

Women's Empowerment in Digital Promotion Strategies For Optimization of Ecotourism Border Areas

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ABSTRACT

This study discusses the women empowerment in digital promotion strategies to solve the problem optimization of ecotourism border areas. This study uses a descriptive research method with a qualitative approach. The data collection technique used is the technique of Observation, Interview and Documentation. The research location is in Sebente Village, Shout District, Bengkayang Regency, West Kalimantan Province. The research subjects were the Sebente Village Head, Pokdarwis Chair, PKK Chairmen and members, women who had businesses, and visitors. The results showed that the optimization of ecotourism was carried out by empowering women in tourist villages through local potential and wisdom. This potential is the development capital of the village government so that women can have the ability to manage natural resources to increase production capacity, output, and ultimately improve women's welfare.

Keywords:

Women Empowerment, Digital Promotion, Optimization, Ecotourism, Border Area

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1. INTRODUCTION

Sebente Village is one of the developing villages in Bengkayang Regency. The name Sebente comes from the Payutn dayak language namely which is a Group of Dayak Bekati Sub-Ethnic Groups which is under the tributary of the Muncisan mountains, according to the story that the mountainous area there is a cemetery of ancient Chinese people, so the people around who inhabit the place are believed to be slower to develop in terms of culture but the demands of today encourage local residents to work hard, now what is believed is a mere myth, as evidence there are many students of the sebente area who study outside the area to have a good time. The name Sebente village was used after the formation of a new village in 2004, which was about the merger of several kampong-kampung into villages and is the administrative service center of Sebente village, Teriak District, Bengkayang Regency. Previously Sebente Village was a fraction of the village, bangun sari which is now blossomed into 3 (Three) Villages, namely build your own sari, Sebente Village, Fort Village Now Sebente village consists of 1 Hamlet, namely, Sebente Hamlet, and 4 (Four) RT namely RT 01 Sebente, Rt 02 Berangan, RT 03 Pelaik and RT Sanyi Bemayam, or Expansion of Villages in Sungai Raya, Monterado, Teriak, Suti Semarang and Jagoi Babang Districts, the Broad District is separated from Jagoi Babang District so that Sebente Village is included in the Administrative area of Teriak District.

The area of Sebente Village is 27.28 km², with a population of 953 people with a division of 522 people who are men and 431 people are women. Sebente Village has a hilly flat land structure and is flowed by two large rivers, namely The Setangak River, Sungai Air Payutn, which is located around Sebente Village and is located 15 km from the district center and 20 KM from the center of the regency capital 200 km from the provincial capital which is traversed border areas (Indonesia - Malaysia). The latest data on the population of Sebente village is 953 people, with the number of men 522 people and women 431 people and the number of heads of families 225KK. Most of the population is Dayak Tribe, Javanese, Batak Tribe and Small Sebaigian of Chinese descent The largest religious believers are Catholic and Protestant Christians and the rest are Islamists. The pattern of people's lives has led to modern times but cannot be separated from customs that have been passed down from ancestors. This custom is still maintained today although there are many influences, especially from the ease of information obtained from television and daily community associations coupled with the location of Sebente village which is easily accessible because it is traversed by cross-border routes.



Most of the village economy relies on the Agricultural sector and in general has a moderate income, which is above the national average per capita income. The livelihoods of the people of Sebente village, which are mostly from the agricultural sector, plantations and day laborers, are simple / traditional patterns. The superior potential that exists in Sebente Village to increase the income of the per capita population is basically farmers, because the land is still very large and fertile. Potential for dryland crops (rice, corn, palm, pepper, vegetables and sweet potatoes, beans and others), fruit crops (Jengkol, durian, langsung, papaya, rambutan and others), aquaculture inland waters (Ponds) livestock cultivation businesses for breeding and fattening (chickens, pigs, cows, goats, and others). Meanwhile, in the field of forestry, and natural resources are also still very much not well utilized. In addition, there are also residents of Sebente village who have home industry skills such as the woven industry from bamboo materials, the skills of making various miniatures and also the skills of hands in the form of small food, and others.

The planning of the Sebente Village government is in line with the outline of the Bengkayang regency development plan by the local government. Development orientation by local governments includes emphasizing the development of the tourism sector. Even the tourism sector is planned as one of the pillars of the Bengkayang economy because considering that Bengkayang Regency is a border area that is the frontline of a country. This is inseparable from the potential of Bengkayang which is located in the border area and has a natural panoramic structure. This orientation was emphasized by the preparation of regulations for Bengkayang Regency Regional Regulation Number 25 of 2018 (Bengkayang Regency 2018) concerning Tourism and in the Bengkayang Regency Regional Medium-Term Development Plan (RPJMD) document for 2017-2022. Bengkayang Regency also makes coastal areas as destinations for tourism, fisheries, and seaports as an integration of areas.

On the other hand, with the passage of the Village Law (Village Law) in 2018, villages will receive a National Budget (APBN) of around 1 billion rupiah per year. With the enactment of the Village Law, it is assumed that the village will be able to maximize its potential. The assumption is that, with the developed potential, the consequence is that the income of the village increases. Another logical assumption is that the welfare of the village community has also improved. With the existence of a tourism roadmap by the Bengkayang regency government, the lowering of the Regional Regulation (Perda) on Tourism, and supported by the ratification of the Village Law in 2018, the Bengkayang Regency government is preparing its area as a center of economic growth in the border area.

In the field of tourism, Sebente village has nature-based tourism potential located in Setanga Dusun Sebente Atas RT.01 Sebente Village which is named by the Head of Tourism Village "Setanga Lestari", which is currently managed by Bumdes Setanga Lestari Sebente Village and many other tourist attractions. As a village that wants to develop its economy, the Sebente Village government has plans to open tourist attractions with the development of areas that are currently not reached or utilized properly.

Not many people know, that Sebente Village, Teriak District, Bengkayang Regency has amazing tourist attraction assets, but lately it is increasingly known and visited. The development of information technology greatly rapidly growing, various business activities small to large take advantage of the development this is to run the business (Gumilang, 2019).

However, towards the end of 2019, Setanga Lestari Tourism attractions are increasingly being visited, thanks to the expertise of the Head of Sebente Village who continues to vigorously promote the potential of his village which is very eye-catching. Setanga Lestari Nature Tourism, becomes a new tourist destination that is very interesting to visit. This tourist attraction offers the beauty of rubber plantations combined with corn gardens, fish ponds, rivers that are still natural.

Moreover, coupled with instagramable photo spots that add their own charm to the millennial generation. For visitors who want to stay, a villa is also provided with a very beautiful shape. In addition, an out bound area is also provided for those who like challenges.

If you want to visit the Setanga Lestari Natural Attractions, it will take approximately 20 minutes from Bengkayang City via the Bengkayang-Pontianak road route. The location of this tourist attraction is not far from the Sebente Village Office, there are two accesses to be able to get to this tourist attraction.

Namely, a special road for motorcycles that is approximately 500 m from the Bengkayang-Pontianak road and a special car road that is approximately 700 m from the Bengkayang-Pontianak road. No need to be afraid of starvation if you visit this tourist attraction because there is a canteen that provides a variety of drinks and food that we can enjoy.

For those of you who want to enter the Setanga Lestari Natural Attraction, you only need to spend Rp. 5,000 for adults and Rp. 3,000 for children. Of course, this is very affordable for all walks of life who want a cheap and instagramable vacation. In terms of managing this tourism object, it is managed directly by the Village-Owned Enterprise (BUM-Des) Setanga Lestari through the tourism business unit. In terms of the construction of this tourist attraction, it is independent from the Head of Sebente Village, Mr. Tino S.Kom by involving the surrounding community. This is an extraordinary innovation carried out by Mr. Tino, S.Kom in developing the potential of the village so that it can become a source of income for the village concerned and be increasingly known by the general public.

If examined more deeply, there are at least two fundamental problems regarding the optimization of Setanga Lestari ecotourism. First, is the issue of marketing. The lack of marketing to increase the number of visitors or tourists of Setanga Lestari caused Setanga Lestari to experience a budget deficit for many years. Second is the issue of the quality of human resources. The problem of the quality of human resources causes the public to not understand the strategic steps for the development and management of the potential of a tourist attraction. Poor management due to the low quality of human resources. Meanwhile, the low quality of resources is also caused by mismanagement from the previous village government period which did not pay attention to improving the quality of human resources. Another result is that there is no master plan for the development of tourist attractions in sebente village. These two things then hinder the planning and efforts to develop Setanga Lestari as the mainstay tourist attraction of Sebente Village. According to one of the Sebente village officials, the development of Setanga Lestari, which was built in 1997, is still stagnant. Until 2017, there was still no concrete follow-up from the village government and village communities for the further development of Setanga Lestari which was launched in 2016. Therefore, strategic steps are needed in the development of Setanga Lestari. Discussions between stakeholders, future planning, community empowerment and technical assistance are vital for the Sebente Village government.

2. LITERATURE REVIEW

2.1 Women Empowerment

Women's empowerment is an effort made to build the abilities and self-concept of women through a process of awareness and education so that it can be used to improve family welfare (Latipah, 2020). Based on this understanding, it can be concluded that women's empowerment is an effort made to build the ability and self-concept of the people women through a process of awareness and education so that they can be used for improve family welfare (Kuswanti, 2019). Empowerment of women according to (Ikhrallah, 2017) is an effort to empower women to gain access and control over resources, economic, political, social, cultural, so that women can self-regulate and increase self-confidence to be able to play a role and participate actively in solving problems, so as to be able to build abilities and self-concept.

2.2 Digital Promotion

Promotion is one of crucial activities in marketing. It can create brand awareness and maintain the existence of a product (Charlesworth, 2018). Online marketing is much suitable for new types of business beginners. Surely costeffective, because they do not have to hold a place or booth to display goods or services, can be controlled alone without having to recruit employees, unlimited time or work hours, and has a broad market reach, since online marketing is usually supported by the presence of websites or social media such as facebook, instagram, whatsapp, and others (Handika, 2018). Digital Marketing is one of the very large marketing media that has an influence (Putri, 2019). Reporting from Wearesocial.com, there has been an increase in social media users in 2019 by 10 million users from the previous year. In this case, it certainly opens up the opportunities for businessmen to undertake social media marketing. Instagram as one of social media provides features that can be used for promotion. Instagram also has a system that can affect the users' engagement and insight rates (Agung, 2019). The use of digital technology has altered the way the marketers connect with their consumers today (Ritz, 2019). Conventional media, which was formerly used to market a product, such as printed media, is now being displaced by internet media that can be accessed through technology such as computers and smartphones (Helianthusonfri, 2019).

2.3 Optimization

Optimization can be interpreted as a company's way of maximizing the profits that the company gets by minimizing costs as low as possible by implementing efficiency and effectiveness of production results (Mujiono, 2020). Meanwhile, optimization is the process of optimizing something, in other words the process of making something the best or the highest (Ainul, 2017). So, optimization is a process of optimizing something or the process of making something the best (Nugraha, 2019). According to (Nurrohman, 2017)) Optimization is an effort to improve performance in a work unit or personal related to the public interest, in order to achieve satisfaction and success from organizing these activities. According to (Botutihe, 2018) Optimization is a measure that causes the achievement of goals whereas when viewed from a business perspective, Optimization is an attempt to maximize activities so as to realize the desired or desired benefits (Marpaung, 2018). According to (Huda, 2018) Optimization comes from the word optimal which means the best or highest. Optimizing means making the best or the highest. While optimization is the process of optimizing something, in other words the process of making something the best or highest.

2.4 Ecotourism

The term ecotourism translated into eco-tourism, which is a type of tourism that is environmentally sound. That is, through activities related to nature, invited tourists to see nature up close, enjoy the authenticity of nature and the environment, thus making it inspired to love nature. All this is often referred to as back to nature (Paturusi, 2018). Ecotourism is responsible travel to natural areas that protect the environment and improve the welfare of local residents. Ecotourism is also said to be a matter of creating and satisfying a desire for nature, of exploiting the potential of tourism for the conservation and development as well as on preventing adverse impact on the ecology, culture and beauty (Arismiyanti, 2020) In contrast to what we know about familiar tourism, ecotourism in its implementation does not require the availability of modern accommodation facilities or glamor that comes with equipment which is too fancy or building artificial excessive (Yulianda, 2019). Basically, ecotourism in its implementation is done with simplicity, maintaining the authenticity of nature and the environment, maintaining the authenticity of art and culture, customs, habits (the way of life), creates peace, silence, maintaining the flora and fauna, as well as the preservation of the environment, so as to create a balance between human life with the natural surroundings (Sagala, 2022).

3. RESEARCH METHODOLOGY

According to Sugiyono's research (2017: 3), research methods are a scientific way to obtain data with certain goals and uses. This study used a type of qualitative research by explaining or describing tourist attractions in Bengkayang Regency, Teriak District, Sebente Village with the name of a tourist village, namely Setanga Lestari. This research focuses on capacity building and human resource development related to understanding and using technology to support the development of tourist villages. For the research conducted by this researcher using data collection techniques in the form of observations made directly by researchers to tourist attractions in Setanga Lestari, the data taken were in the form of recreational places, environmental cleanliness, comfort, safety and availability of parking lots. For data sources obtained from observations, depth interviews and to complete the data, secondary data from literature studies is needed. Therefore, in this study, a list of questions will first be made to be asked according to the interview method. In addition to interviews, this study also used observation methods. The observation method is used to provide a balance of information on the development and development of the Sebente tourist village. Researchers also help the village government to find solutions in overcoming the problem of lack of socialization of tourist areas through the use of social media, in this case Instagram to villagers.

4. RESULT AND DISCUSSION

In order to mainstream pro-poor tourism, conditions in Sebente village can still be in the process of treading the improvement of welfare obtained from increasing income due to tourism. If indeed the concept of pro-poor tourism is intended to have a contribution to reducing the poverty rate in an area (Hall, 2007), then in the case of Sebente village, this can actually be realized. According to several stakeholders in the village, the process of reducing poverty through the opening of Setanga Lestari tourism has been successful. This is indicated by the income that goes to villagers who sell around the Location of Setanga Lestari. On Saturdays and Sundays alone, people get a turnover of Rp. 300,000 per day. The people in question are peasant women whose daily lives help with activities in the fields. If the nominal turnover is calculated as a constant and measured at a frequency of one full month only on Saturday and Sunday, then in fact the residents of Sebente village have earned an average of Rp 70,000, - Then, there is indeed an increase in economic welfare in sebente villagers as they have crossed the poverty threshold according to the World Bank (Cole and Morgan, 2010). However, it is necessary for the village government to be aware that the economic growth of Setanga Lestari tourism in Sebente village is still weak. There are several arguments that make the village government think that why the economic growth of Sebente village by the existence of Setanga Lestari still needs to be anticipated.

First, it is necessary to anticipate the phenomenon of "one visit is enough". This phenomenon may still occur quite a lot in some tourism areas. This has also been confirmed by the frequency of visits of some people who come to Setanga Lestari once to see and then do not come back again. Keep in mind that Setanga Lestari is still two years in development and that is still not optimal. Second, the tourism value chain developed in Sebente village is still not optimal and perfect. This also supports the weak durability of residents' visits to Setanga Lestari. Infrastructure has been improved by opening roads/access to the Setanga Lestari location. So, because the tourism value chain of Setanga Lestari has not been fully established, sebente village tourism has actually not found its form of sustainability. The third argument is that the local residents' understanding of tourism management and development based on ecotourism and the concept of pro-poor tourism has not been maximized. Indeed, in the end, the entire development of tourism will have a positive impact on improving the economy of residents and villages. However, the thing to remember is that the concept of ecotourism and pro-poor

tourism is a concept that must be in line with nature conservation rather than natural exploitation. So, these two concepts must be accompanied by the spirit to build an ecosystem that is not only empowered, but also healthy and sustainable. To maintain the strength of tourism development in Sebente village, it is necessary to anticipate this. Therefore, the village government took steps to introduce digital media as an initial promotion of tourist destinations that are being built in Sebente village. The digital media offered to be used is Instagram social media. The use of Instagram is more offered because social media is very close to the lifestyle of today's youth. Targeting youth segmentation is considered very important for the development of Setanga Lestari because of the conditions in Sebente village which also lack youth participation in the development of Sebente village.

The introduction of digital media as a channel for promoting tourist destinations is felt to be very important for two things, the most important. These two things are 1) visual and narrative introduction of Sebente village, and 2) to attract the attention of the youth of Sebente village itself to actively participate in the process of developing the Setanga Lestari tourist destination in Sebente village. The introduction of tourist destinations through visualization of locations and narratives is a priority for the village government. With the priority of location visualization and narrative, the village government hopes that promotion through digital media can attract not only people who want to see the scenery, but also people who want to witness firsthand the story of the development of the progress of the Setanga Lestari tourist destination. The targets of counseling activities carried out by the village government are villagers, especially those who are active as administrators of village-owned enterprises; which will later function as a manager of social media accounts for tourism potential in Sebente village. This counseling activity aims to increase awareness of the importance of social media management, especially Instagram, for the promotion of the tourism potential of Sebente village, in this case Setanga Lestari. So it is hoped that the management of Karang Taruna and Village-Owned Enterprises (BUMDes) will have the ability to manage and accompany the use of Instagram for young people in the village members of Karang Taruna for further account management. BumDes administrators should have an understanding of the tourism potential in their villages that can be developed further. Meanwhile, in today's digital era, the development of tourism potential can certainly be carried out optimally if it is supported by the use of social media to be able to reach a wider target. Social media is a phenomenon of the digital era that is more familiar to the younger generation. So that the training on the use of social media, especially Instagram on Sebente villagers will be divided into two stages; the first is fostering awareness of the importance of using social media for tourism development in BUMDes. While the second, training on the use of Instagram accounts as a promotional medium for members of the Sebente village cadets. The plan is to carry out direct practice related to training on creating an Instagram account for the tourism potential of Sebente village, then the use of visual media and text that can promote the tourism potential of Sebente village and further tourism marketing. The birth of participatory development thinking is motivated by community development programs, projects, and activities that come from above or outside the community. In fact, this concept of development often fails and does not suit the needs of local people. For this reason, a set of techniques is needed that can create conditions for community empowerment through a participatory community empowerment process. One of the international agents, the World Bank, for example, believes that community participation in third world countries is an effective means of reaching out to the poorest communities through efforts to generate a spirit of life to be able to help themselves.

The withdrawal of women is equally important. With the hope that the development of tourist destinations will also involve women in Sebente village, as much as possible the women of Sebente village are also involved from the beginning. The involvement of these women can be through organizations such as Karang Taruna, PKK and The Tourism Awareness Group (Pokdarwis) or also through individu. On these two grounds, Instagram was then chosen as a digital media that the village government developed together. Instagram under the account name @setangalestari has been initiated and is now managed by a team of cadets. The initial upload on this account was made on December 11, 2019, with photos of tourists to Setanga Lestari. As of this writing, the total uploads of @setangalestari Instagram account are 18 uploads with 111 followers.

The increase in followers @setangalestari cannot be separated from the influence of the power possessed by the Instagram social media platform, namely the power of hashtags and the power of viral. By adding a hashtag to each upload, the system in Instagram will automatically help our uploads to be promoted by Instagram. This automatic promotion by Instagram is obtained through the "search" mechanism on Instagram. By using this hashtag, when netizens then use Instagram and search based on these hashtags, the uploads of @setangalestari accounts will also appear on the homepage / home / feed on the netizen's Instagram account. With more and more searches for the hashtags mentioned earlier, an upload can easily go viral on Instagram social media. It is in such a way that promotion through the digital media Instagram is carried out. Although until now the @setangalestari account is still fairly new, the enthusiasm to continue to promote The Setanga Lestari tourist destination is also conveyed through uploads on Setanga Lestari's Facebook. This indicates that the seriousness of the village government in terms of the development and development of the Sebente tourist village can bear fruit and be enjoyed by all people in Sebente village.

5. CONCLUSION

Activities that have been carried out by the village government such as Counseling on the Use of Social Media, whose target is villagers who are active as administrators of village-owned enterprises, aim to increase awareness of the importance of social media management, especially Instagram as a promotional medium for Setanga Lestari. In addition, assistance activities for the use of social media for tourism development in Karang Taruna and BUMDes management are also carried out by the village government. Assistance in the use of social media is divided into two stages; first, fostering awareness of the importance of utilizing social media for tourism development in village BUM. Second, training on the use of Instagram accounts as a promotional medium for members of the Sebente village cadets. Second, an FGD (Forum Group Discussion) has also been carried out with the village government and coral cadets which produces a real picture related to obstacles in the development of Setanga Lestari, the profile of the people of Sebente Village and the agreement on the establishment of a roadmap for cooperation in the development of The Setanga Lestari object between BUMDes and hamlet and village officials. In the FGD, it was also agreed to involve the drafting team in the plan to sign the MoU and the preparation of the master plan. Third, you can get an output in the form of an Instagram account @setangalestari which is subsequently functioned by the cadet reef as a medium for promoting Satanga Lestari tourism.

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