



Volume 6 Issue 1, June 2023, pages: 43-52

THE ROLE OF NGO IN ECOTOURISM DEVELOPMENT IN THE BUKIT LAWANG TOURISM VILLAGE PLANTATION, NORTH SUMATRA

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Received: 10/04/2023

Revised: 13/04/2023

Accepted: 14/04/2023

Abstract

This study examines and analyzes the participation of NGOs in tourism development in Bukit Lawang Tourism Village Plantation. This study used a descriptive-qualitative method with data collection tools in the form of observation and interview. The results of this study describe that the role of NGOs in developing ecotourism in Bukit Lawang has been carried out by Project Wings by carrying out activities that have succeeded in collecting 325 kg of waste. The Kelas Hijau Institute has also conducted weekly class activities which are held every week for around 60 to 100 local children or classes about the environment and English education for children aged 5 to 12 years. At the Environmental Center stage, they have a contribution in providing information and building cooperation with community protection in efforts to conserve and manage the environment wisely as well as advocating for environmental preservation. The success of the role of NGOs in tourism development is also influenced by the appropriate expertise in terms of quality, honesty and consistency of each party involved.

Keywords: Bukit Lawang, Ecotourism, Non-Governmental Organizations

1. INTRODUCTION

Ecotourism is tourism activity that is responsible for the welfare of local people and environmental protection. Ecotourism can provide many benefits, one of which is as a source of funding for protected areas, protection of protected areas, alternative livelihoods for local communities, options for promoting conservation, and promoting special conservation efforts. Ecotourism was originally only carried out by nature-loving tourists who wanted to preserve tourist destinations, culture and people's welfare. In its development, ecotourism has several dimensions, namely education, community empowerment, economic improvement and conservation efforts. One of the ecotourism locations in North Sumatra is the Bukit Lawang Tourism Village Plantation.

The management of ecotourism in Bukit Lawang is carried out not only by the local government, but also by local communities or non-governmental organizations aiming to develop and realize ecotourism in the plantations of Bukit Lawang Tourism Village. It is of course the responsibility of all destination development actors (governments, tourism operators, communities) to improve services for tourists.

The role of the community there is still not optimal, the community around tourist destinations actually has great potential, especially with regard to preserving the existence of these tourist destinations. The active involvement of the community clearly brings good value to the government, the private sector and the community itself. Marrying the concept of community-based ecotourism and tourism gave birth to the concept of community-based ecotourism. The community-based ecotourism pattern is an ecotourism development pattern that supports and allows full involvement by the local community in planning, implementing, and managing ecotourism businesses and all the benefits they derive (Suta & Mahagangga, 2018).

The existence of a community-based ecotourism pattern does not mean that the community is running its own ecotourism business. must be considered. For this reason, stakeholder engagement is expected to build networks and operate successful partnerships according to their respective roles and expertise, starting at community, community, government, business and NGO levels (Tisnawati et al., 2019). The role of the community as an NGO basically follows he follows three principles (1) environmental sustainability; (2) socio-cultural continuity. (3) economic sustainability for current and future generations (Anom, 2010). Based on the explanation above, this research was conducted with the aim of studying and analyzing the participation of NGOs in the development of tourism in the Bukit Lawang tourism village plantation.

2. LITERATURE REVIEW

2.1 NGO (Non-Government Organization)

According to Law No. 17 of 2013 article 1 paragraph 1, Non-Governmental Organizations or NGOs are organizations founded and formed by the community voluntarily on the basis of similar aspirations, desires, needs, interests, activities and goals to participate in development in order to achieve goals of the Unitary State of the Republic of Indonesia (NKRI) based on Pancasila. Meanwhile, according to (Praja, 2009) an NGO is an organization founded by individuals or groups of people who voluntarily provide services to the general public without aiming to gain profit from their activities. Changes in the government system in Indonesia from a centralized government system to a decentralized government system.

NGOs were originally a specific functional position that carried out the task of community mobilization and focused on community mobilization. The task of mobilizing self-help communities is carried out to strengthen the development of overseas communities, starting from investment to transfers to local governments and development into unique tourist villages. Of course, its development has had a big impact on the community and the role of NGOs, because NGOs have an important role as a mobilizer of community self-help in the implementation of self-help activities, which include preparing community mobilization and release programs. and assessment of community mobilization. The necessary community development is to empower local communities to become more familiar with and understand the problems in their area, and find the right solution to overcome these problems (Phillips & Pittman, 2008). NGOs are institutions that are not subject to state control, as well as non-profit and non-criminal organizations that focus on social environmental interests. Other institutions that can be classified as NGOs are non-religious and non-military organizations. Law No.17 of 2013 article 6 states that NGOs function as a means of:

- a. Channeling activities aligned with member interests and organizational goals
- b. Mentoring and developing members to achieve organizational goals
- c. Channel Community Efforts
- d. Community Authorization
- e. Enhancing social services

- f. Community Participation to Maintain, Maintain and Strengthen National Unity and Unity
- g. Preservation and maintenance of norms, values and ethics in society, nation and national life.

According to (Karsidi, 2002) the role of NGOs is divided into 2 types, namely:

- a. Macro Role In regional autonomy, the macro role that can be played by NGOs is trying to maintain independence and develop organizational independence. This role can be carried out by:
 - Re-establishing independent institutions at various regional levels
 - Trying to develop a working mechanism that leads to the control function of government activities
 - Dissemination (dissemination) various information that is still a problem faced
- b. The Micro Role The micro role that can be played by NGOs in the era of regional autonomy is facilitating poor community groups in developing capabilities, solving problems, and managing the surrounding resources towards local economic independence. This role can be carried out by:
 - Develop competitiveness
 - Help people's economic actors break away from isolation, namely by entering the market network
 - Develop institutional independence

2.2 Ecotourism

The concept of ecotourism is a responsible natural tourism trip by conserving the environment and improving the welfare of local communities (The International Ecotourism Society (TIES) in (Arida, 2009). (Dowling & Stephen, 2002), in (Hill & Gale, 2009) states that ecotourism can be seen based on its connection with the 5 core elements, which are natural, ecologically sustainable, educational in nature, benefit local communities, and create tourist satisfaction. According to Page and Ross (2002), ecotourism consists of three main principles, namely; conservation principles, community participation principles and economic principles. The explanation of ecotourism principles is as follows.

- a. Principles of Conservation means concern, responsibility and commitment to the protection of the natural and cultural environment, the implementation of responsible business principles and the sustainable economy. The principle of conservation of nature is concern, responsibility and commitment to the protection and development of nature according to ecological principles, and the principle of cultural conservation is sensitivity to and respect for the socio-cultural values and religious traditions of local communities.
- b. The principle of community participation is the planning and development of ecotourism, which should involve local communities in the best possible way.
- c. Economic Principles Ecotourism development is efficient by regulating natural resources so that sustainable use can support future generations.

Research by (Tanaya & Rudiarto, 2014) states that overall, the potential for community-based ecotourism has not contributed optimally to rural development in the Rawa Pening area, so that rural development in ecotourism areas needs to be integrated, so that rural development in the tourism sector in the Rawa Pening area has sustainability (sustainable development).

2.3 Plantation Village

The system in managing smallholder plantations cannot be separated from the role of the government which can shape its legitimacy. This role can be reviewed from:

- a. Government focus. The government's focus can be noted from its goals and orientation in managing forests. This focus can be in the form of a focus on conservation, economic activity, or collaboration of conservation and economic activity.
- b. Facilitate. The role of the government facilitator can be seen from the ability to provide community plantation inputs and equipment.
- c. Regulation. The role of government regulators is also important so that it is considered very crucial to be identified. Government regulations can also be reviewed from the level of norms. Internalization level norms can be assessed by using the level of institutionalized norms based on the strength or weakness of the ties that these norms have.
- d. Supervision. Social control aims to achieve harmony between stability and changes in society (Siregar & Kolopaking, 2003)
- a. The development of agrotourism is a combination of agriculture and world tourism for holidays in the village. Attractions from Agrotourism is the experience of farming and enjoying garden products along with the services provided.

3. METHOD

The method used in this study uses qualitative methods. Qualitative research was chosen because this research intends to examine the condition of natural objects, (as opposed to experiments) where in the process the researcher becomes the key instrument (Sugiyono & Kuantitatif, 2009). The aim of qualitative research is to analyze the form and content of human behavior and analyze its characteristics, not transform them into entities.

To obtain research data, data collection techniques in this study are as follows a) Interviews are mostly used in conducting qualitative research, where researchers want to get an overall profile to be able to calculate the frequency of emergence of opinions, attitudes, experiences and processes, behaviors or predictions related to the role of NGOs in Bukit Lawang ecotourism. Interviews were communicated directly with related parties in Bukit Lawang, namely the Chair of the Guide Ecolodge, the Head of Bumdes, the community at Bukit Lawang, foreign tourists, domestic tourists and HPI managers and the Pokdarwis secretary. The data obtained is in the form of answers from respondents to the questions asked; b) Literature study; search and collect data related to references such as journals and websites; c) Documentation. Documentation can be in the form of written data. The documentation carried out in this research is to look back at the literature or documents as well as documentation photos that are relevant to the role of NGOs in Bukit Lawang ecotourism.

Definition of population is a domain of generalizations consisting of objects/subjects that have specific properties and are equally likely to be selected as members of the sample (Umar, 2013). The population in this study were the head of the Guide Ecolodge, the head of Bumdes, the community at Bukit Lawang, 2 foreign tourists, 2 domestic tourists and HPI managers and Pokdarwis secretaries. Sampling was done by purposive sampling.

Data analysis technique is a process of systematically collecting data to help researchers draw conclusions. Qualitative data analysis in this study is a systematic search

process to obtain information from interviews, field notes and other materials so that it is easy to understand and knowledge can be communicated. The data analysis technique used in this study is Miles and Huberman's data analysis.

- a. Data reduction, is a selection process, focusing attention on simplifying, abstracting, and transforming raw data that emerges from written records in the field. This process is carried out continuously throughout the project directed at qualitative research.
- b. Presentation of data, a collection of structured information that gives the possibility of drawing conclusions and taking action. Researchers can find out what is going on, and determine the steps in drawing the right conclusions
- c. Drawing conclusions is part of one activity from a complete configuration. The conclusions also match during the research

Questions for pokdarwis in Bukit Lawang are :

- a. Who formed the Pokdarwis in Bukit Lawang?
- b. Are the tour packages in Bukit Lawang managed by Pokdarwis?
- c. Since when was Pokdarwis in Bukit Lawang formed?
- d. What is the contribution of Pokdarwis to the development of forest people in Bukit Lawang?
- e. What is the role of Pokdarwis in managing the Bukit Lawang tourist attraction?
- f. What did Pokdarwis do to make the Bukit Lawang tourist attraction the best tourist attraction in North Sumatra?
- g. How are the foreign language skills of the ecotourism managers in Bukit Lawang?
- h. What facilities are provided by Pokdarwis to attract tourists to visit Bukit Lawang?
- i. How does Pokdarwis manage tour packages in Bukit Lawang?
- j. What are the tour packages in Bukit Lawang?

Questions for Bumdes Bukit Lawang are:

- a. How is the increase in tourists in Bukit Lawang at the moment?
- b. What spectacular views are there in Bukit Lawang?
- c. What are the tourist activities in Bukit Lawang?
- d. What are the potentials in Bukit Lawang?
- e. What is the kinship relationship in Bukit Lawang?
- f. Are the prices of products sold in Bukit Lawang affordable for local tourists to buy?
- g. Does the product sold at Bukit Lawang have its own value to foreign tourists?
- h. What does Bumdes offer to visitors if they do tourism activities in Bukit Lawang?
- i. Is there a zoo in Bukit Lawang?
- j. What are the conservation activities carried out by the village government for tourist attractions in Bukit Lawang?

Questions for Foreign Tourists in Bukit Lawang

- a. How long does it take visitors (tourists) to carry out tourism activities on Bukit Lawang?
- b. What are the costs incurred by visitors (tourists) in carrying out tourism activities on Bukit Lawang?
- c. What do you think about the natural environment here?
- d. Why are you interested in attractions in Bukit Lawang?
- e. What activities have you done while you were here?
- f. During your trip, have you ever experienced the risk of a disaster occurring?
- g. Does Bukit Lawang actually live up to your expectations?
- h. Where did you first know about Bukit Lawang?
- i. What do you think about the plants here?

j. Does the climate here make you comfortable?

Questions for Indonesian Travelers

- a. What makes domestic tourists visit Bukit Lawang?
- b. What is your opinion about the forest people in Bukit Lawang?
- c. What is the condition and feasibility of the road to the Bukit Lawang tourist destination?
- d. What is the level of security when you visit Bukit Lawang?
- e. Did you see a lot of flora and fauna when you visited Bukit Lawang? if so, what have you seen?
- f. What activities do you like while in Bukit Lawang?
- g. When visiting here, did you buy a tour package?
- h. What are your main obstacles when visiting Bukit Lawang?
- i. How do you rate the homestays in Bukit Lawang?
- j. What facilities do you get when you buy the best tour package?

4. RESULT AND DISCUSSION

Indonesia's tourism industry has grown tremendously due to its beautiful nature, diverse culture, and more. Currently in Indonesia there is a Promotion to attract tourists from abroad and also things that are offered in the country. At this time, Langkat Regency has several potential areas that can become tourist attractions, Bukit Lawang has a million beautiful natural beauties.

Bukit Lawang is located in Bahorok Regency, Langkat Regency in North Sumatra Province, Indonesia. Bukit Lawang is part of the Gunung Leuser National Park (TNGL) Nature Reserve which is often referred to as the heritage of Sumatra's tropical rainforests. The Bukit Lawang Ecotourism Area is one of the potential tourist attractions in the Gunung Leuser National Park which is managed as a national park located in the Bukit Lawang Resort SPTN Region V Bohorok. GLNP is the oldest of the national parks in Indonesia, covering an area of 7,927 km² in Aceh and North Sumatra. GLNP is a UNESCO Biosphere Reserve and a World Heritage Site, GLNP is home to at least 3,500 plant species in various habitats. There is also one village where the majority of the village's population focuses on plantations. Attractions that can be enjoyed by tourists when visiting there are Rubber Boat (White Water Rafting), Jungle Trekking, Rafting, Bat Cave, Village Tour, Cycling.



Figure 1. Gunung Leuser National Park Gate
Source: Author (Lubis, 2023)

Bukit Lawang also has the maximum variety of natural resources and human resources. In the field of tourism, this can bring the Bukit Lawang tourist attraction to increase with the construction of infrastructure rehabilitation in the development of tourist objects there. Dibukit Lawang has 7 hamlets, namely: 1 Bukit Lawang hamlet, 2 Pondok Hamlets, 3 Pondok Enam Hamlets, 4 Pondok 10 Hamlets, Hamlet 5 Gotong royong, Hamlet 6 across the village and Hamlet 7 housing Puncak. "In Bukit Lawang there is also community empowerment that supports tourism activities, they want to work as guides because it guides the arrival of foreign tourists." According to Bang Idris as a guide in Bukit Lawang he said that there are several NGOs in Bukit Lawang, namely:

- Project Wings, this is an NGO from Germany that has been running in Bukit Lawang.
- Kelas Hijau Institutions, such as dance training places, places to learn English and handicrafts. However, there is no dance studio here yet. In Bukit Lawang, it is only needed from Kelas Hijau itself to present its students, because the studio needs sufficient location and equipment. Meanwhile, in Bukit Lawang, there is not yet such a thing as a dance studio.
- There is also what is called an environmental training center. The entire role of this NGO has been actively carried out in Bukit Lawang.

The people of Bukit Lawang have creative ideas by utilizing bamboo trees to become souvenirs that can be sold to local and foreign tourists at affordable prices. NGOs focus on managing plastic, they socialize with the community to make ecobricks. An ecobrick is a large Aqua bottle filled with plastic until it is solid, around 500 gr or 600 gr, and the price per bottle is around 5-7 thousand per bottle of Aqua. And it can be made as a substitute for bricks. But the plastic that is put in must be clean plastic and pressed in the bottle until it is solid and weighed 500-600gr. So that local residents do not throw plastic carelessly and do not burn garbage which causes pollution and will damage global warming. As in the picture below, one example of the infrastructure to the location of the Bukit Lawang tourist attraction has been built in collaboration between NGOs and the people there.



Figure 2. Infrastructure to Tourist Attractions in Bukit Lawang
Source: Author (Lubis, 2023)

The potential of Bukit Lawang can actually be put to very good use because judging from the number of visitors coming to the area has increased quite a bit, the potential that is there can be used as a trigger for the development of tourist destinations. It can be said, the higher the tourist destination area, the more community and visitor

activities, especially visitors there, feel at home when visiting Bukit Lawang. According to Joseph, a foreign tourist who came from France said "the environment, the weather in Bukit Lawang is very good, beautiful and cool. Various plants and plants on Bukit Lawang are also good."

a. Project Wings

At first, Project Wings in Bukit Lawang was during the commemoration of National Garbage Day which fell on Monday 21 February 2022, which was commemorated by various elements in Bukit Lawang with an action of picking up trash. Where this activity was also attended by various elements of institutions, stakeholders and the community of 3 villages namely, Bukit Lawang Plantation Village, Sampe Raya Village and Timbang Lawang Village.

The purpose of establishing the Project Wings activity is to maintain the preservation of the Bukit Lawang tourist attraction, to protect the environment around Bukit Lawang so that it looks clean, beautiful and beautiful so that it avoids the emergence of diseases and is comfortable in the eyes of visitors who come to Bukit Lawang. So that the community and tourism actors jointly realize the importance of the meaning and significance of cleanliness, especially concern for waste.

The programs created by Project Wings in Bukit Lawang are actions involving various elements as well as non-governmental organizations focused on areas around residential areas as well as on the outskirts of the Bahorok River, which are areas where there is the most amount of waste. The action of cleaning up and picking up trash around the Bukit Lawang tourist area has become a routine agenda for the Sumatra Trash Bank. This garbage collection activity will be processed by the Trash Bank. Project Wings has contributed to managing and handling waste into recycled materials or for other benefits in the Bukit Lawang tourist area by collecting 325 kg of waste.

The obstacle of Project Wings in waste collection activities in Bukit Lawang is community awareness. Public awareness is the most important thing for the Bukit Lawang area so that visitors are interested in coming to Bukit Lawang and the lack of funds to support improvements at the Bukit Lawang tourist attraction. The challenge is for tourism actors, such as domestic tourists and foreign tourists, not to dispose of waste carelessly, because trash bins have been provided.

b. Kelas Hijau

Kelas Hijau is a local initiative founded 5 years ago in Gotong Royong, a village near Bukit Lawang in North Sumatra. KELAS HIJAU Is A Learning Class About The Environment And English Education From Children Aged 5 To 12 Years KELAS HIJAU. The purpose of establishing this Kelas Hijau is as follows.

- Educate and inspire the younger generation to protect the environment and spread a sense of how special this National Park is, not for Indonesia, but for the world.
- Preserving endangered traditional culture by teaching dance and music.
- Teaches some basic English in a fun environment.
- Inform and show the younger generation the importance of recycling, through handicraft activities.

Kelas Hijau program implemented in Bukit Lawang is as follows.

- Kelas Hijau are weekly 'classes' held every week for around 60 to 100 local kids.
- Once a month the class goes on a 'field trip', often to Bukit Lawang where they take a short walk and learn about animals and the environment.
- Open Classes gather around open areas.

- If it's raining class must finish early.

Kelas Hijau at Bukit Lawang has done the following things.

- Teaches some basic English in a fun environment. Teaching resources such as simple English story books will be very helpful.
- Help teaching English from native English speakers. This could be from playing games or simply an opportunity to communicate while students accompany field trips.
- They want to organize more field trips for local children.
- Maybe take the kids the longer jungle trek. Through interaction, play, and fun with Western students, local children may begin to see their world through outsider eyes as they witness the amazement and delight that many Westerners get from seeing wildlife in National Parks.

c. Environmental Training Center in Bukit Lawang

PPLH Bohorok is a Non-Profit Non-Governmental Organization engaged in the field of Environmental Education and Nature Conservation. PPLH Bohorok was founded in 2000 and legally is under the Umbrella of the Sustainable Ecosystem Foundation (YEL). The objectives of establishing the Environmental Training Center in Bukit Lawang:

- Public awareness and concern for a sustainable and sustainable environment through environmental education and sustainable development education.
- Carry out efforts to preserve and manage the environment wisely and sustainably by developing, assisting and disseminating environmentally friendly information and knowledge to improve the welfare and peace of mankind.
- Providing information and building cooperation with the community in efforts to conserve and manage the environment wisely.
- Carry out efforts to increase community capacity in various aspects in the context of empowerment, poverty alleviation and building self-reliance.
- Advocate for environmental preservation.

To achieve the Vision and Mission, various programs have been designed, including: Hiking and Trekking Programs in the Gunung Leuser National Park Forest, Development of Organic Agriculture, Waste Management Programs, Alternative Energy Programs, Ecotourism Programs, Family Medicinal Plants Programs, Environmental Education Programs in schools and communities, as well as receiving visits from schools and the general public which are packaged in packages of the Environmental Education program. PPLH Bohorok provides an Outbound program for group participants, with the theme of Environmental Education. This program aims to get closer to nature, foster a sense of care and responsibility for others and the environment, and strengthen cohesiveness within the team. The impact that is expected from the existence of PPLH Bohorok is a change in mindset and behavior in viewing the surrounding environment so that it is more wise and responsible for the environment itself.

5. CONCLUSION

The role of NGOs is very important in a tourist attraction according to our research. The role of NGOs in Bukit Lawang has been actively implemented and has developed a lot of ecotourism in Bukit Lawang.

The role of Project Wings in developing Bukit Lawang is to maintain the preservation of the Bukit Lawang tourist attraction, to protect the environment around

Bukit Lawang so that it looks clean, beautiful and beautiful. In order to avoid the emergence of disease and comfort in the eyes of the visitors who come to Bukit Lawang.

The role of Kelas Hijau in developing Bukit Lawang is to educate and inspire the younger generation to protect the environment and spread a sense of how special this National Park is, not only for Indonesia, but for the world. Preserving endangered traditional culture by teaching and practicing dance and music. Teaching some basic English. Inform and show the younger generation the importance of recycling, through handicraft activities.

The role of the Environmental Training Center in Bukit Lawang is to provide public awareness and concern for a sustainable and sustainable environment through environmental education and sustainable development education. Carry out efforts to conserve and manage the environment in a wise and sustainable manner. Providing information and building cooperation with the community in efforts to conserve and manage the environment wisely. Carrying out efforts to increase community capacity in various aspects in the context of empowerment, poverty alleviation and building self-reliance and advocating for environmental preservation.

If the role of NGOs is always active in order to realize tourism development, it will be easier to make an argument in the Bukit Lawang area. The goals of tourism development and the role of NGOs provide benefits for tourists and the public who carry out or enjoy activities made by NGOs.

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