

Agrotourism Tourism Village Development Model Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency

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ABSTRACT

Purpose: Development Model of Agrotourism Tourism Village, Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency. This further research aims to test and analyze the Development Model of Agrotourism Tourism Village, Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency. The sample in the study was 15 correspondents related to agrotourism tourism villages.

Design/methodology/approach: The sampling method used in this study is to take it to the concerned corespondent. The data collection method was carried out by distributing interviews to correspondents related to agrotourism tourism villages, namely respondents in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency. The data analysis technique is SWOT strategy analysis.

Findings: From this advanced research activity, it resulted in the contribution of the development of agrotourism tourism villages to the improvement of the regional economy in Morowudi Ngebret Village, Cerme District, Gresik Regency through the development of agrotourism tourism villages that can increase profitability and business development well and can improve village economic development in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency.

Paper type: Research Paper.

Keyword: Tourism Village Development, Agrotourism, Morowudi

Received : June 22th

Revised : August 18th

Published : September 30th

I. INTRODUCTION

Morowudi is located close to the district center of Cerme (± 3 km to the south). This village is quite crowded because it is on the main road of Cerme. The village is bordered by Iker-Iker, Boboh, Putar Lor, Sukoanyar, and Guranganyar. The naming of this village is related to the era before Indonesia's independence.



Figure 1. Ngebret Hamlet, Morowudi Gresik Village

Labor problems are still a major problem in Indonesia. This can be seen from the still and continuing increase in unemployment, wage and labor rights problems, and various other employment problems. The lack of employment provided by the government and the high rate of human growth are also among the contributing factors. In Morowudi Village, Cerme District, Gresik Regency, there is a small industry that produces snacks. The small snack industry itself was established in 1997. The existence of this small snack industry has a positive impact on society. This small snack industry in Morowudi Village still uses a lot of human power compared to using machine power. So that this is able to absorb labor, the average labor used in industry ranges from 9 – 15 people. (Vga & Dkk, 2018) The problem that occurs in Gebret Hamlet is that the development of agrotourism tourism villages is still not stable in increasing regional autonomy because the support of the local government still does not fully support the development of the tourism village even though if it is temporarily practiced the development of the tourism village in Gebret Hamlet, Morowudi Village has very good opportunities and temporary observations that the problem is local resources that must be given training in developing their respective businesses so that together they can increase regional income in the village. Development is a process or way of making something advanced, good, perfect and useful. (Dewi et al., 2019) revealed, what is meant by development is the process, way, making, developing. Tourism development has the character of multisectoral activities, in the implementation of tourism development must be planned in an integrated manner with considerations of economic, social, cultural, physical and political aspects. (Andini, 2013) Tourism is an activity from which tourists go to a tourist destination outside of daily life and the environment to make a temporary stopover from residence, which is driven by several needs without intending to make a living and but based on the need to get pleasure, and accompanied to enjoy various entertainment. (Suranny, 2020) Understanding Tourism Village Tourism Village as an option to empower local communities to their potential. Understanding tourism village is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that blends with applicable procedures and traditions. (Encang Saepudin, Agung Budino, 2022) Tourism Village Potential In the Big Dictionary Indonesian Third Edition, potential is defined as an ability that has the possibility to be developed (strength; ability; power). (Kirana & Artisa, 2020) Tourism Village Approach There are two approaches in developing tourism villages; market approach and physical approach. Market approach and physical approach through various development strategy models such as: Market Approach for Tourism Village Development. The indirect interaction of the development model is approached in a way that the tourist village benefits without direct interaction with tourists. According to Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, what is meant by tourism business is a business that provides goods and / or services to meet the needs of tourists and the implementation of tourism. While tourist attraction is everything that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made results that are the target or destination of tourist visits. (Muchlis, 2017) Understanding Agrotourism Tourism Basically, agrotourism is a primary sector (agricultural sector in the tertiary sector (tourism sector) which aims to help increase farmers' income. Farmers and the agricultural sector will benefit from agrotourism activities. Agro tourism is also able to maintain the sustainability of the agricultural sector and prevent the agricultural sector from the process of annexing.

Research (Kirana & Artisa, 2020) The results showed that in the development of tourism villages, Batu City Government involved the private sector, academics, media and encouraged community participation through empowerment. Then in the implementation of collaborative governance, effective communication is needed to facilitate the actors to collaborate so that the actors will optimize their role in the development of tourism villages. (Suranny, 2020) The results showed that the tourism potential that could be developed in the village of Conto consisted of natural tourism potential, agro-tourism and cultural potential. Development plans for the tourism village of the sample include: attraction development through the creation of tour packages that are packaged in an attractive and structured manner; accessibility development through the provision of adequate infrastructure facilities; amenities development through increasing the carrying capacity of tourism supporting facilities, and developing tourism activities both from the community and from the management of the Conto Tourism Village to realize sustainable tourism development.

A. Problem Statement

1. What are the agrotourism potentials that can be developed for tourism in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency as an agrotourism attraction business?
2. What are the opportunities for tourist attractions that can be developed in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency?
3. How is the development of a model of tourist attractions in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency?
4. How is the development of the existing infrastructure model in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency?

B. Research Objectives

This research generally aims to develop research models and theories in the tourism village of Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency as one of the tourist attraction businesses in the form of a relatively new agro tourism village in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency. Furthermore, a research model that will be found can contribute to the development of the tourism village.

Research Objectives With these goals, several targets must be formulated that must be met, namely:

1. Identify agro-tourism potential that can be developed for tourism in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency as an agrotourism attraction business
2. Identify opportunities for tourist attractions that can be developed in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency.
3. Development of a model of tourist attractions in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency
4. Development of existing infrastructure models in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency

C. Research Road Map

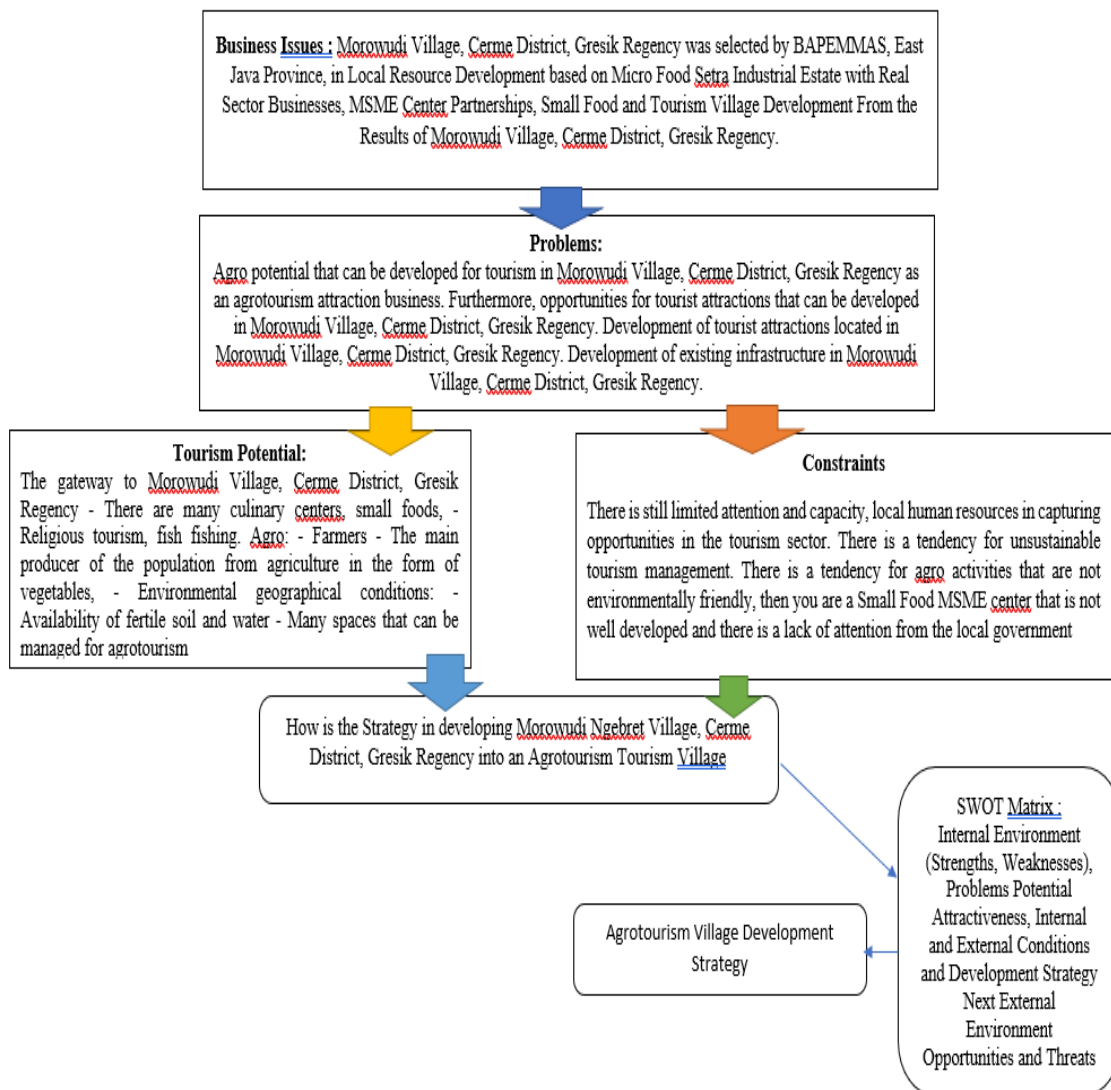


Figure 2. Road Map

II. METHODS

This research is a qualitative descriptive research. Approach Qualitative descriptive is considered in accordance with the purpose of the study to describe and review SWOT analysis in the development of Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency. Primary data mining was carried out through in-depth interviews, limited FGDs and direct observation and documentation. While secondary data sources are data obtained indirectly from the object, but through other sources orally and in writing. The informants selected in this study are parties who are considered to know and understand the problems studied, including: Management of Ngebret Tourism Village, Community; and related agencies The qualitative data that has been collected is then analyzed using a qualitative data analysis approach. The data that has been collected is sorted according to the topic of discussion to be described.

A. Research Data Collection Methods

Data The data collection method is carried out in two ways, namely primary surveys (data obtained directly from the field / resource persons) and secondary surveys (data obtained from related documents. (Sugiyono, 2019).

1. Primary Survey

Primary data collection is data collection carried out to obtain data that is not available in the agency through direct collection from the field. This primary data collection is carried out in the following ways: Observation (Observation) observation or direct observation. (Sugiyono, 2018) The results of observations or observations in this study are recorded descriptively, which accurately observes and records the phenomena that arise and knows the relationship between aspects of the phenomenon in the form of geographical and demographic conditions, as well as potential tourism potential by taking into account real conditions or phenomena in the field.

2. Secondary Survey

Secondary data is obtained from literature books and several related agencies and the validity of the data can be accounted for. (Arikunto, 2016) Secondary data collection is carried out through surveys to agencies to obtain data issued by these agencies and review documents. In addition, the secondary survey is also through a literature study which is a survey of data and literature related to the geographical conditions of Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency, population conditions of Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency, the amount of agricultural and livestock production in Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency This literature is obtained from the internet, handbooks, and other references.

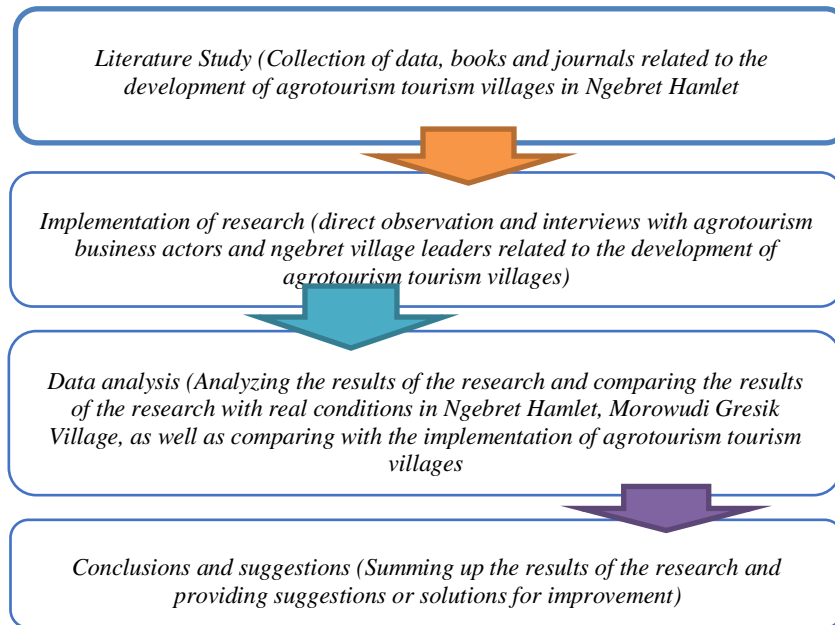
B. Data Analysis Methods

The analysis used in the development study of Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency using qualitative descriptive analysis techniques and data analysis using the SWOT method.

1. Descriptive Analysis

This research is a descriptive research so that in data analysis techniques using descriptive statistical analysis. The presentation of data in this descriptive statistical analysis uses descriptions, images and maps.

C. Research Flowchart



III. RESULTS AND DISCUSSION

Morowudi Village is one of the villages located in the sub-district Cerme, Gresik Regency. Morowudi Village Area, Cerme District Gresik Regency with a distance of approximately 3 Km from the Office Cerme District, with a radius of approximately 13 Km from the capital Gresik Regency, Morowudi Village consists of 6 Hamlets including: Hamlet Moro, Morowudi Kulon Hamlet, Morowudi Wetan Hamlet, Hamlet Tandengan, Ngebret Hamlet, Ngepung sari Hamlet. Morowudi Village itself there are 5 Neighborhood Pillars (RW) and 14 Neighborhood Pillars (RT). Development of the tourism sector is one of the efforts in improving the economy of good society at both local and global levels. Tourism in Indonesia is an industry that is developing rapidly. According to the data Indonesian Ministry of Tourism, number of The arrival of international tourists has been increased by 1,354,396 in the month October 2019 visit or experience an increase of 4.86% compared to same period October 2018 which amounted to 1,291,605 visits. Based on the pocketbook of the Ministry Tourism in 2016, sector contribution tourism to Domestic Product National gross (GDP) in 2014 has reached 9% or Rp.946.09 trillion. The distinctiveness of Ngebret Tourism Village is the presentation of natural and cultural attractions Its interesting traditions. The beautiful natural potential of rural areas and salak plantations that exist on almost every resident's land is the main attraction in addition to traditional rural culture which is an additional attraction. To support the existence of Ngebret Tourism Village, a vision and mission have been formulated. As for the vision of the Village Ngebret Tourism is "Creating a form of Ngebret Tourism Village that is clean, safe, comfortable, peaceful, dynamic as well as quality art and religious culture to make the Village of Traditional Community Education Tourism ". While the mission to be achieved is: 1) Improve welfare a society with shared motivation and commitment builds a rational mindset; 2) Preserving and developing the art and culture traditions of traditional communities; 3) Improve quality and developing Human Resources (HR) and Natural Resources (SDA); 4) Prioritizing the quality of Tourism Villages over quantity; 5) Increase public awareness in building a clean, safe and comfortable Tourism Village.

A. Tourism potential

1. Based on the results of the study

That Ngebret Hamlet, Morowudi Village, Cerme District, Gresik Regency has the potential for a tourist village that can be developed into a tourist attraction. The potentials of Ngebret village, Morowudi Village, Cerme District, Gresik Regency are: Snack Food MSMEs throughout the village have a business in the field of snacks that are sold for the development of tourism villages in the hamlet of Ngebret, in addition to agriculture that provides in terms of greening growth to educate students to learn about agrotourism edu owned by the village.

MSMEs handicraft batik ikad dipup this is the icon of Hendrosalam hamletAs a batik craftsman who dyes the original bahanya from nature including the unused Manggar Lontar is used for dyeing batik ikad dip, and some

plants that are there to be used. As for products that It has been made by this Batik Ikad Dipup MSME, among others; Batik fabrics, Shaal, handkerchiefs, bags with various models, men's clothes and women's clothes, ordinary hijab and hijab syar'I, sarong, bedspread, chair cushion case guests, tablecloths, tissue holders and others. This batik product can be by the tourist visitors. MSMEs legen These MSMEs make legen so

Sari Legen because Legen if left unchecked That alone can be a toak, therefore under the guidance of UWP Postgraduate Lecturers, it is directed and taught to be used as legen juice after being able to make le gen juice in one week to taste good and not turn into toak, then the legen relief juice is mixed with dragon fruit called sarilega, namely dragon fruit legen and legen candy and sauce Legen. And much more.

B. Development strategy of Ngebret Hamlet Agrotourism Tourism Village, Morowudi Gresik Village

1. Opportunity

Morowudi Village has only one entrance that facilitates supervision of outsiders or guests who enter, thus it is hoped that this will minimize the possibility of crime occurring. The place that is still beautiful (with a stretch of Lontar tumuhan) and original allows this village to have strong potential to become a tourism village. The informal news that has been received by village administration personnel from Bappekab (District Planning and Development Agency) Gresik is that in the long run, Ngebret Hamlet, Morowudi Village, deserves to be favored as a Tourism Village. Ngebret Hamlet, Morowudi Gresik Village : The number of palm plants and corn that are designed to be the main attraction for tourists, the number of outside people who have their own interest in palm trees, corn so that Hendrosari village Can be a selfie that attracts visitors, the sky bike game in the tourist village and rice fields train is the highest visitor enthusiast, therefore this tour accelerates the realization the vehicle. The existence of distinctive dyeing batik made from natural ingredients. Through the training obtained by MSMEs, the enthusiasm of the community is more enthusiastic to process the main results, namely; Legen and Siwalan. Many tourist objects and natural conditions have the potential to be developed into tourist destinations if processed better. Provide support if there is progress in efforts to develop Ngebret Hamlet, Morowudi Gresik Village into an agrotourism tourism village with superior programs and products. The involvement of entrepreneurs in the small snack industry has a very important role for the economic development of a region. However, the development will not run well if it is not supported by human resources (HR). Because Human Resources are a determining factor in the production process of a business. Thus, the success of a business is influenced by the number of workers employed. The workforce employed in the small snack industry is not only residents of Ngebret Hamlet, Morowudi Village, but other residents around the village. This small snack industry in Ngebret Hamlet, Morowudi Village Many have an important role for the community around the village Morowudi. This is inseparable from the role of food entrepreneurs Such lightness. The role of small snack industry entrepreneurs in Improving employee welfare is in the form of the availability of jobs, increasing employee income, and providing education in entrepreneurship. The existence of a small snack industry in Ngebret Village Hamlet Morowudi is considered by the local community to have provided the field new jobs especially for housewives because most the employee who works in this snack business is a mother household. Although the workforce is mostly housewives, this snack business also provides job opportunities for men both young and old. It is undeniable, with the role of small snack industry entrepreneurs can provide job opportunities for residents of Ngebret Hamlet, Morowudi Village and surrounding villages, which are outside the agricultural and factory sectors. In addition, the workforce in the small snack industry is the majority last educated junior high and high school. And in the small industry of food light in Ngebret Hamlet Morowudi Village, the majority of employees as permanent workers. In one week, employees work for 6 days. Begin Monday to Saturday and closed every Sunday for a total of 8 hours work every day. They work in a small snack industry because want to increase family income and for housewives can Increase your own income and not only depend on your husband or help him in his family's needs for daily need.

2. Strength

Producers of plantations and agriculture which are the main commodities with a garden area of 2 (ha) have many Small industries are deterring so that contribute to reducing Rural unemployment has 2,408 productive working-age population edu agrotourism Ngebret as one of the tourist attractions and various MSMEs snacks, agricultural education and plantations for students who are starting to be known to the community broad.

3. Threats

The existence of people's thinking the negative is that village areas tend to be prone to crime, lack of community understanding about, the concept of tourism villages.

4. Weakness

The community does not yet have a flow Commodity Sales Starting from Farmers to the collection of fruit crops and staples as well as self-processed and uncoordinated fertilizers through Village Unit cooperatives. In the

sales process, farmers directly sell crops to middlemen, retailers or directly to consumers which sometimes results in prices that hurt farmers. There is no vision and mission of agrotourism in Ngebret Hamlet, Morowudi Gresik Village. There are still many access roads with holes (jalan access is not good). From the identification of the Strength factor, Weakness, Opportunity, and Threat. Strategies that can be done based on the SWOT Analysis matrix be:

C. Model of Strategy development SO (Strength-Opportunities):

1. Tourism Village settlement program

Ngebret Morowudi Village in Gresik Regency. Development and improvement of Tourism Village facilities to support the growth and development of the Area as a Creative Tourism Village. The infrastructure aspect is a necessity to serve tourists. The facilities that already exist at the study location but still need to be improved are merchant places in tourist areas need to be improved to suit their designation both for food and beverage traders, there are several facilities that do not yet exist at the location, namely; hotel, lodging (HomeStay), Health Services, shops souvenirs, galleries, and road access needs to be fixed. Construction and settlement of roads (accessibility). Accessibility is also an influential aspect for the growth and development of the region to provide convenience and smooth activities. Study location based on its accessibility aspect has low access in a sense is still hard to reach. It can be judged from the existence and advice Existing transportation is: Quality highways and access, limitations traffic signs and road markings and The type of transport is still very limited.

D. Development Model of the strategy ST (Strength - Treats):

Economic development strategy Creative based on local wisdom Sustainable. Development concept continuous, namely; Development Process The potential of creative industries that are not Putting Human Resources Aside owned for development in the future. Regional Development Fixed Creative Tourism Village Settlement. Pay attention to important aspects sustainable economic, physical environment and culture as a resource that is important in tourism development. Environmental quality. Milieu is a very vital factor for the development of tourism. Environmental damage caused Because tourism takes time its a very long time to be able to returned to normal. There are several programs Implementation that can be done to prevent damage environment, namely: clean culture milieu. Building a culture of community that environmentally friendly via Action supervision, coaching and good environmental management from elements of government and society. Things that elements need to do the government is; Socialize Law No. 32 of 2009 About protection and management Environment to the community and industries including prohibition and Sanctions for anyone who is clear carry out environmental destruction. From Community Empowerment Element Environmental Management. Strict rules from the government for management milieu. Holding various Community Counseling in an attempt to build and raise awareness society will be important eco-friendly culture. Counseling needs to be done by routine and ongoing as well as does not take place through media print and electronic mass. Build a recycling system Organic and Non-Organic Waste in order to reduce environmental pollution, Reforestation and maintenance. In general maintenance It is expected to be done by sustainable and effective. Provide supporting advice to maintain cleanliness environment like a trash can organik and non-organik. Work filial piety/mutual aid can carried out by the community or the stakeholders are A form of responsibility society on nature. It is can be used as one an educational event in the village existing creative tourism. Reforestation What is meant is provide rejuvenation and Replanting on land or palm trees that have Experiencing damage needs the presence of rejuvenation of such plants. Improving the quality of social life Culture Society social life and the culture of the settlement community Creative tourism village in ngebret hamlet morowudi village must be able to Enhanced to make it happen Improving the quality of Legen drinks and Siwalan as the main producer people in the tourist area. Socio-cultural life of the people. Things to do between other:

Making local culture a Residential village, tourist villages creative. Culture is a thing The most important thing for tourism in Settlement of Creative Tourism Village of agrotourism because it is in the district area Gresik. There is a wide variety Culture with uniqueness and characteristics typical of each of them It is expected to be able to become a village Creative Tourism for Tourism in the territory. Economic improvement community. Benefits that obtained from village development Creative tourism has an opportunity Work Drags Business Opportunities For the eventual tourism service business MMPU Increases Revenue community. Share development Tourism Changing economy at the level of local community economy get better. For service businesses tours that are ultimately capable to increase revenue community. Benefits that felt by the community for Tourism Development Culture is the traditions and customs that reflects attitudes and behavior Very friendly community practice in the realization of improvements Quality of Drink as the main producer of society in the tourist area. Life socio-cultural society.

E. Development Model of WO Strategy (Weaknesses – Opportunities)

Promoting creative tourism villages in Gresik Regency can implemented by the Empowerment Office the people of Gresik Village. In order to increase promotion Tourism Sector Uses: Tourism promotion with using Social media such as Instagram,Whatsapp,Facebook, YouTube.

F. Development Model of Strategy WT (Weaknesses - Threats)

Increased Human Resources. According to tourism experts states that "tourism is hightouch, high-tech and high involvement industry where is the people who make the difference". Source preparation Tourism human resources must be is the main concern. Resource upgrade steps

Humans are done in terms of quantity and good quality. The quantity of human resources must be Prepared to anticipate changes in the number of tourists. Besides The element of resource quality Human beings must be able to accommodating diverse trends existing characteristics of tourists. Provide training on how Interaction with Tourist Visitors and improve source quality human power as a whole. Inviting the whole community to can participate in efforts Developing Lontar Sewu Tourism both in construction and others. Based on the Analysis that has been Revealed, then this matter will be very help if there is a presence Related apps with efforts to increase tourists Use the services of a tour guide. Wesuggest ToGo app innovations (Online Tour Guide) to help government in order to improve tourism in Gresik City. Not only to improve tourism in Gresik City, this application can also boost the economy the people of Gresik City because of the application who offers this tour guide service can involve the surrounding community Attractions to become a tour guide. ToGo is an application that offer services similar to some Other applications that have been running in

Indonesian. Examples of applications that offering services is Go-Jek the famous for shuttle service and HomeCare24 that offers services health or nurses who can Booked online, come home and perform consumer care in house.

IV. CONCLUSION

1. The potential of Hendrosari Village be:

Creative and Innovative Tourism Capitalize on creative ideas can be occupied by anyone who able to think creatively and innovatively Creative and Innovative Tourism as Industries that emphasize onHuman creativity by developing and processing raw materials along withdevelopment of technology, information, and lifestyle. Lifestyle that occurs in society over time continues undergoes changes in line with Promoted trend development via social media and Youtube has increasing implications community needs. In practice, Creative Tourism and

Innovative has two tendenciesi.e. society as consumers who act pragmatically consume creative products, while the producer society act creatively producing. Nevertheless, society expected to prefer as Creators Who Can Produce Products can be sold not only in local scope, but can alsoCompete at the national level even internternational. Future expectations Creative and Innovative Tourism productscan boost the economy populist. SWOT Analysis and Strategy SO, ST, WO, WT can be arranged Model and strategy development Creative and innovative tourism village based on community participation and Local wisdom to improve welfare of the village community Ngebret Gresik. SO, His Strategy Accessibility and infrastructure development of its model; Setup settlement of tourist villages. ST The strategy Creative industry Continuous, model development that is; Improve product quality Wisdom-Based Goods and Services Local as a sector support existing tourism Increase quality of socio-cultural life local people. Increase the economy of the local community. WO Creative promotion strategies in the field of Tourism, Model Development promotion by DISPARBUD. WT HR development strategy, the development of the Model; Increased Human resources must be the main concern is both quantity and quality. Provide training How to interact together uphold tourism and improve Quality of Human Resources Total.

A.Recommendations

Based on the discussion above, then the compiler of the model and strategy Community on Creative Tourism Based Local wisdom to improve Community Welfare of Ngebret Hamlet, Morowudi Village Gresik.

1. So that this tourist village provides decent place for the MSME traders in the area the tour. Good selling food and drink.
2. Provide training andassistance to MSMEs who selling food by taking care of PIRT and for those who sell drinks can take care of BPOM as well maintaining food quality and signature drinks that have been There is, as well as being a favorite of the people.
3. Add food variants and beverages based on who became characteristic souvenirs from the Village Ngebret
4. Provide a place for MSMEs Batik ikad dip in order to sell in the area of tourist attractions (due to the presence of Renovation to date has not beenGetting a place to sell in the tourist area).

5. The entrance ticket can be a ticket that round-shaped. More practical than on the form of a regular ticket. Concern Cadet corals need to be improved.

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