Volume 1 Issue 1 Year 2026 Pages 1-5
ISSN XXXX-XXXX | e-ISSN XXXX-XXXX
https://journal.polteksahid.ac.id/ | DOI:

Community Participation Analysis In The Development Of Keranggan Ecotourism Village In South Tangerang

Vincent Alfredo Nathaniel[1*], Johann Wahyu Hasmoro Prawiro[2].

[1,2]Program Studi Pariwisata, Fakultas Pariwisata dan Seni Kuliner, Universitas Pradita

*Correspondence to: *Hospitality and Tourism Department, Universitas Pradita, Tangerang, Banten 15810, Indonesia, 081210214073 and vincent.alfredo@student.pradita.ac.id.*

Abstract: Community-based tourism has become an important strategy for developing sustainable destinations in Indonesia. Keranggan Ecotourism Village in South Tangerang possesses significant natural attractions, Betawi cultural heritage, and local micro-enterprises potential, yet faces challenges related to low community participation in tourism management. This study aims to analyze community participation in the development of Keranggan Ecotourism Village across four dimensions, namely planning, implementation, utilization, and monitoring. A descriptive qualitative approach was applied, using data collection techniques including in-depth interviews, field observations, and documentation, followed by data analysis through data reduction, data presentation, and conclusion drawing. The findings reveal that community involvement exists in all participation dimensions. Participation in planning remains limited, while engagement in implementation is relatively active although supporting facilities such as homestays and micro-enterprises require further enhancement. The utilization stage shows positive impacts on economic, social, cultural, and environmental aspects of the community. Meanwhile, monitoring activities are conducted informally but have not yet been supported by written operational guidelines. The study concludes that community participation in Keranggan Ecotourism Village has been established and provides meaningful contributions to local development; however, strengthening institutional frameworks and community capacity is essential to optimize management performance and ensure long-term sustainability. This research contributes practical insights into strengthening community participation as a core foundation for sustainable ecotourism development.

Keywords: community participation, ecotourism village,sustainable tourism, tourism development

Article info: Submitted | Revised | Accepted

Recommended citation: APA Style

INTRODUCTION

South Tangerang City has diverse cultural tourism potential, including traditional arts, historical heritage, and religious tourism. However, tourism development has not yet been managed systematically, causing these resources to remain underutilized (Patabang et al., 2023). One effort to optimize local potential is the development of community-based tourism villages that integrate economic empowerment with environmental conservation (Ananda & Kusumajanti, 2025). A prominent example is Keranggan Ecotourism Village, which adopts a community-driven approach to utilize existing local resources such as the Cisadane River ecotourism attraction, preserved Betawi culture, and small-scale creative industries (Kemenparekraf, 2023). This approach aligns with the principles of Community-Based Tourism, which emphasize community participation in tourism planning and management. The conceptual framework of this study is illustrated in Figure 1.1.

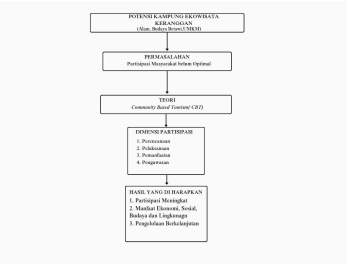


Figure 1.1 CONCEPTUAL FRAMEWORK (SOURCE: RESEARCHER, 2025).

Community-based tourism emphasizes active community involvement throughout all stages of tourism development rather than passive participation as tourism labor providers. Rahmaniar and Edison (2024) argue that community engagement should encompass planning, implementation, utilization, and monitoring processes to ensure long-term sustainability. Similarly, Astiti (2025) defines participation as direct community involvement in decision-making, operational activities, benefit management, and evaluation processes. In village tourism contexts, the Tourism Awareness Group (Pokdarwis) plays an important role as a facilitator, educator, and motivator, encouraging residents to engage in tourism programs, manage attractions, and promote local products (Putri, 2024; Harianti et al., 2023). Pokdarwis also functions as a bridge connecting local communities with government agencies and other tourism stakeholders to foster collaborative destination management.

Despite its potential and institutional recognition as one of the top 75 tourism villages in Indonesia (Kemenparekraf, 2023), community participation in Keranggan Ecotourism Village remains limited. Key challenges include low community motivation, inadequate tourism infrastructure such as homestays, and minimal involvement of residents working outside the village (Ananda & Kusumajanti, 2025). Asyifa et al. (2023) highlight that the success of community-based tourism depends on strong empowerment processes supported by appropriate policies and infrastructure investments. Insufficient socialization and coordination further slow tourism development.

Based on these conditions, this study aims to analyze the level and forms of community participation in the development of Keranggan Ecotourism Village across four stages: planning, implementation, utilization, and monitoring. The research seeks to answer the following question: *How does community participation occur at each stage of tourism development in Keranggan Ecotourism Village, and what factors influence its effectiveness?* The findings are expected to provide strategic recommendations for strengthening community roles and improving sustainable tourism management.

METHODS

3.1 Setting (Research Design, Location, Population, and Sample)

This study employed a descriptive qualitative research design aimed at developing an in-depth understanding of community participation in the development of Keranggan Ecotourism Village. Descriptive qualitative research focuses on describing phenomena rather than identifying causal relationships, enabling researchers to present a comprehensive depiction of events and social processes occurring in natural settings (Ayton et al., 2023). This approach facilitates the exploration of meanings, experiences, and interactions directly from participants' perspectives. According to Malahati (2024), descriptive qualitative research emphasizes data collection within real-life contexts and inductive interpretation, positioning the researcher as the primary research instrument. Data validity was ensured through participant verification procedures, whereby preliminary findings were confirmed with informants to enhance accuracy and credibility of the data (Mekarisce, 2020). This approach was considered relevant for examining the dynamics of community participation and the role of the Tourism Awareness Group (Pokdarwis) in implementing community-based tourism principles in Keranggan Ecotourism Village.

The research site was Keranggan Ecotourism Village, located in Keranggan Sub-district, Setu District, South Tangerang City, Banten Province. The research population comprised all community members directly or indirectly involved in tourism development activities within the village. Sampling was conducted using purposive sampling, defined as a non-probability sampling technique that selects informants based on specific considerations related to their knowledge, experience, involvement, and relevance to research objectives (Sugiyono, 2024; Ahmad et al., 2024).

Participants consisted of representatives from key stakeholder groups, including three Pokdarwis members who act as the primary coordinators of community-based tourism initiatives, two homestay managers, and two local micro and small business operators, totaling seven informants. Selection of these participants was based on their active roles and firsthand knowledge regarding tourism planning, operational management, and community involvement. This sampling strategy was intended to ensure rich, detailed data representing community participation from both organizational and entrepreneurial perspectives.

3.2 Instruments and Measures

The study examined community participation through four analytical dimensions: planning, implementation, utilization, and monitoring stages of village tourism development. These dimensions were derived from community-based tourism frameworks emphasizing comprehensive involvement across destination management cycles. Data collection instruments included semi-structured interview guidelines, observation checklists, and documentation review protocols. Semi-structured interviews were selected to balance consistency and flexibility, allowing systematic exploration of key themes while accommodating emergent insights from informants (Ardiansyah et al., 2023). Observation instruments guided the recording of social interactions, community meetings, economic activities, and environmental practices, while documentation protocols were applied to collect secondary materials such as village records, activity reports, photographs, and program documentation.

3.3 Data Collection and Analysis

Data Collection Procedures Three primary data collection techniques were applied: in-depth interviews, observation, and documentation, commonly utilized in qualitative research (Citriadin, 2020).

In-depth interviews were conducted individually using open-ended questions to obtain detailed accounts of participants' experiences, perceptions, and roles related to community participation in ecotourism development. This method enables participants to articulate personal meanings and reflections freely, generating rich narrative data (Hurst, 2023). Interviews followed a semi-structured protocol to preserve alignment with research objectives while allowing adaptive probing to explore emerging issues (Ardiansyah et al., 2023). This approach also facilitated rapport building between the researcher and participants, supporting authenticity and honesty in responses.

Observation was undertaken through non-participant techniques, where the researcher observed community activities without direct involvement. Observations focused on social interactions, organizational meetings of Pokdarwis, collective work activities, and daily operations of micro-enterprises within the village. According to Espedal et al. (2022), observation enables researchers to capture natural behavior patterns and contextual realities that may not be fully articulated in interview responses. Field notes were systematically recorded to document both physical conditions and social dynamics relevant to community participation.

Documentation analysis involved examination of village archives, tourism activity reports, official program records, photographs, and audiovisual materials related to Keranggan Ecotourism Village. This technique supports data triangulation by providing verifiable evidence that complements interview responses and observational records (Daruhadi & Sopiati, 2024), thereby strengthening the validity of the study findings.

Data Analysis Techniques

Data were analyzed using the interactive qualitative analysis model proposed by Miles and Huberman, which involves continuous and cyclical interpretation until data saturation is achieved (Sugiyono, 2024). Four main analytical stages were applied.

Data collection constituted the initial gathering of information through field visits, in-depth interviews, direct observation, and documentation retrieval.

Data reduction involved selecting, focusing, categorizing, and refining data relevant to the research objectives, while eliminating unrelated information to highlight key themes.

Data display was conducted through narrative organization of the reduced data, enabling systematic comparison between supporting and inhibiting factors influencing community participation across the four analytical dimensions.

Conclusion drawing and verification represented the final stage of analysis, where patterns, meanings, and relationships were interpreted and continuously reviewed for consistency through cross-source validation. This process ensured that conclusions reflected the authentic conditions of community participation in Keranggan Ecotourism Village and were grounded in credible empirical evidence.

RESULT AND DISCUSSION

Result

Kampung Ekowisata Keranggan, located in Setu District, South Tangerang City, is a community-based tourism destination that combines natural attractions from the Cisadane River with the preservation of Betawi cultural heritage, including traditional martial arts performances (pencak silat), ethnic dances, communal traditions of *gotong royong*, and local culinary products. Traditional snacks such as *kembang goyang*, banana chips, and cassava chips have become signature products representing the village's culinary identity. Community organizations, especially the Tourism Awareness Group (*Pokdarwis*), play a central role in coordinating tourism activities and community engagement. As highlighted by Setiawan in Marion and Prawiro (2024), community-based tourism organizations serve as critical actors in transforming culturally and ecologically rich areas into sustainable tourist destinations. At Keranggan, Pokdarwis has actively initiated tourism programs involving residents in planning, implementation, and promotion processes. However, community participation has not been fully even, as some residents remain less involved due to work commitments outside the village or limited awareness regarding the benefits of tourism development.

Field observations and interviews revealed that tourism development in Keranggan is strongly shaped by the community's tradition of cooperation and collective action. Pokdarwis leaders emphasized that destination success depends not only on managerial competence but also on pentahelix collaboration among government, academic institutions, private sectors, community groups, and media partners. Community participation extends to various sectors including cultural preservation, inclusive education activities for children with special needs, environmental management programs such as waste recycling and maggot cultivation, and eco-craft production. These activities demonstrate a holistic integration of economic, cultural, and environmental initiatives that support sustainable tourism. Nevertheless, challenges remain, including uneven public understanding of tourism opportunities, cultural adaptation concerns, and declining participation among residents who perceive tourism volunteering as burdensome or incompatible with work schedules.

Homestays and local micro-enterprises were identified as primary pillars supporting ecotourism sustainability. Homestays function not only as accommodation facilities but also as platforms for cultural exchange and community interaction. However, they remain constrained by limited facilities, insufficient standardization, and relatively low overnight stay demand. Meanwhile, local microenterprises experienced meaningful development driven by tourist visits, generating increased household income and reinforcing community identity through traditional products.



Figure 1Researcher's Documentation During a Visit to One of the Homestays (Source: Researcher, 2025)

Promotion efforts facilitated by Pokdarwis through local events, exhibitions, and digital marketing initiatives strengthen the role of both homestays and microenterprises. Overall, Keranggan Ecotourism Village has succeeded in stimulating local economic growth, revitalizing cultural practices, and fostering community involvement, although continuous mentoring, quality improvement, and expanded marketing strategies are required to sustain development momentum.

Substantial transformation has occurred in Keranggan, which previously functioned as a wastedisposal area but has now evolved into a clean and organized eco-destination (Marion & Prawiro, 2024). Visitor numbers illustrate increasing public interest, with annual arrivals rising from 22,794 visitors in 2022 to 58,641 in 2023, followed by a decline to 42,893 in 2024. This fluctuation indicates both growing market potential and tourism vulnerability, prompting closer examination of community participation across four development dimensions: planning, implementation, utilization, and monitoring.

Discussion

3.2.1 Community Participation In Planning

Community participation during the planning stage was reflected through involvement in village discussion forums facilitated by Pokdarwis (*Figure 3.1*). Indicators included providing ideas, offering material contributions, and contributing labor for tourism preparations (Azizah & Ilyas, 2023). Participation through deliberation allows residents to express aspirations that help align tourism programs with community needs (Paludai et al., 2025). Consistent with Helminah and Hasaruddin (2022), early engagement increases community ownership toward tourism projects. Evidence from Keranggan indicates that while some residents actively contribute ideas and attend planning meetings, others remain passive due to time limitations or limited knowledge of tourism benefits. This uneven participation underscores the need for more intensive outreach efforts to broaden planning inclusivity and reinforce collective ownership.

3.2.2 Community Participation In Implementation

Community engagement at the implementation stage was manifested through direct involvement as tour guides, homestay operators, culinary producers, craft makers, cleaners, and cultural performers (Azizah & Ilyas, 2023). This aligns with Chand's (2025) assertion that successful community-based tourism is driven by resident-led operations. Observations confirmed strong teamwork during tourist group visits, whereby community members distribute tasks collaboratively from preparing meals to hosting performances and managing logistics.

Homestays, although managed collaboratively by residents (*Figure 3.2*), have not yet met established standards concerning sanitation facilities and administrative management (Rahman, 2025). Training and technical assistance remain essential to enhance accommodation quality. Similarly, product packaging for micro-enterprises remains basic and lacks appealing designs or complete labeling (*Figure 3.3*), reducing market competitiveness. Supporting evidence suggests that product design innovation significantly improves SME marketability (Padandi et al., 2024; Suwandi & Haqy, 2022).

3.2.3 Community Participation In Utilization

Participation in utilization reflects the distribution of tourism benefits among residents, covering economic gains, social cohesion, cultural revitalization, and environmental stewardship (Azizah & Ilyas, 2023). Local enterprises such as traditional snack producers now operate cooperatively (*Figure 3.4*), generating new jobs and increasing household income. This aligns with Permatasari's (2022) argument that community-based tourism strengthens economic independence and social solidarity.

Socially, collaborative activities including communal event preparation and cultural performances (*Figure 3.5*) have reinforced social bonds. Tourism also promotes skill development in service management and waste handling. Betawi cultural arts have experienced a revival due to increasing visitor demand, which has motivated youth training and establishment of community art studios.

Environmental benefits include increased recycling initiatives, eco-craft programs, composting activities, maggot cultivation, eco-enzyme training, and eco-print workshops (*Figure 3.6*).



Figure 3.6 INCLUSIVE ECO-ACTIVITY WITH CHILDREN WITH SPECIAL NEEDS (SOURCE: RESEARCHER, 2025).

3.2.4 Community Participation In Monitoring

Monitoring participation involves evaluation processes, enforcement of village rules, environmental supervision, conflict resolution, and performance assessment (Azizah & Ilyas, 2023). Awareness, opportunity, and ability collectively shape monitoring effectiveness (Lestari et al., 2025). In Keranggan, community control is exercised through direct visitor supervision, cleanliness inspections, event evaluations, and collective meetings coordinated by Pokdarwis (*Figure 3.7*). This governance structure mirrors findings by Idris et al. (2024) highlighting Pokdarwis as frontline controllers bridging communities with authorities.

Despite active monitoring efforts, challenges persist. Some residents are hesitant to reprimand visitors for rule violations due to social discomfort. Furthermore, punitive mechanisms remain informal, lacking standardized sanctions or village regulations. Pramono et al. (2021) similarly indicate that monitoring mechanisms remain underdeveloped despite active community involvement.



Figure 3.7 COMMUNITY AND POKDARWIS EVALUATION MEETING (SOURCE: POKDARWIS KERANGGAN, 2025).

CONCLUSION

Based on the research findings, community participation in the development of Keranggan Ecotourism Village has been implemented across all four dimensions: planning, implementation, utilization, and monitoring. During the planning stage, residents have begun to participate through meetings and discussions facilitated by the Tourism Awareness Group, although engagement remains uneven among community groups. The implementation stage demonstrates relatively high involvement, particularly through homestay operations, micro and small enterprise activities, and the organization of cultural attractions. These activities have generated tangible economic, social, cultural, and environmental benefits for local residents, even though the distribution of benefits has not yet been fully equitable. Monitoring activities are conducted through community-based social control and evaluations coordinated by the Tourism Awareness Group; however, this mechanism remains informal due to the absence of clearly established written regulations. Overall, community participation in Keranggan Ecotourism Village can be considered positive but still faces challenges related to participation equality, service quality standards, and the absence of formalized monitoring regulations that are essential for strengthening long-term sustainability.

REFERENCES

Abreu, L. A. d., Walkowski, M. d. C., Perinotto, A. R. C., & Fonseca, J. F. d. (2024). Community-based tourism and best practices with the sustainable development goals. *Administrative Sciences, 14*(2), 1–17. https://doi.org/10.3390/admsci14020036

Ahmad, S., Hussain, S., Mutairi, A. A., Kamal, M., Rehman, M. U., & Mustafa, M. S. (2024). Improved estimation of population distribution function using twofold auxiliary information under simple random sampling. *Heliyon, 10*(2), 1–15. https://doi.org/10.1016/j.heliyon.2024.e24115

Ananda, A. D., & Kusumajanti. (2025). Partisipasi masyarakat lokal dalam pengelolaan kampung ekowisata: Analisis tantangan, peluang, dan keberlanjutan di Kampung Ekowisata Keranggan, Tangerang Selatan. *Jurnal Review Pendidikan dan Pengajaran, 8*(1), 436–442. https://doi.org/10.31004/jrpp.v8i1.41439

Ardiansyah, Risnita, & Jailani, M. S. (2023). Teknik pengumpulan data dan instrumen penelitian ilmiah pendidikan pada pendekatan kualitatif dan kuantitatif. *Jurnal Pendidikan Islam, 1*(2), 1–9. https://doi.org/10.61104/ihsan.v1i2.57

Astiti, A. A. E. P. D. (2025). Partisipasi masyarakat dalam pengembangan destinasi wisata Bayan di Kabupaten Lombok Utara. *Journal of Responsible Tourism, 5*(1), 513–525. https://doi.org/10.47492/jrt.v5i1.3902

Asy'ari, R., Tahir, R., Rakhman, C. U., & Putra, R. R. (2021). Pengembangan pariwisata berbasis masyarakat di Provinsi Jawa Barat. *Journal of Sociology Research and Education, 8*(1), 47–58. https://doi.org/10.24036/scs.v8i1.292

Asyifa, N., Pratama, R. K., Andjanie, I. F., & Furqon, A.-H. (2023). Pendekatan pariwisata berbasis masyarakat di Desa Wisata Lumajang, Kabupaten Bandung. *Jurnal Master Pariwisata, 10*(1), 220–253. https://doi.org/10.24843/JUMPA.2023.v10.i01.p09

Ayton, D., Tsindos, T., & Berkovic, D. (2023). *Qualitative research: A practical guide for health and social care researchers and practitioners*. Monash University. https://doi.org/10.60754/chqr-dn78

Azizah, L. H., & Ilyas. (2023). Partisipasi masyarakat dalam pengembangan desa wisata berbasis digital di Desa Tingkir Lor. *Aksara: Jurnal Ilmu Pendidikan Nonformal, 9*(3), 1681–1696. https://doi.org/10.37905/aksara.9.3.1681-1696.2023

Chand, S. P. (2025). Methods of data collection in qualitative research: Interviews, focus groups, observations, and document analysis. *YncSci, 6*(1), 303–317. https://doi.org/10.25082/AERE.2025.01.001

Citriadin, Y. (2020). *Metode penelitian kualitatif: Suatu pendekatan dasar* (1st ed.). Sanabil. https://repository.uinmataram.ac.id/1735

Daruhadi, G., & Sopiati, P. (2024). Pengumpulan data penelitian. *Jurnal Cendekia Ilmiah, 3*(5), 5423–5443. https://doi.org/10.56799/jceki.v3i5.5181

Espedal, G., Jelstad Løvaas, B., Sirris, S., & Wæraas, A. (Eds.). (2022). *Researching values: Methodological approaches for understanding values work in organisations and leadership*. Springer. https://doi.org/10.1007/978-3-030-90769-3

Harianti, D., Harsono, I., & Sujadi. (2023). Peran kelompok sadar wisata (Pokdarwis) dalam pengembangan sektor pariwisata di Desa Pakuan. *Jurnal Oportunitas Ekonomi Pembangunan, 2*(1), 61–73. https://doi.org/10.29303/oportunitas.v2i1.481

Helminah, N., & Hasaruddin. (2022). Strategi pengembangan ekowisata terhadap partisipasi masyarakat Desa Topejawa Takalar. *Jurnal Berita Sosial, 7*(2), 159–170. https://doi.org/10.24252/beritasosial.v7i2.45053

Helminah, N., & Haeruddin. (2023). Strategi pengembangan ekowisata melalui peningkatan partisipasi masyarakat di Desa Topejawa. *Jurnal Berita Sosial, 8*(1), 26–33. https://doi.org/10.24252/beritasosial.v8i1.44925

Hurst, A. (2023). *Introduction to qualitative research methods*. Oregon State University. https://open.oregonstate.education/qualresearchmethods

Idris, M. M., Razak, N., Syafruddin, M., Sumail, L., Masyita, S., Tenriola, A., Djunaid, M. R., Patiware, A., & Halim, F. (2025). Pokdarwis: Garda depan pariwisata lokal. *Jurnal Abdimas Bongaya, 5*(1), 9–15. https://ojs.stiem-bongaya.ac.id/JAB/article/view/777

Jackson, L. A. (2025). Community-based tourism: A catalyst for achieving the United Nations sustainable development goals one and eight. *Tourism and Hospitality, 6*(1), 1–20. https://doi.org/10.3390/tourhosp6010029

Kemenparekraf. (2025). *Desa Wisata Keranggan*. https://jadesta.kemenparekraf.go.id/desa/keranggan

Lestari, A. M., Khusaini, M., Sholihah, Q., & Ciptadi, G. (2025). The impact of community participation on tourism village management and sustainability. *Environment and Natural Resources Journal, 23*(4), 366–378. https://doi.org/10.32526/ennrj/23/20250007

Lisha, L., Abdullah, N. H. B., Yusof, R. N. B. R., & Ramachandran, S. (2024). Assessing the impact of community-based tourism: An integrated framework for sustainable development. *International Journal of Academic Research, 13*(3), 585–602. https://doi.org/10.6007/IJAREMS/v13-i3/22508

Malahati, F., B, A. U., Jannati, P., Qathrunnada, & Shaleh. (2023). Kualitatif: Memahami karakteristik penelitian sebagai metodologi. *Jurnal Pendidikan Dasar, 11*(2), 341–348. https://doi.org/10.46368/jpd.v11i2.902

Marion, G., & Prawiro, J. W. H. (2024). Pengembangan atraksi wisata untuk keberlanjutan Kampung Ekowisata Keranggan. *Jurnal Pariwisata dan Perhotelan, 2*(1), 1–14. https://doi.org/10.47134/pjpp.v2i1.3308

Permatasari, I. (2022). Peran community based tourism dalam mewujudkan pariwisata berkelanjutan di Bali. *Kertha Wicaksana, 16*(2), 164–171. https://doi.org/10.22225/kw.16.2.2022.164-171

Pramono, R., Juliana, & Wicaksono, E. A. (2021). Pengembangan eduwisata di Kampung Wisata Keranggan. *Prosiding PKM-CSR, 4*, 842–847. https://doi.org/10.37695/pkmcsr.v4i0.1452

Putri, R. A. (2024). Peran Pokdarwis dalam pengembangan pariwisata. *Proceeding International Conference on Learning Community, 1*(1), 2453–2457.

Rahman, K. Y. (2025). Analysis of homestay development potential in the Sanrobengi Island marine tourism area. *International Journal of Research and Scientific Innovation Society, 8*(14), 577–589. https://doi.org/10.47772/IJRISS.814MG0049

Rahmaniar, & Edison. (2024). Analisis partisipasi masyarakat dalam pengembangan Desa Wisata Dolli. *eScience Humanity Journal, 4*(2), 554–564. https://doi.org/10.37296/esci.v4i2.178

Ramaiah, A. K., Azmi, A., Sulaiman, S., Sirait, N. N., Robert, & Saviera, L. (2025). Penang community-based homestay tourism driving factors for resource conservation and SDGs. *Atlantis Press, 9*(1), 277–295. https://doi.org/10.2991/978-94-6463-801-1_20

Sugiyono. (2024). *Metode penelitian kuantitatif, kualitatif, dan R&D* (2nd ed.). Alfabeta.

Sutama, I. K. G., Utari Dewi, N. D., & Rahayu, L. R. (2023). Community-based tourism as a tourism development concept. *Jurnal Studi Perhotelan dan Pariwisata, 2*(1), 47–55. https://doi.org/10.35912/jspp.v2i1.2042

Suwandi, A., & Haqy, Z. N. H. E. (2022). Pengembangan UMKM Desa Kertarahayu melalui lokakarya desain kemasan. *Journal of Tourism and Creativity, 6*(3), 175–180. https://doi.org/10.19184/jtc.v6i3.34062