Local Wisdom-Based Tourism Development Strategy at the Ke'te' Kesu' Tourism Object, North Toraja Regency

Abedneigo Carter Rambulangi[1], Agustinus Mantong[2], Dina Ramba[3], Stefani M. Palimbong[4], Wilma D. Ardiyanti[5], Winta Panimba[6], Marniati[7]

[1,2,3,4,5,6,7]Universitas Kristen Indonesia Toraja

E-mail: abedneigo@ukitoraja.ac.id[1]

Abstract: This study aims to determine the Local Wisdom-Based Tourism Development Strategy at the Ke'te' Kesu' Tourist Attraction, North Toraja Regency. The data analysis techniques used in this study are data reduction, data presentation, and conclusion drawing. From the results of the study, it is known that : (1) The resources at the Ke'te' Kesu' Tourist Attraction are one of the livelihoods of family groups and communities living around the Ke'te' Kesu' Tourist Attraction. (2) Funding sources at the Ke'te' Kesu' Tourist Attraction are obtained from entrance fees without assistance from other social services. (3) The Information System at the Ke'te' Kesu' Object is one of the world-famous tourist destinations and is known by both foreign and local tourists. (4) Utilization of Facilities at the Ke'te' Kesu' Tourist Attraction has various facilities that can be used by tourists who come to visit. (5) Existing Values and Norms It is very necessary to uphold the customs that exist in a region, as well as the need to maintain ethics and also obey the values and norms that exist in a region. (6) How to Maintain Existing Local Wisdom It is necessary to maintain and preserve existing local wisdom so that it is maintained and protected from theft.

INTRODUCTION

Indonesia has the potential to become a popular tourist destination for foreign tourists, as seen from data from the Central Statistics Agency (BPS), the 11 provinces most frequently visited by foreign tourists are Bali with more than 3.7 million visitors, followed by DKI Jakarta, the Special Region of Yogyakarta, East Java, West Java, North Sumatra, Lampung, South Sulawesi, South Sumatra, Banten, and North Sumatra. Approximately 59% of foreign tourists visit Indonesia for vacation purposes, while 38% for business purposes. Indonesia has long been renowned internationally as a captivating country. Indonesia's diverse tourism offerings offer unparalleled natural beauty and exoticism (Batubara, 2018) .

By looking at the positive and negative sides of tourist attractions in Indonesia, we can conclude that tourist attractions in this country are no less good than those in other countries, in fact this country can compete with other countries, seen from the number of foreign tourists who

vacation and do business in this country.

South Sulawesi is a province with abundant natural resource potential. Its pristine geography and regional characteristics, along with a culture still oriented toward local wisdom, make South Sulawesi a haven for diverse tourism attractions. If successfully developed, it could improve community well-being and become a source of revenue for both the region and the nation.

In Law Number 10 of 2009 concerning Tourism, tourism development is needed to encourage equal business opportunities and gain benefits and be able to face the challenges of changing local, national and global life (Rudy, 2019) . Tourism has been known in the world since prehistoric times, but of course the definition of tourism at that time was not like it is today (modern). Since ancient times, nations in the world such as the Sumerians, Phoenicians, and Romans have traveled, but the purpose was still to trade, increase knowledge of life sciences, or political science. Meanwhile, in Indonesia itself, tourism has been known since the time of the kingdoms that ruled the archipelago, although they still had an interest in controlling each other.

Tourism is an activity that can realize, maintain, develop, and appreciate the diversity of the Indonesian archipelago. As an archipelagic nation, Indonesia boasts abundant natural resources and a diverse range of cultures, customs, and religions, and South Sulawesi Province is no exception.

South Sulawesi Province is one of Indonesia's leading tourist destinations, boasting significant potential for tourism development, both in the form of natural and cultural attractions. Its natural beauty, diverse cultural traditions, and traditions inform local life. Furthermore, it boasts priceless ancient relics, a legacy of our ancestors.

In the era of regional autonomy, the tourism sector plays a crucial role in supporting a region's economy due to its relevance as a source of accelerated regional economic growth. Developing tourism based on local resources will have a multiplier effect on other economic sectors by increasing added value and boosting community income.

Ke'te' Kesu' is one of the places used by the Toraja tribe to perform funeral ceremonies called Rambu Solo. The Ke'te' Kesu' tourist industry destination has existed since the time of the ancestors of the Toraja Tribe, but as a tourist destination, Ke'te' Kesu' has begun to complete its functional activities according to government standards from 1970 until now. The Ke'te' Kesu' tourist destination has been famous among local and foreign tourists since around 1979 and in the long term the government has continuously prepared offices to support the climate of the holiday destination. Ke'te' Kesu' is designated as a Cultural Heritage with registration number 290 which must be maintained or secured.

Ke'te' Kesu' is the most comprehensive representation of the giant culture in North Toraja. The Tongkonan at Ke'te' Kesu' features beautiful carvings and buffalo horns arranged to represent the social status of the homeowner. The bamboo roof of the Tongkonan is overgrown with weeds, but the Management Board deliberately avoids clearing it because this grass can be useful for retaining water spills. Based on the above background, a study entitled "Local Wisdom-Based Tourism Development Strategy at the Ke'te' Kesu' Tourist Attraction in North Toraja Regency" can be proposed.

LITERATURE REVIEW

Strategy is a general pattern of decisions or actions (*strategies are realized as patterns of decisions or actions)*. In the world of education, it states that strategy is defined as *a plan, method, or series of activities designed to achieve a particular educational goal*. Strategy can be defined as a plan that contains a series of activities designed to achieve a particular educational goal

(Fanani, 2014) .

Strategy as a long-term direction and scope of an organization to gain advantages through the configuration of changing environmental resources to meet market needs and meet the expectations of various parties (Syukran, 2019) . Strategy is a unified, broad and integrated plan that links the company's strategic advantages with environmental challenges, designed to ensure the company's main objectives can be achieved through proper implementation by the organization (Soleh, 2017) .

From the explanation above, it can be concluded that strategy is a step taken in an activity to achieve a predetermined goal. In strategic planning for a tourist destination, environmental and resource analysis are conducted. The purpose of this analysis is none other than to identify and understand key resources, particularly the strengths *and* weaknesses *of* the organizations or institutions responsible for tourism development in that destination (Khasanah, 2017) .

This tourism development strategy has five indicators in implementing the tourism development process, including tourist objects or attractions, tourism infrastructure, tourism facilities, management or infrastructure, and the community (Srilestari, 2016) . Strategy is very important because the resources available to achieve it are usually limited.

Strategy involves the process of setting goals and prioritizing them, determining actions to achieve them, and mobilizing resources to implement them. The methods used in tourism development are certainly very different. The methods and approaches may differ, but the principles remain the same. Strategy is necessary for planning to be implemented practically and specifically. Therefore, it must include consideration and adjustments to the reactions of people and affected parties. In this case, a strategy is essential to support the planning process (Fatimah, 2017) .

Tourism is a travel activity undertaken by an individual or group of people visiting a specific location for recreation, personal development, or to learn about the uniqueness of the tourist attraction they visit for a short period of time. Tourist attractions are places that serve as centers of attraction and can provide satisfaction, especially to visitors (Mawadda et al., 2016).

A tourist attraction is a place that is visited by visitors because it has resources, both natural and man-made, such as natural beauty or mountains, beaches, flora and fauna, zoos, ancient historical buildings, monuments, temples, dances, attractions and other unique cultures (Prasetyo, 2017) . A tourist attraction is anything that is a tourist target, a tourist attraction is very closely related to tourist attractions. An area that is a tourist attraction must have a uniqueness that is the main target when visiting the tourist area. The uniqueness of a tourist area can be seen from the local culture, nature and flora and fauna, technological advances and spiritual elements. (Siregar, et al., 2018).

The quality of a tourist attraction can be assessed not only by its condition but also by the facilities, services, marketing, and accessibility that support it. Visitor assessments of existing attractions can be used as a reference for future tourism development. Tourism development should be tailored to visitor expectations, ensuring satisfaction with the experience, and encouraging longer stays and repeat visits. (Murti, 2017).

Tourist attractions and attractions are the foundation of tourism. Without attractions in a particular area or location, tourism is difficult to develop. (Firmani et al., 2016) A tourist attraction must improve its quality to achieve a positive perception. This is because perceptions of the quality of a tourist attraction can be a benchmark for assessing the level of quality of a tourist attraction. The quality of a tourist attraction is one of the determining factors in attracting visitors. A tourist attraction is interdependent on attractions, facilities, infrastructure, transportation, and services.

This, of course, greatly determines whether an object is worth visiting or not. A tourist attraction requires infrastructure and transportation to reach the tourist destination. In addition, the availability of facilities is also important in meeting the needs of visitors while away from their homes. (Mardhatillah, 2018).

Development is an effort to improve technical, theoretical, conceptual, and moral abilities according to needs through education and training. In general, tourism development is defined as an effort to encourage changes in tourism with the aim of obtaining better profits and benefits. Tourism development is aimed at utilizing tourism resources and potential to become a reliable economic activity for foreign exchange earnings, expanding and equalizing employment opportunities for local communities, developing regions, and introducing the nation's nature and culture. Tourist attractions are the characteristics of an area supported by the natural and cultural conditions of an area. In foreign tourism literature, tourist attractions are known as: "Tourism attractions" which are everything that attracts people to visit an area (Suarto, 2017).

The General Indonesian Dictionary defines development as a way to improve something so that it becomes more attractive and comfortable for tourists. A tourist attraction is a place that attracts tourists, boasting attractions, both natural and man-made, such as natural scenery or mountains, animals and plants, beaches, ancient historical buildings, dances, and unique cultures (Treasure, 2017).

Tourist attractions are anything that has uniqueness, beauty and value in the form of diverse natural resources, culture and the results of human creativity as a characteristic that is targeted by visiting tourists. (Supriyanto, 2022) . Tourist attractions are unique resources, both natural and man-made, that are managed and developed to attract tourists. Meanwhile, tourism development is an activity that has positive effects and does not damage existing facilities, such as ecological and social systems.

So, from the discussion above, it can be concluded that developing tourist attractions is a way to change a tourist destination by utilizing existing resources or potential so that it has an attraction for tourists to visit which has an impact on the surrounding environment, especially the economy.

Local wisdom, often referred to as local wisdom, can be understood as a human effort to use reason (cognition) to act and behave toward something, an object, or an event occurring within a specific space. The above definition, etymologically, defines wisdom as a person's ability to use their reason to act or behave as a result of an assessment of something, an object, or an event. As a term, wisdom is often interpreted as 'wisdom'.

Local wisdom is a truth that has become a tradition in society, inherent in the character of a community in a place, born from environmental forgings that are passed down through generations so that they become values, traditional habits, cultural traditions that become local rules and agreements. Local wisdom as the ideas of a community is filled with values of wisdom that are arranged and followed by every individual in a community (ARDHI, 2023) .

Forms of local wisdom are peace in practicing religion in the form of social activities based on a local cultural wisdom. Culture in this case, namely values, norms, ethics, beliefs, customs, customary laws, and special rules are forms of local wisdom in society. The highest values related to local wisdom, for example, having a sense of love for the creator of the universe and everything in it and also being responsible, always honest, always disciplined, and also having a sense of respect, having affection and also caring, and not giving up easily, being just, and also having tolerance and also a sense of unity (Ardiati, et al., 2019) . Local wisdom is a form of a scheme of a culture based on good and bad and also local culture is something that provides completeness to

regional culture, which is the most essential part of a national culture. Local culture is not only expressed in a form of beautiful expression of feeling through art, but also in all kinds of forms, behaviors, actions, and forms of thought that also exist far behind what is visible (Tasrif, 2023) .

Local wisdom refers to the various cultural riches that grow and develop in a society that are known, trusted, and recognized as important elements that can strengthen social cohesion within the community (Arum, 2020) . Quaritch Wales defines local wisdom or local genius as "the sun of the cultural characteristics which the vast majority of a people have in common as a result of their experiences in early life".

Local wisdom aims to improve welfare and create peace. Local wisdom is extracted from cultural products that concern the life and livelihood of the community that owns it, for example, value systems, beliefs and religion, work ethics, and even how these dynamics occur. (Sibarani, 2015) . In Law No. 32 of 2009, local wisdom is a protection and management of the environment in accordance with the values of beliefs held by a local community in order to maintain its sustainability. In addition, the Big Indonesian Dictionary explains that local wisdom is a condition where a place has a life that is different from other places that is a characteristic of that place that has both individual and universal value.

METHOD

The research method used in this research is a qualitative approach research method used to describe, explain, or summarize various conditions, situations, phenomena, or research variables according to events as they are that can be photographed, interviewed, observed, and expressed through documentaries (Burhan Bungin, 2012). The qualitative approach is a research step that can produce descriptive data to find out the picture or conditions that occur at the Ke'te Kesu' Tourist Attraction in North Toraja Regency.

The data collection procedure in this study was carried out using several methods, namely: Library research is research conducted by reading books or magazines with other data sources in the library, Field research is research that is carried out directly in the field using several methods, namely:

1. Observation, which involves observing and researching directly at the research location. Observations are conducted to enrich the data, and in this study, observations were conducted during interviews.
2. Interviews, namely research activities by asking questions to research informants so that data collection is done through direct questions and answers to the managers of the place being researched.
3. Documentation, namely research activities by collecting research evidence in the form of photos/images, or in other forms of documents as long as they are related to the research object.

The data analysis technique used in this study is a qualitative descriptive method, namely data obtained by researchers from the field which is then analyzed, formulated, and interpreted to obtain an overview of the Local Wisdom-Based Tourism Development Strategy at the K'te Kesu' Tourist Attraction in North Toraja Regency.

RESULT AND DISCUSSION
Research Results

The results of the research on Local Wisdom-Based Development Strategy at the Ke'te' Kesu' Tourist Attraction in North Toraja Regency by conducting direct interviews with the

managers of the Ke'te'Kesu' Tourist Attraction are as follows:
1.   Human Resources
        Human Resources are all human aspects that support tourism activities, both tangible and intangible, which aim to fulfill the needs and create tourist satisfaction and have a positive impact on the economy, welfare, and environmental and cultural sustainability in a tourist area. Researchers conducted interviews to determine the human resources available at the Ke'te' Kesu' tourist attraction by conducting a direct interview with Mr. Tinting Sarungallo. Researchers conducted a direct interview with the manager of the Ke' te' Kesu' tourist attraction, who stated that:
        "For Human Resources at the Ke'te' Kesu' Tourist Attraction, namely by designating the Ke'te' Kesu' Tourist Attraction as an ancient cultural heritage so that it has a good impact on the Ke'te' Kesu' Tourist Attraction family group and the surrounding community by utilizing foreign and local tourists who come, so that some become tour guides and some also open shops that sell various kinds of decorative knick-knacks such as: Toraja machetes, scarves, Toraja clothing, miniature human statues/tau-tau, and miniature Toraja Tongkonan houses (Interview, January 21, 2024)".
        From the statement above, it can be interpreted that the Human Resources at the Ke'te' Kesu' Tourist Attraction are one of the livelihoods of the family groups and communities living around the Ke'te' Kesu' Tourist Attraction. However, what is more dominant in the management of the resources at the Ke'te' Kesu' Tourist Attraction are the family groups living around the Tourist Attraction.
2.   Funding Sources
        Funding sources for the development of village tourism destinations can come from the government, the private sector, or the community. Researchers conducted interviews to determine the funding sources for the Ke'te' Kesu' tourist attraction by conducting a direct interview with Mr. Tinting Sarungallo. The researchers conducted a direct interview with the manager of the Ke'te' Kesu' tourist attraction, who stated:
        "Funding sources for the Ke'te' Kesu' Object are obtained from foreign and local tourists who come to visit by paying an entrance fee in the form of an entrance ticket at a price of IDR 15,000/person which is carried out by family groups in turns according to a predetermined schedule per year, where the change of guard at the entrance post is carried out every 1 month (Interview, January 21, 2024)".
        From the statement above, it can be interpreted that the funding source for the Ke'te' Kesu' tourist attraction is obtained from rent payments made by family groups in turn once a month for a period of 1 year.
3.   Information Systems
        Information systems on a tourist attraction, tourist area or rides within the tourist attraction/tourist area can be obtained from the tourism information system. In addition, the tourism information system also provides some supporting information for tourism activities (accommodation, transportation, tickets, hotels, and others). The presentation is in one system that aims to provide convenience to tourists (domestic and international). Researchers conducted interviews to find out the information system at the Ke'te' Kesu' Tourist Attraction by conducting a direct interview with Mr. Tinting Sarungallo. Researchers conducted a direct interview with the manager of the Ke' te' Kesu' Tourist Attraction who stated that:
        "There's no longer a need for an information system at the Ke'te' Kesu' tourist attraction, as it has been listed by UNESCO (The United Nations Educational, Scientific, and Cultural

Organization) as a tourist attraction with an ancient cultural heritage site that deserves to be protected and preserved. This allows both foreign and local tourists to easily find out about the Ke'te' Kesu' tourist attraction and its culture (Interview, January 21, 2024).

From the statement above, it can be interpreted that the Ke'te' Kesu' Object is a tourist destination that has gone global and is known by both foreign and local tourists.

4.   Utilization of Facilities

Facility Utilization, namely the lack or inadequacy of supporting facilities at tourist attractions, can impact the lack of visitors. One way to improve the quality of tourist destinations is to provide complete facilities for all tourists. These tourism facilities will ultimately support the creation of convenience, comfort, and safety for tourists when visiting tourist destinations. Researchers conducted interviews to determine the utilization of existing facilities at the Ke'te' Kesu' Tourist Attraction by conducting direct interviews with Mr. Tinting Sarungallo. Researchers conducted interviews directly directly with the manager of the Ke' te' Kesu' Tourist Attraction who stated that:

"Regarding the use of facilities at the Ke'te' Kesu' tourist attraction, a designated party has been appointed to maintain and manage them, or a mechanism is already in place to maintain them. For example, facilities available to tourists include tongkonan (traditional bamboo huts), alang (rice barns) for resting, megalithic sites, a museum, a tomb, a souvenir shop, restrooms, and a prayer room for Muslim tourists who wish to pray (Interview, January 21, 2024)."

From the statement above, it can be interpreted that the Ke'te' Kesu' Tourist Attraction has various facilities that can be used by tourists who come to visit for the comfort and safety of visitors who come.

5.   Existing Values and Norms

Values and Norms in tourism are a set of norms and values that govern the behavior of tourists, tourism industry players, and local communities. Researchers conducted interviews to determine the values and norms that exist at the Ke'te' Kesu' Tourist Attraction by conducting direct interviews with Mr. Tinting Sarungallo. Researchers conducted interviews directly with Mr. Tinting Sarungallo. directly with the manager of the Ke' te' Kesu' Tourist Attraction who stated that:

"It is very important to obey the values and norms of the Ke'te' Kesu' tourist attraction. For example, the dress code for visiting the Ke'te' Kesu' tourist attraction is to dress modestly or cover up. However, with the development of the current era, it has become commonplace for some people. However, if you want to visit the Ke'te' Kesu' tourist attraction, try to dress neatly and modestly to comply with the existing values and norms. And also, tourists who come are prohibited from taking or moving items in the cemetery area, because if anyone takes or moves items in the cemetery area, they will be subject to customary sanctions in the form of slaughtering a pig or slaughtering a buffalo and following a ritual called "Mengkasalah" as has happened to young men who came to visit. "

From the statement above, it can be interpreted that it is very necessary to uphold the customs that exist in a region, as well as the need to maintain ethics and also obey the values and norms that exist in a region. and respect local culture, including local customs, religion and beliefs.

6.   Maintaining Existing Local Wisdom

Maintaining local wisdom is a shared responsibility to preserve and respect the knowledge, values, and cultural traditions that have developed in a society or region for centuries. Researchers conducted interviews to find out how to preserve local wisdom at the Ke'te' Kesu' tourist attraction by conducting direct interviews with Mr. Tinting Sarungallo. Researchers conducted interviews

directly directly with the manager of the Ke' te' Kesu' Tourist Attraction who stated that:

"Maintaining local wisdom at the Ke'te' Kesu' tourist attraction is done by maintaining its authenticity and also conducting regular cleaning or maintenance to maintain its sustainability. For the cemetery area, it is very necessary to protect it from loss/theft by installing iron fences for the "Tau-tau" statues in the cemetery area and replacing the wooden supports for the hanging graves on the rock cliffs so that they do not rot due to age and that they can last for several years to come."

From the statement above, it can be interpreted that there is a need to maintain and preserve existing local wisdom so that it is maintained and protected from theft.

CONCLUSION

Based on the results of research on Local Wisdom-Based Tourism Development Strategies at the Ke'te' Kesu' Tourist Attraction, namely:

1.   Human Resources

Human resources at the Ke'te' Kesu' Tourist Attraction are something that is very beneficial for the extended family or community living around the Ke'te' Kesu' Tourist Attraction because they can increase income by utilizing what is available.

The results of this study are in line with research conducted by Mangiring et al. (2019), with research results, namely the development of local tourism that is able to explore more of the potential that exists in the Ngidam Muncur Tourism Village. and support the creation of employment opportunities that can increase the income of local residents by utilizing available natural resources.

2.   Funding Sources

The funding sources for the Ke'te' Kesu' Tourist Attraction are funding sources obtained from entrance tickets or entrance fees collected to maintain and care for the Ke'te' Kesu' Tourist Attraction so that its authenticity is maintained.

3.   Information Systems

A tourism information system is a system that contains information about tourism, including the location of tourist attractions, distances, and routes to tourist attractions, information about tourist attractions, and information about facilities around tourist attractions, thus helping tourists obtain information about tourist attractions. The information system at the Ke'te' Kesu' tourist attraction makes it very easy for tourists to visit because Ke'te' Kesu' has been listed as a cultural heritage site by UNESCO.

The results of the study are in line with the research conducted by Iis Ismawati, (2018), with the results of the study namely Nagari Tarantang, Harau and Solok Bio-Bio Harau Valley Area has the potential to be developed into an agrotourism area and is assessed according to the needs of visitors, Philosopher, Tungku Tigo Sajarangan is a potential local wisdom that can be used as a leadership model to overcome conflicts of interest in the management of the Harau Valley Tourism Park and strategies for developing new attractions and tourist objects based on culture and local wisdom that involve more of the community accompanied by IT-based marketing and promotional activities.

4.   Utilization of Facilities

Utilizing the facilities at the Ke'te' Kesu' tourist attraction is crucial for preserving local wisdom. Adequate facilities will make tourists feel more comfortable and encourage them to return.

5.   Existing Values and Norms

The Ke'te' Kesu' tourist attraction still highly upholds existing values and norms. This is because the Ke'te' Kesu' tourist attraction is deeply rooted in the culture and customs passed down from the ancestors of the Ke'te' Kesu' people.

The values and norms that exist within a tourist attraction can be seen as absolute, inherent to the object, present within people, and synonymous with their behavior. Meanwhile, norms are rules or practices implemented by a community to align with the values held by the local community. Norms are derived from existing social values within the community.

6.   Maintaining Existing Local Wisdom

Local wisdom is a view of life and knowledge as well as various life strategies that are manifested in activities carried out by local communities in answering various problems in fulfilling their needs. The way the management of the Ke'te' Kesu' Tourist Attraction maintains the existing Local Wisdom is by routinely cleaning the entire area of the Ke'te' Kesu' Tourist Attraction so that cleanliness around Ke'te' Kesu' is always clean. As well as carrying out routine maintenance on the Tongkonan house, Lumbung/Alang, Museum, and the cemetery area to keep it clean and also replacing the supporting wood on the hanging graves so that it does not rot easily with age

REFERENCES

Ardhi (2023) "Potential for Developing Local Wisdom Tourism in Lembang Baruppu" Benteng Batu'. Pages 114-119'.

Ardiati, M., Amral, S. and Rahima, A. (2019) 'Local Wisdom Values in Traditional Expressions of Wedding Ceremonies of the Remban Village Community, Muratara Regency, South Sumatra Province', 3(2).

Arum, ZDP (2020) 'Visual Communication Design Study Program, Department of Design, Faculty of Fine Arts, Indonesian Institute of the Arts Yogyakarta 2020'.

Batubara, A. (2018) 'Islamic Economics Study Program'.

Fanani, A. (2014) 'Unraveling the Confusion of the Terms Learning Strategy and Method', Nadwa: Journal of Islamic Education, 8(2), pp. 171–192. Available at: https://doi.org/10.21580/nw.2014.8.2.576.

Fatimah, S. (2017) 'Submitted to fulfill the requirements to achieve a Bachelor of Islamic Social Sciences (S.Sos.I) majoring in Da'wah Management (MD)'.

Firmani, SN, Turgarini, D. and Putra, MK (2016) 'Preservation of Kalua Orange Peel Snacks as a Sundanese Gastronomic Heritage in Ciwidey, West Java', 5.

Khasanah, I. (2017) 'Sharia Economics Study Program, Faculty of Islamic Economics and Business, State Islamic University (UIN) Prof. Kh Saifuddin Zuhri Purwokerto 2023'.

Mardhatillah, G. (2018) 'Faculty of Agriculture, University of Lampung, Bandar Lampung'.

Mawadda, S., Aslami, N. and Harahap, RD (2016) 'Analysis of the Impact of Halal Tourism Sector Development in Increasing Income and Number of Workers (Case Study of Bahorok District)'.

Murti, HC (2017) 'Tourist Perceptions of the Development of the Batang Dolphin Center Tourist Attraction'.

Prasetyo, P. (2017) 'Strategy of the Department of Culture, Tourism, Youth and Sports in Developing the Potential of Tourism Objects in Tarakan City', 1.

Rudy, DG (2019) 'Tourism Principles and Community Priority Rights in Tourism Management based on Law Number 10 of 2009 concerning Tourism', 13.

Sibarani, R. (2015) ' Anthropolinguistic Approach to the Study of Oral Tradition'.

Siregar, RA, Wiranegara, HW and Hermantoro, H. (2018) 'Development of the Lake Toba Tourism Area, Toba Samosir Regency', Tataloka, 20(2), p. 100. Available at: https://doi.org/10.14710/tataloka.20.2.100-112.

Soleh, A. (2017) 'Village Potential Development Strategy'.

Srilestari, S. (2016) 'Development of Bono Tourism Objects by the Department of Culture, Tourism, Youth and Sports in Pelalawan Regency', 3(2).

Suarto, E. (2017) 'Tourism Object Development Based on SWOT Analysis', Spatial Journal, 3(1). Available at: https://doi.org/10.22202/js.v3i1.1597.

Supriyanto, S. (2022) 'Tourism Potential of Glagah Beach as a Sports Tourism Destination in Kulon Progo Regency in Yogyakarta', 20.

Syukran, LM (2019) 'The Central Lombok Regency Land Office's Strategy in Addressing Duplicate Certificates', Journal of Government and Politics (JGOP), 1(1). Available at: https://doi.org/10.31764/jgop.v1i1.944.

Tasrif and Muhammad Subhan (2023) 'Mental Revolution Through a Container of Harmony and Resilience of Local Communities', Journal of Communication and Culture, 8(2), pp. 104–120. Available at: https://doi.org/10.59050/jkk.v8i2.53.