Potential For Marine Tourism Development in Kelapa Island, Thousand Islands, DKI Jakarta

Asep Parantika[1]*, Kelly Indah Sari[2]
[1]National University, [2]Sahid Polytechnic
email: parantika02@yahoo.com, 2018247006@polteksahid.ac.id

ABSTRACT

Purpose: The study's objectives were to ascertain the current and potential circumstances on the island of Siput and the difficulties and possible strategies for promoting marine tourism there.

Research methods: The researcher's qualitative method includes interviews, observation, and documentation. Data triangulation is the analytical approach employed.

Result and discussion: The results show that Kelapa Island has advantages regarding uniqueness and beliefs held by individuals in the local community. The role of MSMEs around the island is also one of the advantages possessed by Kelapa Island. In addition, it was also found that the weakness of Kelapa Island is the need for more available funding for further development. While rivalry, egotism, and natural calamities pose challenges, Kelapa Island has the potential draws several businesses to invest there. The 4A (Attraction, Accessibility, Amenities, & Ancilliary) tourist development strategy for Kelapa Island has specific components that have been completed, beginning with attractions in the form of activities and cuisine. In contrast, amenities still need to be concentrated on restrooms and places of worship.

Implication: This research can be used for further study, analyzing tourism and its development.

Keywords: Tourist Attractions, Marine, Tourism Development Strategy, Kelapa island

INTRODUCTION

Indonesia is part of a nation known as an archipelagic nation. Geographically, Indonesia is situated at the crossroads of two continents (Asia and Australia) and two oceans (the Indian Ocean and the Pacific Ocean), making it the largest archipelagic nation in the world (Darmawan et al., 2016:288). Indonesia has 17,504 islands and a coastline of 99,093 kilometers, making it the second-longest coastline in the world. Its marine waters cover 5.8 million square kilometers, or 71% of its total land area (Nisa, 2016:5).

It accounts for around 4% of Indonesia's total economy. Current global trends indicate that nature tourism (nature) significantly contributes to tourism, contributing 35%, including marine tourism. The 2012 "Global Report on Tourism"

published by UNWTO states that maritime tourism plays a significant influence in developing tourism destinations.

Figure 1. Location of 10 Priority Tourist Destinations
[Source: Ministry of Tourism 2017]

The Thousand Islands are still a part of the province of DKI Jakarta, the capital of Indonesia. The Thousand Islands are recognized as a region with maritime tourism potential and aesthetic appeal. As a result, the DKI Jakarta administration has classified the Thousand Islands region as a location for settlements for the original inhabitants of the Thousand Islands, as a destination for marine tourism, and as a place of conservation. A set of islands known as the Thousand Islands is an archipelago that contains about ± 110 islands. Only 11 (eleven) of the islands' hundreds are inhabited. The inhabited islands have the following names: Untung Jawa Island, Pari Island, Lancang Besar Island, Tidung Island, Harapan Island, Sebira Island, Pramuka Island, Kelapa Island, Kelapa Dua Island, Panggang Island, and Payung Besar Island.

Kelapa Island is included in the settlement of Kelapa Island in the Thousand Islands row. This island is still magnificent and pristine, with sea fir trees and mangroves covering its surface. Kelapa Island is an island that can be utilized as a natural tourism destination due to its unique and breathtaking landscape. The potential for Kelapa Island to become one of the Leading Tourist Destinations in the Thousand Islands is excellent and deserving if these opportunities are taken advantage of. The attraction of the Kelapa island region is its marine biological resources, which are distinguished by the presence of coral reef ecosystems and marine biodiversity. Due to its abundant marine life, Kelapa Island has a beautiful natural appeal.

A development strategy is required for tourism based on natural charm and beauty (Saimima et al., 2018:145). According to Pitana (2005:56), developing a location with tourist potential is a planning activity that uses and maintains places and areas well to produce a site with greater marketability. Tourism development can be carried out by various parties and through collaboration between parties by re-maintaining developed themes or creating new areas. Thus, tourism development can be viewed as a series of activities

that aims to create synergies in utilizing various tourism resources to integrate further non-tourism-related aspects such as access roads, hotels, and others that are still directly related to or in the continuity of tourism development.

The government has planned to build ten new Balis as part of developments in the tourism industry, as previously explained; however, this assertion is at odds with the reality of tourism development in the Thousand Islands, which is perceived as lacking. Local government involvement to increase opportunities and opportunities for sustainable coastal and marine tourism development, making them unable to compete with other nautical tourism destinations in Indonesia, such as Raja Ampat Papua, Derawan Kalimantan, Karimunjawa, and others. Even though the regions mentioned above offer the same chances, the Thousand Islands do not. However, numerous barriers to tourism growth in the Thousand Islands, particularly on the Kelapa Islands, prevent its full potential from being realized.

Accordingly, the issue that needs to be addressed is the government's lack of involvement, which limits chances for sustainable coastal and marine tourism development, which requires more competitiveness in marine tourism. Additionally, there are numerous barriers to tourism growth, which prevent them from being fully explored. Consequently, the purpose of this study is to (1) Analyze the situation of Kelapa Island in the Thousand Islands and its possibilities, (2) examine the Thousand Islands' tourism issues, (3) Examine the marine tourism development plan that could be implemented on the Kelapa island of the Thousand Islands. It is intended that this research would help readers better understand and educate themselves about marine tourism.

RESEARCH METHODS

Qualitative approaches are defined as methods that are empirically based on situations that reflect the reality of life. Qualitative research focuses on social phenomena based on the participants' perspectives in the study. (Triyono, 2021:33). Qualitative methods are defined as approaches used to create new knowledge that has never existed or has not existed for a very long time. Using qualitative approaches, one examines an object whose solution or solutions have yet to be determined. Qualitative approaches employ interacting relationships to generate new theories. (Zakariah et al., 2020:57).

Observations of social science in the environment are utilized to conduct qualitative approaches (Mekarisce, 2020:146). Qualitative methods can be viewed as a type of study in which researchers immediately enter the field or context in which the research is conducted. This is done so that adequate and reliable data collection can occur, allowing environmental researchers to understand the ecological situation. In qualitative approaches, descriptive or narrative language is required so that the researcher's perspective can be reflected in the research (Triyono, 2021:33). Qualitative research characteristics based on opinions Ambarwati (2022:40) involves humans as researchers, is modern, use inductive reasoning, and is descriptive.

The researcher determined the population of the Thousand Islands region's Kelapa Island. Sampling was conducted using *Purposeful Sampling*, a sample determination based on a researcher's consideration (Sugiyono, 2012:85). In this research, three individuals from Kelapa Island served as

resources. Observation, interviews, and documentation are employed for data gathering in this study. The definition of observation is a circumstance in which the researcher analyzes by observing the study environment. (Soraya & Husna, 2020:255). Active observation is established when the informants know the researcher's whereabouts. At the same time, semi-structured interviews were used to conduct the interviews.

Researchers employ a triangulation strategy to compare the data gathered from many sources and draw a conclusion. Testing for credibility, transferability, dependability, and confirmability constitutes approaches for establishing the reliability and validity of qualitative research. In qualitative research, truth is associated with the transferability and generalizability of the data's veracity. To assess external validity, transferability in qualitative research is examined here. Reliability in qualitative research focuses on dependability and confirmability, where the item is deemed consistent with what is required and reliable. (Afiyanti, 2008:137). This study employs data gathering, reduction, presentation, and findings as data analysis methodologies (Rijali, 2019:83).

RESULTS AND DISCUSSION

Due to the abundance of coconut trees on the island, Kelapa Island was developed. From Pramuka Island, the island is reachable in thirty minutes. This is because the island's white sand is so silky and has its distinct character. A constructed bridge connects Kelapa Island to the Island of Hope through its pristine waters. There are boats on the island, making it easy for individuals to travel from one island to another. Kelapa Island gives an excellent location to showcase each attraction more effectively. Please note that every nook and cranny of Kelapa Island provides several opportunities for individuals to photograph and preserve special moments.

Figure 2. Kelapa Island from above

Kelapa Island became one of the Kelapa Island tourism attractions that may be developed to capture the attention of the local community and visiting visitors over time when the Kelapa Island community and government formed a Tourism Awareness Group (Pokdarwis). Since founding the Tourism Awareness Group (Pokdarwis) on Kelapa Island in 2018, the district has been enthusiastic about attracting more tourists and providing better service. As a

community organization, Pokdarwis is a group based on public awareness that operates without compensation. This demonstrates that the inhabitants of Kelapa Island are willing to participate voluntarily and without force.

Additionally, the community desires to enhance the potential around Kelapa Island, one of which is Kelapa Island, so it becomes even better and can compete with other islands. As Mr. Safaat explained,

"We have established a Pokdarwis group. Every member of this organization can engage and be active voluntarily. The most crucial factor is the individual's desire to aid in improving Kelapa Island. Individuals who change their minds and no longer wish to participate can leave this group, as we do not instruct them."

The role of Pokdarwis in the development of Kelapa Island requires the confidence and dedication of all concerned. This idea allows everyone to mold change and have the proper vision and mission together. Unity is the key to facilitating the program's ideal formation. Existing Condition and Potential on Kelapa Island

To determine the *Existing* condition and potential of Kelapa Island, Kelapa Village, the researcher will define it in terms of the 4 A (Attraction, Accessibility, Amenities, and Ancillary).:

a. Attraction

Observations indicate that the island of Kelapa has several distinctive features, including tourist activities, fishing facilities, and scuba diving. Kelapa Island is known for its water-based attractions, among its most popular and defining characteristics.

Figure 3. Culinary Food
[Source: Pokdarwis Documentation]

The Figure above depicts a squid stick, one of Kelapa Island's most common forms of food and a popular souvenir. Fish crackers are one of the traditional souvenirs from Kelapa Island that may be brought back home and given as gifts to loved ones.

The idea to create Kelapa Island as a new attraction on Kelapa Island

has a great deal of potential, as there are a variety of activities that can be conducted after Kelapa Island is completed, as indicated by the interview findings. The rationale is that Kelapa Island will offer marine attractions as activities that will entice people to spend the day there. The following is a statement given by Mr. Safaat, the resource person:

"The carrying capacity of the attraction is crucial, but the primary focus of Kelapa Island's attraction is the services it provides. Certainly, facilities such as swimming pools, glamping, and water activities like cannon boats are desired by tourists. We are making every effort to develop the finest tourism facilities possible."

a. Accessibility

Figure 4. *Kelapa* Island Access
[Source: Pokdarwos Documentation]

Accessibility focuses on the infrastructure and amenities available to get to Kelapa Island; it takes a speed boat about two hours to travel from the main dock at Marina Ancol to Kelapa Island. Regarding accessibility, the resource person, Mr. Safaat, stated that inexpensive and within-budget transportation would be employed to cut prices so they would not appear excessively expensive. The resource's statement, which is below, was made by Mr. Safaat.:

"Accessibility is very crucial in the tourism industry. For Kelapa Island itself, accessibility is designed to make transportation cost-effective and even less expensive so that expenditures on transportation can be reduced."

b.   Amenities

Figure 5. Lodging
[Source: Pokdarwis Documentation]

Kelapa Island will also offer glamping and accommodations as a dwelling that will function as a homestay for tourists. On Kelapa Island, it is also necessary to construct a multi-purpose room and a food court so that tourists can access various dining options. In addition, additional tourist attractions that can be developed include *Snorkeling, Water Sports*, and water-based activities such as the use of cannon boats or canoes.

Figure 6. Public Toilet

[Source: Research Documentation 2022]

The leader of Kelapa Island guarantees that there are restrooms and places of worship around the island to make it easier for travelers to use the bathroom or perform religious rituals. In addition, the Kelapa island will provide travelers with angkringan and dining options to better appreciate the natural beauty. On Kelapa Island, a pier is used to enter and exit.

Figure 7. Pier

c.   Ancillary

The supporting organizations that support and are enthusiastic about the growth of Kelapa island tourism are RT, RW, kelurahan, PKK, and Karang Taruna. Sources indicate that each RW can be further subdivided into multiple subtypes. This occurs because the more support offered, the more momentum will be given to the growth of Kelapa Island so that it can be carried out effectively. Mr. Safaat, the source, stated as follows:

"Karang Taruna and PKK are sustaining institutions that consistently contribute to the growth of Kelapa islands. They will provide complete support for the Kelapa island development initiative, including assistance with event catering and successful development, among other things."

In the meantime, Mr. Yudi, the resource person, provided his perspective on Hamlet, which is subdivided into numerous fields in certain regions.:

"There are multiple people who may help and support the future development of this Kelapa Island. First, Hamlet in this area can be subdivided into multiple regions; there will be kelurahan and many more who will provide support."

Figure 8. Service
[Source: 2022 Research Documentation]

In addition, Kelapa Island provides a satisfactory service, as service is a must for the tourism industry sector to continue providing clients with good service. One method is distributing fire extinguishers to minimize the occurrence of flames in the environment. As is well known, the source Yudi made the following claim:

"Service is one of the institutions that can be introduced to encourage tourism growth on Kelapa islands. If, for instance, tourists do not have a positive experience, they will not be able to return. Therefore, service is one of the most effective means of attracting travelers to Kelapa Island."

SWOT ANALYSIS

Based on the results of the conducted interviews, researchers have gotten solutions that can be used to resolve the issues with this research. The reason is that Kelapa Island, which is still under construction, has devised a development strategy since 2019; this has been hampered by the COVID-19 virus, which has caused issues in the tourism industry. The establishment of COVID-19 has delayed planning for Kelapa Island's tourism growth by two years. Kelapa Island is now in the middle of development, which will be continued according to the scenario regarding the propagation of COVID-19. Following is a SWOT analysis of Kelapa Island based on the viewpoints expressed by the speakers:

Table 1. SWOT Analysis

Strength	Weakness
Believe that Kelapa Island will be able to develop. Has a specialty dish not offered by any other tourist destination. There are numerous UMKM that may be sold on Kelapa Island.	We have a budget that exceeds the maximum present development obstacles.

Opportunity	Threats
There is a desire among other parties to invest in Kelapa islands. There are numerous tourist attractions, such as cultural and religious tourism, can catalyze future growth. The distinctiveness of the Kelapa island piques the curiosity of others. Establishing a social vehicle	The willingness of participants to subdue their egos and contribute to the success There is substantial rivalry within the same industry. Community perspective on Kelapa Island. The danger posed by natural catastrophes such as hurricanes

It can be seen from the table above that the advantages and opportunities associated with the growth of this snail island are substantial. Nonetheless, weaknesses and risks can inevitably be encountered during development. The three interviewees shared similar perspectives on the SWOT factors that may influence the growth of Kelapa Island tourism. According to the source, Mr. Safaat, *"Belief is one of the strengths contributing to the growth of* Kelapa *island."* Therefore, creating Kelapa islands can also be effective if the individuals engaged have strong beliefs.

The resource person, Mr. Muslim, said, *"The distinctiveness of the local cuisine in the* Kelapa *island region is unlike any other tourist attraction. Every item traded here is directly derived from fish. One example is pastels made entirely of fish."* According to the informants' opinions, the distinctiveness of the local cuisine of Kelapa Island is one of its assets. The uniqueness of cuisine in tourist sites is critical to adopt to generate an attraction for visitors visit.

A further advantage of Kelapa Island is that small and medium-sized enterprises can sell food there. Mr. Muslim, the resource person, indicated that in the Kelapa island region, many UMKM sell, including souvenirs that may be taken home. The significance of MSMEs in developing Kelapa islands is evident from this perspective.

According to the thoughts of the resource person, Mr. Safaat, the need for more funds to establish a Kelapa island is a problem in the growth of the Kelapa island. Mr. Safaat, the expert, reinforced this point.
"Because Kelapa Island is a social organization, it does not receive a budget; hence, it must struggle and cannot be constructed soon as intended. This development has a tiny budget, which forces the parties involved to develop the Kelapa island slowly."

Due to other companies' desire to invest their money in developing Kelapa islands, opportunities exist in that process. Additionally, Kelapa Island

may attract visitors with its tourist attractions, including religious and cultural tourism. One of the potentials for the island to draw much attention is due to the peculiarity of the Kelapa island itself. Be aware of the rides designed for everyone in the community, not just visitors. Mr. Yudi, the resource person, explained that rides are part of the infrastructure and facilities that can provide excellent prospects for tourism attractions. Mr. Yudi provided the following statement as the resource person.:

"A social vehicle is one of the prospects for developing the Kelapa *island. In addition to the general population, many tourists will be able to experience the upcoming rides."*

Meanwhile, Mr. Safaat, the resource person, indicated that *"The island of The Thousand Islands is a unique blend of religious and cultural tourism. Furthermore, guests can see natural sights during their stay."*

The selfishness and apathy of the community to participate in the successful growth of Kelapa Island is the threat posed by the successful development of Kelapa Island. According to the informant, Mr. Safaat, it is well-known that the level of egotism in humans, particularly among friends, can occasionally generate divisions and barriers in implementing progress. The resource person, Mr. Safaat, stated: *"Opinion and ego differences between friends will drive a wedge between them. Therefore, it would be preferable if he resigned to prevent a schism."*

In addition, there is a great deal of competition in comparable industries. The development of Kelapa Island may also be jeopardized by the various paradigms possessed by the community and its neighbors. The reason is that people's perspectives can impede the development of Kelapa islands. Mr. Safaat, the resource person, stated, "*There is a need for planting to ensure that all members of a community share the same ideas and viewpoints, as the paradigms of different communities vary."*.

The greatest danger is the occurrence of natural calamities that can occur without warning. According to Mr. Yudi, the island of Kelapa faced a natural disaster in the shape of a tornado, which threatened the destination. Mr. Yudi issued the following remark as the resource person:

"This island was endangered by a natural calamity a while back when a tornado occurred there."

Kelapa Island uses social media as the main component of its marketing strategy. As is common knowledge, one of the marketing tactics that can draw visitors from beyond the island is social media usage. This is because everyone uses social media in some capacity. Additionally, Kelapa Island will employ the *Word-of-Mouth* marketing technique, in which customers can tell their friends and family about the intriguing features of the resort. The resource person, Mr. Safaat, said what is written below:

"People use social media today. Everyone uses social media. Social media makes it possible to look for any information, making its role in marketing crucial if businesses want to draw in tourists. However, a creative aspect is required to attract tourists' attention."

Kelapa Island will leverage media in its marketing efforts to disseminate its message beyond the island. This concept can be implemented by creating a distinctive icon portraying Kelapa Island to attract the

Governor's attention. This will allow the governor to meet with journalists. This method will attract the attention of the community to Kelapa Island. Mr. Muslim, the informant, stated that when the governor visited Kelapa Island, he came down to the island., Then, he would invite the governor to promote *Awareness* and bring journalists with him so Kelapa Island can promote itself via the media. The following is a quote from the source Mr. Muslim:

"If, for instance, we can advertise Kelapa island to attract the attention of Indonesia's
top executive, namely the governor, we will invite the governor. This is an opportunity for Kelapa Island to be reported and marketed until it reaches its intended audience, as media will typically accompany the governor."

Discussion

Based on the research findings, it is known that Kelapa Island has many potential and advantages, making it possible to develop the location further.

To pique tourists' attention. The advantages and chances the Kelapa island offer include a unique quality that may be one of the attractions for travelers. According to Wardana et al. (2020:212), A tourist attraction must incorporate an element of distinctiveness to grab the attention of tourists, even if only for a short time. The uniqueness of natural resources and manufactured goods is one of the distinctive assets that must be had in the tourism industry. One of the strategies the tourist sector must execute is the 4A tourism development strategy. Attractions, accessibility, facilities, and ancillary are the most critical determinants of tourist development's efficacy. (Gustyana et al., 2022:14-20). Facilities such as public restrooms and places of worship are the primary facilities that Kelapa Island considers. Access from the Kelapa island to the Kelapa island will be by boat at a relatively low cost. Kelapa Island will also provide culinary venues, glamping, and water-based activities as tourist attractions.

Social media are utilized as a promotional technique on Kelapa Island. As is common knowledge, social media play a significant role in the growth and marketing of the business sector. According to Wahyuni et al. (2020:130), Because it can be done for little money and offers a high level of effectiveness, social media is a tool for promotion. Social media can promote travel and affect travel decisions by influencing tourists' behavior. Wardiani et al. (2020:234) opined that using social media to promote tourism has numerous advantages that are not limited to photo posts but may also pique the attention of social media users in the activities conducted by tourist attractions. Based on this perspective, the most effective strategy for tourism promotion is to utilize social media.

CONCLUSION

The conclusion that can be derived from the findings of the research is that Kelapa Island is still in the process of being developed and planned. Kelapa Island has the potential to be developed as a tourism destination. Based on the interview results, it was determined that Kelapa Island has potential due to its advantages in the field of distinctive food, the beliefs held by individuals, and the

role of UMKM in sales. The absence of funding for the development of Kelapa Island is its biggest shortcoming because the initiatives did fall within the social category. There is a desire from other parties to invest, which is an opportunity that belongs to Kelapa Island Because Kelapa Island contains a variety of tourist attractions that might serve as tourist attractions. The challenge posed by Kelapa Island is its egotism and intense competitiveness in the tourism industry. Moreover, the community's mindset is distinct. Unpredictable dangers, such as hurricanes, pose the greatest threat and can wreak havoc on tourist attractions in the Thousand Islands region.

Kelapa Island is renowned for its tourist attractions, which include rides, glamping, cuisine, a *Swimming Pool*, and marine tourism activities. The primary facilities that Kelapa Island considers are restrooms and places of worship. Kelapa Island has prepared for accessibility by creating a boat connection between Kelapa Island and Kelapa Island to assist the crossing process. Lastly, the institutions that provide support include Karang Taruna and PKK, while Kelapa Island focuses mainly on the tourist services it offers.

SUGGESTION AND ACKNOWLEDGEMENT

Among the suggestions that might be made is that future research should concentrate on characteristics not covered in the current study. In addition, it is proposed that future research identify the significant hypotheses that can be used to support research as it is hoped that the island of Kelapa will develop its tourist attractions. The researcher wishes to thank the Kelapa Island party for their willingness to contribute to this research.

REFERENCES

Adnyana, I. M. (2020). The Impact of Green Tourism on Sustainable Tourism in the Era of the Industrial Revolution 4.0. *Management, Economics, and Accounting, 4*(3), 1582–1592.

Afiyanti, Y. (2008). Validity and reliability in qualitative research. *Indonesian Journal of Nursing*, *12*(2), 137–141. https://doi.org/10.7454/jki.v12i2.212

Ambarwati. (2022). *Qualitative Research Methods*. CV Al Qalam Media Lestari.

Darmatasia, F., Irawan, B., & Apriani, F. (2020). Tourism development efforts to increase Regional Indigenous Income (PAD) by the Culture and Tourism Office in Bulungan Regency, North Kalimantan Province. *EJournal Public Administration*, *8*(1), 8707–8718.

Darmawan, W. B., Alkadrie, J., & Sudirman, A. (2016). Cooperation of the Ministry of Defense of the Republic of Indonesia Daewoo Shipbuilding Marine Engineering in the Procurement of Submarines as an Effort to Fulfill the Minimum Essential Force of the Military of the Republic of Indonesia. *Padjadjaran Journal of International Relations (PADJIR)*, *1*(2). https://doi.org/10.24198/padjir.v1i4.26242

Gustyana, R., Sihabudin, A. A., Vestikowati, E., Galuh, U., Desa, P., Kecamatan, K., Kabupaten, K., Wisata, O., & Desa, P. (2022). Development of potential orchid waterfall tourism objects by the Karangnunggal village government, karangnunggal district, Tasikmalaya regency. In *Unigal*.

Makkasau, N., Maru, R., & Nyompa, S. (2020). The Role of the Government in the Development of Camba-Cambang Island Tourist Attractions, Pangkep Regency. *UNM Geographic Journal*, *3*(2), 167–174.

Mekarisce, A. A. (2020). Data Validity Examination Techniques in Qualitative Research in the Field of Public Health. *Scientific Journal of Public Health: Public Health Community Communication Media*, *12*(3), 145–151. https://doi.org/10.52022/jikm.v12i3.102

Mogimpe, C. M. (2021). The influence of the tourism component on visiting decisions at Saluopa Falls in the era of COVID-19. *SMART Journal*, *1*(2), 17–24.

Pitana, I. G. (2005). *Sociology of Tourism*. Andi Offset.

Prayogi, P. A., & Paramitasari, N. (2020). Strategy for developing the tourist attraction of Sunrise Beach as a family tourist destination in Denpasar City. *Journal of Hospitality and Tourism*, *10*(1), 67–89.

Rahmadani, W. (2021). *Promotional activities of the Kuantan Singing Regency Tourism Office in developing Lake tourist destinations Koto Kari Village as a regional tourist destination*. Riau Islamic University.

Rijali, A. (2019). Qualitative Data Analysis. *Alhadharah: Journal of Da'wah Science*, *17*(33), 81. https://doi.org/10.18592/alhadharah.v17i33.2374

Saimima, R. M. M., Zpalanzani, A., & Mutiaz, I. R. (2018). Mapping the Maluku Tourism Industry as a Foundation for Designing the Baronda Maluku Brand Strategy. *Barista: Journal of Language Studies and Tourism*, *5*(2), 145–157. https://doi.org/10.34013/barista.v5i2.117

Sofyan, Kagungan, D., & Mulayana, N. (2020). Tourism Development Strategy After Tsunami Disaster in South Lampung Regency. *Administrativa*, *2*(2).

Soraya, Y., & Husna, J. (2020). The motivation of Volunteers Through Facebook Social Media at the Library Motorcycle Donation Movement in Pematang Pasir Village, Ketapang District, South Lampung Regency. *Journal of Library Science*, *8*(2), 256–266. https://doi.org/10.18592/alhadharah.v17i33.2374

Sugiyono. (2012). *Qualitative Quantitative Research Methods and R&B*. Alfabeta.

Triyono, A. (2021). *Qualitative Communication Research Methods: Library Star*. Madani Library Star.

Wahyuni, S., Mesra, Harianto, E., & Batubara, S. (2020). Optimization of social media applications in supporting the promotion of geol tourism in Pematang Serai Village. *Jurdimas (Journal of Community Service) Royal*, *3*(2), 129–134.

Wardana, D., Zainal, & Ginting, A. H. (2020). Local Government Strategy in Developing Jering Bay Natural Attractions in Kampar Regency, Riau Province. *Scientific Journal of Wahana Bhakti Praja*, *10*(1), 211–219. https://doi.org/10.33701/jiwbp.v10i1.874

Wardiani, W., Iskandar, T. P., Anisyahrini, R., & Tresnawati, Y. S. (2020). Development of tourism promotion through copywriting on social media by Karang Taruna Desa Warnasari, Pangalengan District, Bandung Regency. *Community Development Journal*, *1*(3), 233–239. https://doi.org/10.31004/cdj.v1i3.936

Wijana, P. A. (2020). Potential tourist attraction Hidden Canyon Beji Guwang in Guwang Village, Gianyar, is a unique interest tourist attraction. *Journey*, 2(2), 1–9.

Zakariah, A., Afriani, V., & Zakariah, K. M. (2020). *Quantitative Research Methodology,*

Qualitative Action Research and Development. Al-Mawaddah Warrahmah Islamic Boarding School Foundation.