, namely brand identity and brand image. Brand identity is the way marketers create their image by displaying all or part of tourism such as nature, culture, society, or anything that can be displayed to the public. Meanwhile, brand image is the perception captured by the recipient of the message towards the tourist destination (Kladou et al., 2017).

Marketing policy is a major part of the national tourism strategy. As a promising market niche, halal tourism also needs to be marketed to raise awareness, attract more tourists, generate more income and sustain sectoral growth. A good marketing strategy needs to go through market research and implement the right marketing mix.

The term halal by the International Union of Muslim Scholars is interpreted as everything that is allowed or doing something in accordance with Allah's law (Qardhawi, 2003). Thus, the definition of halal means permissible according to Islamic teachings. Halal is one of the five laws (al-ahkam al-khamsah) in Islam. The other four laws are haram (strongly prohibited), fard (mandatory), mustahabb (recommended), and makruh (should not be done) (Al-Faruki, 1966). Halal in the context of tourism refers to activities in the realm of tourism that are permitted by Islamic teachings (Mohamed Battour & Mohd Nazari Ismail, 2015; Djakfar, 2017). Halal tourism is tourism that is supported by various facilities and services provided by the government, entrepreneurs or the public that meet sharia provisions (Jaelani, 2017).

Halal tourism can be consumed by almost everyone because its products and services are universally applicable. Halal tourism products and services are no different from conventional ones as long as they do not violate the values of Islamic teachings. As stated by the WTO, consumers of halal tourism are not only Muslims but also non-Muslims who want to enjoy local wisdom (Riyanto, 2012).

The concept of halal tourism is the implementation of Islamic values in tourism activities. It is the actualization of the concept of Islam where the value of halal or haram is the main parameter. This means that all aspects of tourism activities cannot be separated from halal certification as a reference for every actor in the halal tourism industry (Chookaew et all, 2015: 739). The concept of halal tourism can also be interpreted as a tourist activity based on the motivation

of worship or da'wah. When a Muslim travels, he can glorify Allah's creation (tafakkur 'alam) by continuing to carry out obligatory prayers and other obligations (Ismail, 2013)

Meanwhile, the definition of halal tourism according to the West Java Halal Tourism Guidelines is very simple, namely all tourism activities that can meet the needs of Muslim tourists (West Java Halal Tourism Guidelines, 2019).

Establishing an effective marketing strategy in the halal tourism sector is a challenging task given the increasingly fierce competition between countries. Interestingly, this competition is not only between OIC member countries. Many countries with non-majority Muslim populations such as Thailand, UK, Australia, New Zealand, Korea, Singapore, Japan and others entered the market and started to serve a wide range of Islamic tourism products and services.

In addition to increasingly fierce competition, the main challenge in the realm of Islamic tourism is the issue of standardization and halal certification. In contrast to conventional tourists, Muslim tourists demand halal-standard services. But the good news, according to a survey conducted in 2016, 74% of tourists in the halal tourism market said they were willing to pay extra to receive customized products and services to meet their religious needs (COMCEC, Muslim Friendly Tourism: Developing and Marketing MFT Products and Services in the OIC Member Countries, 2016b)

According to Comcec, an effective marketing strategy in the tourism sector typically includes the following items: product development, branding, pricing, positioning and promotion. Integrating these items is not an easy task in determining an effective Islamic tourism marketing strategy. This combination will also be influenced by the existing Islamic tourism ecosystem in tourist countries, target groups and segments, infrastructure quality, global outlook, and strategies of other countries. It is also important to know the profile of Muslim tourists and calibrate a balanced marketing and promotion strategy for Islamic tourism products and services, which can usually be obtained through market research (COMCEC, Muslim Friendly Tourism: Regulating Accommodation Establishments in the OIC Member Countries, 2017).

As an industrial activity, halal tourism also requires a good branding concept. However, halal tourism requires a slight adjustment of the concept compared to the branding of other products. In an effort to package the potential of halal tourism, it is necessary to use a destination branding approach, namely the display in the form of names, symbols, logos, slogans, or images that can characterize certain destinations and differentiate them from others. In addition, he is expected to be a memorable attraction (Ritchie, J. R. Brent; Robin J. B. Ritchie., 1998).

Destination branding in the context of halal tourism marketing, still uses the same principles. What sets it apart is an understanding of the identity of the destination to be marketed, an understanding of the targeted market segment, and the values that are believed by the targeted market segment. Everything must be brought together in a branding concept that is easy to understand but leaves a good impression.

Broadly speaking, marketing and promotion strategies in halal tourism need to provide the necessary information to potential visitors about the state of services in five main sub-sectors, namely food and beverage, accommodation, transportation services, travel services, and tourism activities. In addition, other information must be included with all forms of adjustment.

Conclusions

Thus, it is quite clear that if we are targeting Muslim tourist visits to Bandung (and very possibly to other cities or countries), halal tourism branding is an important thing to do because it influences plans or visiting decisions. Although the charm of Bandung tourism without halal tourism branding remains attractive to tourists, the application of Bandung City halal tourism branding will increase the desire and trust of Muslim tourists to travel in Bandung City. Halal tourism branding can also be an added value for the City of Bandung compared to other cities such as Yogyakarta, Bali, Jakarta, or others.

Further studies should discuss the ideal concept of halal tourism branding and the right channels to make halal tourism branding did not get any rejection. The ideal concept was needed to avoid negative responses from potential tourists, industry players, and the people of Bandung. This is important to be studied further because as we know, there are some Indonesian people who reject the concept, development, including branding of halal tourism for certain destinations.

References

Achyar, M. (2015). Indonesia sebagai tujuan halal tourism. Tersedia Pada https://achyar89. Wordpress. com/2015/07/01/indonesia-Sebagai-Tujuan-Halaltourism, retrievw on 11 April 2019 at 01: 31 am).

Andrianto, T. (2017). The Halal-Ness Hospitality On Halal Tourism, Case Study Of Halal Restaurant In Bandung, Indonesia. *Journal of Indonesian Tourism, Hospitality and Recreation, 2*(2), 210–222.

Björk, P., & Weidenfeld, A. (2016). *Visitor attraction marketing and tourism destination branding: implications for marketing practices. In Visitor Attractions and Events (pp. 226–243).* Routledge.

Damiasih, D., & Isdarmanto, I. (2019). The Role of Multimedia in Developing Ecotourism Branding of Yogyakarta Special Region (DIY). *TRJ Tourism Research Journal, 3*(2), 116–138.

Dirgiatmo, Y., Abdullah, Z., & Ali, R. H. R. M. (2019). The role of entrepreneurial orientation in intervening the relationship between social media usage and performance enhancement of

exporter SMEs in Indonesia. *International Journal of Trade and Global Markets, 12*(2), 97–129.

Gaffar, V., Hendrayati, H., & Bahtiar, V. P. (2019). Factors Influencing Restaurant Selection in Bandung Culinary City. 1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018).

Handriana, T. (2017). Consumer attitudes toward advertisement and brand, based on the number of endorsers and product involvement: An experimental study. *Gadjah Mada International Journal of Business, 19*(3), 289.

Hultman, M., Strandberg, C., Oghazi, P., & Mostaghel, R. (2017). The role of destination personality fit in destination branding: Antecedents and outcomes. *Psychology & Marketing, 34*(12), 1073–1083.

Johnson, K. M. (2017). The importance of personal branding in social media: educating students to create and manage their personal brand. *International Journal of Education and Social Science, 4*(1), 21–27.

Kladou, S., Kavaratzis, M., Rigopoulou, I., & Salonika, E. (2017). The role of brand elements in destination branding. *Journal of Destination Marketing & Management, 6*(4), 426–435.

Költringer, C., & Dickinger, A. (2015). Analyzing destination branding and image from online sources: A web content mining approach. *Journal of Business Research, 68*(9), 1836–1843.

Kotler, P. (2017). Philip Kotler: some of my adventures in marketing. *Journal of Historical Research in Marketing, 9*(2), 203–208.

Kurniati, P. S., Suryanto, S., & Anggadini, S. D. (2018). Model of Financing Infrastructure Development In Bandung, West Java, Indonesia. International Conference on Business, Economic, Social Science and Humanities (ICOBEST 2018).

Octaviany, V., Andari, R., & Gusnadi, D. (2019). *The Potential of Halal Tourism in Bandung City*.

Palupi, M., Indonesia, U. I., Romadhon, R. W., Mada, U. G., Arifan, N., & Indonesia, U. I. (2017). The Importance of Optimization of Halal Tourism: A Study of development of Halal Tourism in Indonesia. September.

Parhan, M., Islamy, M. R. F., Budiyanti, N., Nugraha, R. H., Subakti, G. E., & Fuaddin, A. (2020). THE OPPORTUNITIES AND CHALLENGES HALAL TOURISM IN BANDUNG-INDONESIA REGENCY. *Jurnal IPTA (Industri Perjalanan Wisata)* P-ISSN, 2338, 8633.

Perbawasari, S., Sjuchro, D. W., Setianti, Y., Nugrahar, A. R., & Muda, I. (2019). HALAL TOURISM COMMUNICATION FORMATION MODEL IN WEST JAVA, INDONESIA. *GeoJournal of Tourism and Geosites, 25*(2), 309–320.

Ramadhanti, T. R., Naryoso, A., Sos, S., & Si, M. (2016). The Phenomenon of Utilization Instagram as a Personal Branding Medium. *Interaksi Online, 16*(4), 1–10.

Rasul, T. (2019). The trends, opportunities and challenges of halal tourism: a systematic literature review. *Tourism Recreation Research, 44*(4), 434–450.

Ritchie, J. R. B., & Ritchie, J. R. R. (1998). The branding of tourism destinations. Annual Congress of the International Association of Scientific Experts in Tourism, Marrakech, Morocco, 1–31.

Salehudin, I., & Luthfi, B. A. (2010). Marketing impact of halal labeling toward Indonesian muslim consumer's behavioral intention.

Santi, F., & Basit, A. (2019). Sandiaga Uno's Personal Branding in The Midst of Indonesian Millennial Generation. International Conference on Democratisation in Southeast Asia (ICDeSA 2019).

Shafaei, F., & Mohamed, B. (2015). Malaysia's branding as an Islamic tourism hub: An assessment. *Geografia - Malaysian Journal of Society and Space, 11*(1), 97–106.

Welch, D., & Ramsey, G. (2018). Social Media Marketing 2019+ Personal Branding Secrets 2 Manuscripts: Learn How to Become a Big Time Influencer on YouTube, Facebook and Instagram with SEO, some Advertising and this Guide!