

Local Ecotourism: “Strengthening the Potential of Sampora Legok Village To Become a New Tourist Destination”

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ABSTRACT: This study aims to identify the potential factors that can be used for the development of ecotourism in the existing Sampora Legok Village. This research uses Crosstab Analysis and Cobweb Analysis. Crosstab analysis is used to obtain the profile of the respondents by connecting three variables, namely education, profession, and impact. Meanwhile, cobweb analysis is used to map variables that are potential factors for the development of ecotourism in Sampora Legok Village. The data used in this study is primary data. The results of the study indicate that there are six potential factors that must be developed, namely the unspecified amenity price, no programs that can increase visits, at least known tourist spots, limited facilities and infrastructure, lack of promotional information, and lack of support from the government and local residents. Based on these factors, developments that can be carried out by the team management of Sampora Legok Village include setting admission prices, developing edutourism programs and community events, using social media for promotions including promoting existing tourist spots, adding and improving facilities and infrastructure, and establishing partnerships with the government and local residents.

KEYWORDS: Developments, Ecotourism, Potential, Sampora Legok Village

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I. INTRODUCTION

The Covid-19 pandemic that has hit the world has had a very heavy impact on the world economy, including the Indonesian economy. Indonesia's economic growth in 2020 is projected decrease significantly at 2.1% to minus 3.5% before returning to an average of 5.4% in 2021 until 2022 when aggregate demand has recovered. Sectors that are most affected in the growth include the services, tourism and aviation sectors [1]. One of the most significant declines in growth is the tourism sector. This can be seen from foreign tourist arrivals which decreased by -0.83% in October 2021 compared to October 2020.

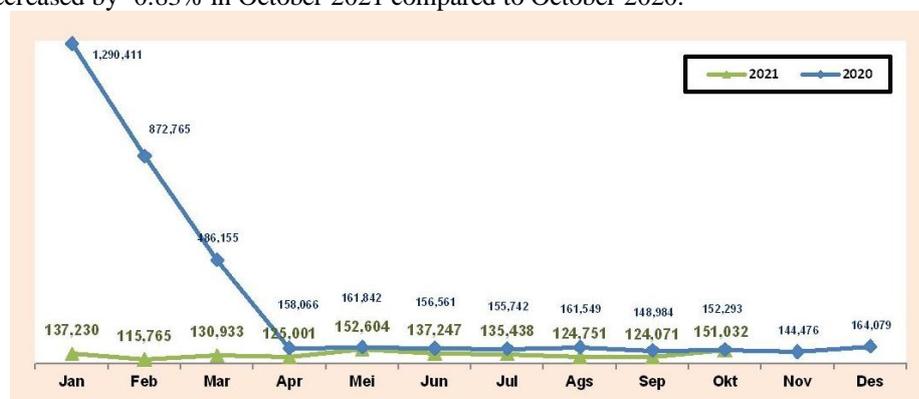


Figure 1: Monthly Visits Of Foreign Tourists

Source: [2] accessed January 6, 2022

A significant decrease in the number of tourists will greatly affect economic conditions because tourism plays an important role in increasing State Revenue, Foreign Exchange, and employment [3]. The government has made various efforts to revive tourism in Indonesia so that it can recover, one of which is by making Proud Traveling in Indonesia, Proud Made in Indonesia, and Indonesia Care/ I Do Care programs. The current tourism development which is one of the leading programs is regional tourism, which can create income to be used in terms of protecting and preserving culture and the environment and directly touching the local community [4].

Indonesia is intensively developing rural tourism by forming tourist villages [5]. Referring to the Regulation of the Minister of Culture and Tourism Number: PM. 18/HM.001/MKP/2011, concerning Guidelines for the National Program for Community Empowerment (PNPM) Independent Tourism through tourism villages, specifically the tourism villages in question are people who already have one of the tourist village activities, including art, culinary and raw materials activities, handicraft production, tour guides, and tourism transportation business. With the development of tourist villages, the local potential in a village can be maximized to improve the welfare of the community [6]. Village potential can be in the form of superior products or other tourism potential, as an indicator that can show an increase in the area or it can be said as integrated tourism.

Sampora is an area located in Cibinong Village, Cibinong District, Bogor Regency. The area of the Sampora Village is divided into 4 Neighborhoods and 19 Neighbors. Geographically, Sampora village is squeezed and behind the Indonesian Institute of Sciences and Knowledge (LIPI) Cibinong so that access to Sampora village is difficult. Sampora village has decent potential and can be continuously developed, starting from the potential in the tourism, agriculture, fisheries, and farm sectors as prime potential. However, in the management process, the sector has not been able to be carried out optimally. Seeing this potential, one of the Faculty Economic and Business students at Pakuan University who is a resident as well as the Head of the Youth Organization of Cibinong Village, was inspired to develop Sampora Village by creating village tourism. Utilizing vacant land owned by residents who were not used, the Head of the Youth Organization Cibinong Village turned the land into a tourist park which was known as Sampora Legok Village Park.

Sampora Legok Village Park has been operating for one year. Currently, Sampora Legok Village Park offers views of agricultural lands equipped with several photo spots as an attraction for visitors. In addition, there are also huts for visitors who are looking for a place to gather with friends, family or communities, which are equipped with a culinary business unit that offers culinary packages for visiting tourists, and each dish is prepared by the women of Sampora Village. However, during one year of operation, Sampora Legok Park was faced with various obstacles, start from many residents who were not supportive and still looked down on them, the lack of local skills to develop Sampora Park as a tourist place that carries the concept of Ecotourism, and the lack of land use for productive needs.

Based on some of the problems encountered today and seeing the potential of Sampora Legok Village Park, a study is needed to mapping the potential for ecotourism development in Sampora Legok Village. This study is expected to help Sampora Youth in developing Sampora Legok Village Park into an Ecotourism Park so that it can increase the income of residents and the income of Sampora Legok Village in the future. This is in line with research conducted by [7], empowerment is one of the keys and a way out of conditions in society that can help various layers so as to provide benefits to individuals and the surrounding environment.

II. THEORETICAL BASIS

Ecotourism is one of the environmentally friendly tourism activities by prioritizing aspects of nature conservation, aspects of socio-cultural empowerment, the economy of local communities as well as aspects of learning and education [8].

According to [9] ecotourism is a travel trip to a natural or artificial natural environment as well as an informative and participatory culture that aims to ensure natural and social and cultural sustainability. Ecotourism focuses on three main things, namely the sustainability of nature or ecology, providing economic benefits, and being psychologically acceptable in the social life of the community. In addition, ecotourism is also based on three legs at once, namely rural tourism, nature tourism, and cultural tourism.

Ecotourism development is influenced by the presence of several elements of the Dirjen of PKKHBPD, 2001 namely: natural resources, historical and cultural heritage, society, education, markets, economy, and institutions [8]. This is similar to what was conveyed by [10] that the criteria for the development of tourist villages include the availability of tourist attractions, distance traveled, the size of the village, the system of trust and community, and the availability of infrastructure. In addition, the criteria for sustainable tourism village development include sustainability on the aspects of environmental sustainability, social sustainability, culture, and economic sustainability. In [11] states that ecotourism which is a combination of conservation and tourism, where the income obtained from tourism must be used for the protection and preservation of nature as well as socio-economic improvement for the surrounding community.

Currently, Indonesia is doing a lot of developing tourism activities in the form of developing tourist villages. The existence of a tourist village is considered to have promising potential in the tourism sector, with a tourist village it can absorb a large number of workers so that the wheels of the economy in the village can turn quickly [12]. In [13] research tourist villages have been recognized as one of the tourism industry sectors that can support tourism development in Indonesia. This is evidenced by the inclusion of a tourist village as one of the nominations for the Indonesia Sustainable Tourism Award (ISTA) 2017-2019 and the ASEAN Sustainable Tourism Award (ASTA), this is based on the existence of a tourist village that not only prioritizes the economic side but also pays attention to environmental sustainability and Cultural local wisdom of a village.

Research conducted by [14] proves that the existence of the Palalangan tourist village, Pasirjambu District, Bandung Regency has a positive impact on local residents, including opening up employment opportunities for residents, elevating the culture and potential that exists in the area and increasing people's income and welfare. Through the development of a tourist village, the profits and income obtained for the community and for the surrounding area come from many activities implemented in the tourism village environment, the profits derived from (entry fees, sales of handicrafts, accommodation services, food, etc.) and other activities generated from village economic activities such as cooperatives, the income generated is used to maintain and improve the cleanliness of the village, environment and facilities and ensure a fair distribution of benefits to all community members [15].

III. RESEARCH METHODS

The research method used in this study is a qualitative research method which is a research method based on the philosophy of postpositivism, used to examine natural object conditions where the researcher is the key instrument, data collection techniques are carried out in combination, data analysis is inductive/qualitative, and research results emphasize meaning rather than generalization [16]. The population in this study were 50 visitors who came to Sampora Tourism Village and 50 Sampora Village residents. The sampling method used in this study is Probability Sampling, with the Random Sampling technique because the sampling of members of the population is done randomly without regard to the existing strata in the population.

Based on the source, the data used is primary data, namely data obtained from stakeholders and residents of Kampung Sampora. Data collection techniques were carried out through interviews, field observations, and questionnaires. The data were processed using Cobweb analysis and crosstab analysis. Cobweb analysis is a simple quantitative analysis method used to map the comparison of various variables or assessment parameters in a graphic form in the form of a spider web [17]. According to [18] cross tabulation in principle presents data in tabulated form which includes rows and columns and data for crosstab presentation is nominal or category scale data.

IV. RESULT AND DISCUSSION

4.1 Profile of Residents and Visitors of Kampung Sampora Legok

The data used in this study were obtained through a survey process and field observations with the target respondents divided into 2 categories. The first respondent category is the visitors of Kampung Sampora Legok as many as 50 people, while the second respondent category is the residents of Kampung Sampora Legok as many as 50 people.

Based on a survey conducted by distributing questionnaires and the factual conditions in the field, it is known that the profile of the residents of Kampung Sampora Legok is dominated by women by 56% with a profession as housewives as much as 52% with an elementary school education background of 42%.

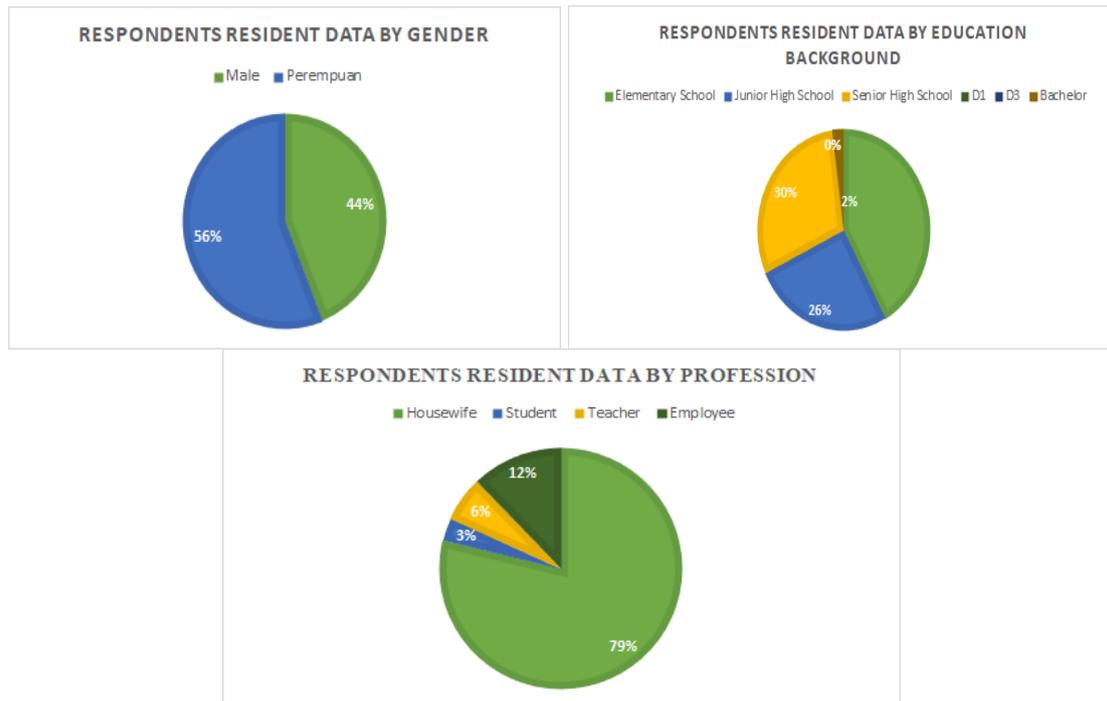


Figure 2: Respondents Profile Of Sampora Legok Village Residents

Meanwhile, the profile of Sampora Legok Village visitors in terms of gender is dominated by men as much as 56% with a senior high school education background of 52% and a profession as an employee by 32%.

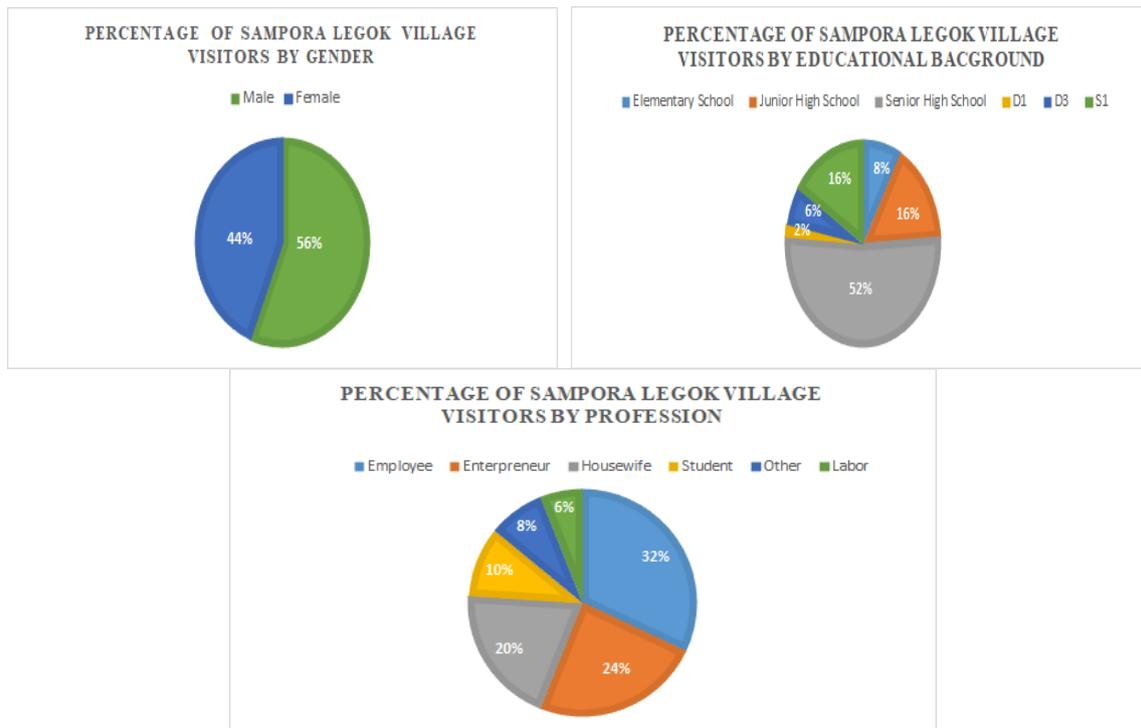


Figure 3: Respondents Profile Of Sampora Legok Village Visitors

Sampora Legok Village is an area that has its own characteristics and charms. However, the inability of the residents to take advantage of the potential of the Sampora Village make a high level of poverty in Sampora Village. This condition forced the residents to work outside Sampora in order to meet their needs and to earn a decent income. Currently, the existence of Sampora Legok Village Park tourism is one solution that is expected to help Sampora Village growth and can create jobs for Sampora Village residents so they don't have to leave Sampora Village just to earn an income. However, based on the facts found in the field, the existence of

Sampora Legok Village Park has not yet fully received support from the residents. This can be seen in Figure 4. that of 66.7% of residents who work as housewives with primary school education, 19% stated that the negative impact of Sampora Park tourism was the presence of some residents who are not supportive, the same thing was stated by 85% of residents with the profession as a housewife with junior high school education 46% stated that some residents who are not supportive as well as 40% of residents who have senior high school education with other professions 27% have the same opinion.

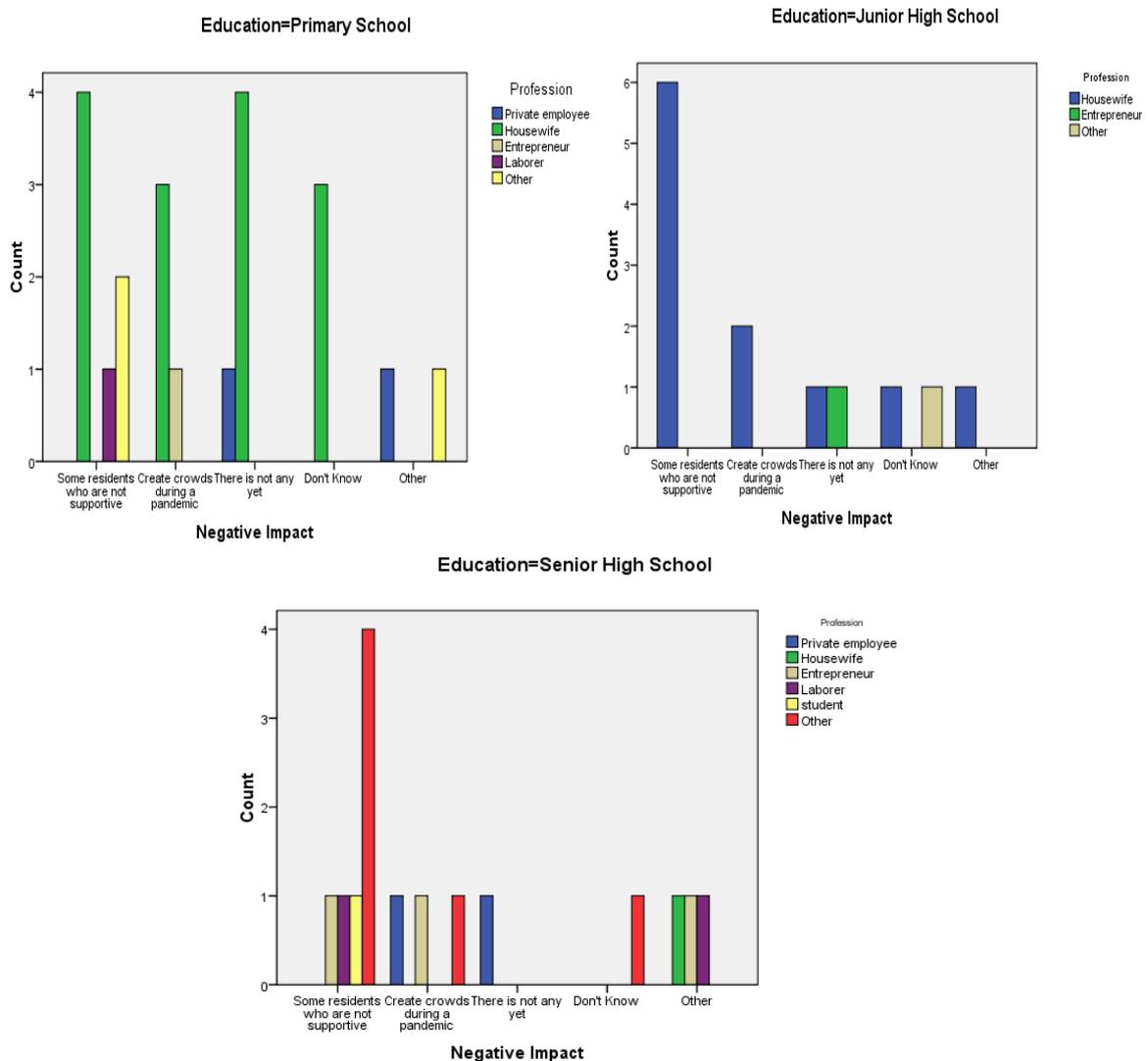


Figure 4: Residents Statement About Negative Impact Of Sampora Legok Village Park

Although many residents are not supportive about the existence of Sampora Legok Village Park, it cannot be denied that the local residents have benefited from the existence of the Sampora Legok Village Park. As we can see in Figure 5 below, residents of Sampora Village with primary and junior high school education with profession as a housewife 47.6% and 46.2% stated that Sampora Legok Village Park tourism had a positive impact which is open the business opportunity for the community, the same thing also delivered by residents with a senior high school education level with other professions by 27%.

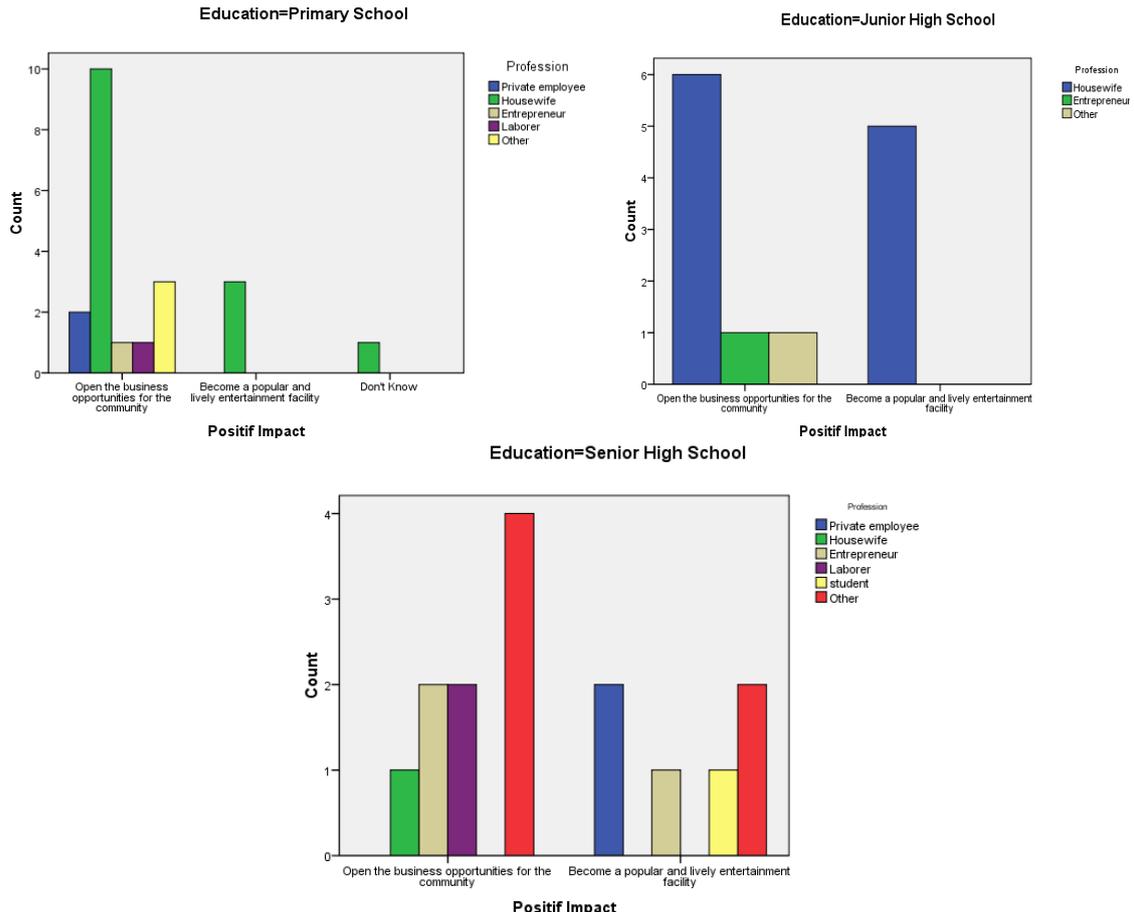


Figure 5: Residents Statement About Positif Impact Of Sampora Legok Village Park

The residents statements about the negative and positive impacts from the existence of Sampora Legok Village Park in Sampora Village are one of the factors that must be considered by the management. The development of Sampora Legok Village Park will not be able to run smoothly, if local residents do not fully support even though some residents admit the benefits they feel directly from Sampora Legok Village Park. This condition is in line with research conducted by [14] which says that the obstacles faced by tourist villages are the lack of synergy between stakeholders and the surrounding community, especially in terms of providing infrastructure, capital, and developing human resources.

In terms of visitors, Sampora Legok Village Park is mostly visited by those who work as private sector employees and entrepreneurs with a total of visit is one time. Visitors with this type are those who have expenses for tourism of less than IDR 500.000,- as shown in Figure 6 :

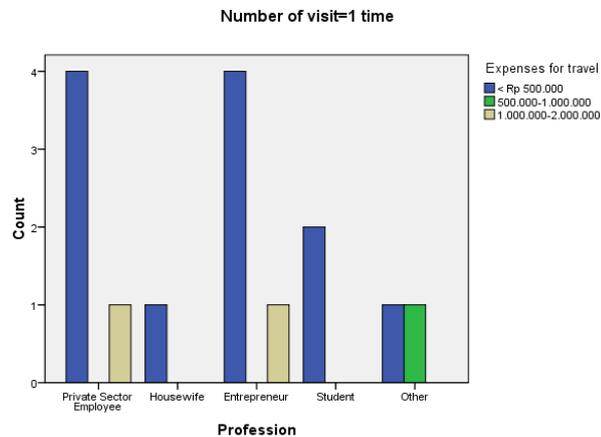


Figure 6: Visitor Data With One Time Visit

Meanwhile, visitors who make 2 until 3 time visits are visitors who have expenditures for tourism of less than IDR 500.000 with professions as housewives, students, and private sector employees. Visitors with the number of visits 4 until 5 times are visitors who have a budget for tourism of less than IDR 500.000,- with a private sector employee and entrepreneur profession, with a budget for tourism of IDR 500.000-IDR 1.000.000 as shown in Figure 7. Based on this data It can be concluded that loyal visitors to Sampora Legok Village Park are housewives and private employees with a tourism budget of less than IDR 500.000. 50% visitors who visited Sampora Legok Village Park more than once said that the reason they liked to visit Sampora Legok Village Park was because the location is near and the cost is cheap. This condition shows that the visitors of Sampora Legok Village Park are those who live in the Cibinong area and its surroundings and people with the economic level in low class with very small spending values for traveling.

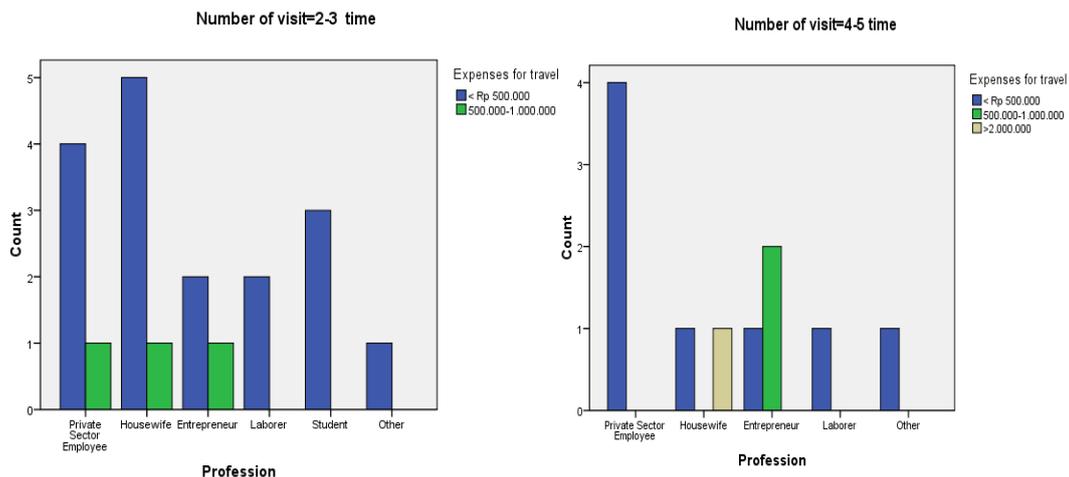


Figure 7: Visitor Data with More Than Once

4.2 Potential Development Of Sampora Legok Village Park Ecotourism

The existence of Sampora Legok Village Ecotourism is currently managed simply by a group of residents initiated by one of the youths who is the Chairman of the Youth Organization of Cibinong Village. But the management of Sampora Legok Village as ecotourism has not been managed properly. There are many factors that still need to be improved and developed in Sampora Legok Village tourism.

Based on data collected from respondents which divided by 2 categories, namely residents and visitors, and after being processed using the Delphi technique which is depicted graphically in the form of a spider web as presented in Table 1 and Figure 8 below:

Table 1. Mean Score

No	Variable	Resident	Visitors
1	Known Tourist Objects/Spots	1.98	1.72
2	Price of Amenity	3.08	3.16
3	Information about Sampora Promotion	1.36	1.66
4	Appropriate Promotional Media	1.20	1.12
5	Programs/Activities that can increase visits	2.10	2.70
6	Involvement of Other Parties	1.34	1.62
7	Current Shortage	1.74	1.84
8	Management Advice	1.64	1.64
	Rata-Rata	1.81	1.93

Source : Primary Data, Processed by the Author 2021.

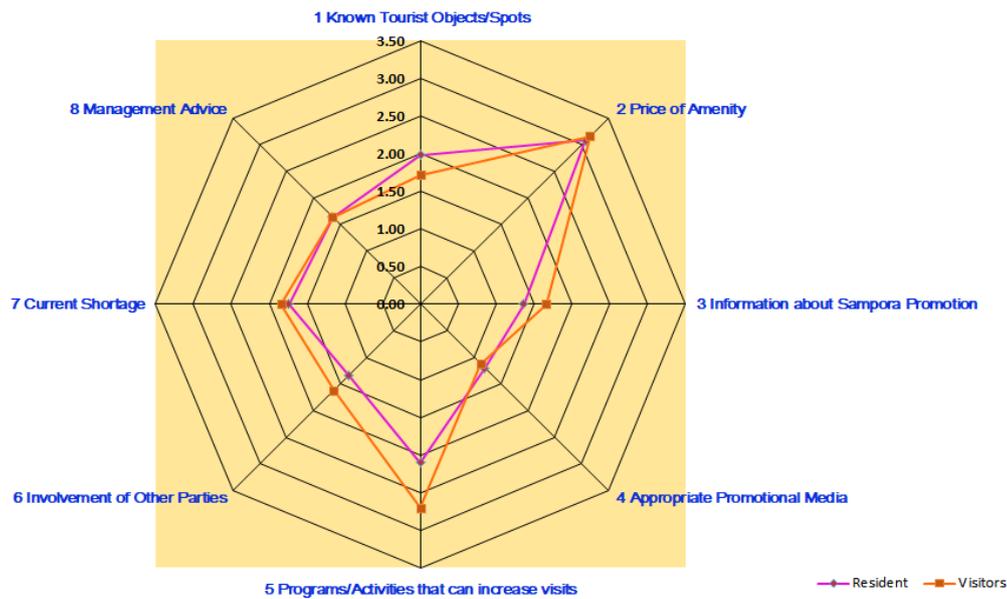


Figure 8: Cobweb Analysis Sampora Legok Village Ecotourism Potential Development

Based on the graph above, there are several parameters that must be optimized by the management of Sampora Legok Village, seen from the residents side which is describe by the pink line and from the visitor's side which is describe by the orange line. In the graph above the points that are outside the net indicating that development needs to be done can be seen at the points (2) Price of amenity, (5) Programs/activities that can increase visits, (1) Known tourist objects/spots, (7) Current shortage, (3) Information about Sampora Legok Village Park promotion, and (6) Involvement of other parties. While the points that are not outside the net indicate that the manager has been optimal on these parameters, namely point (4) Appropriate Promotional Media and point (8) Management advice.

???? Price of amenity

The price of amenity that must be paid to enjoy Sampora Legok Village tourism is considered cheap by the respondents. This is because, visitors who come to Sampora Legok Village tourism are not required to buy an entrance ticket with a certain amount, but visitors are only asked to fill in a box like a charity box sincerely.

???? Programs/activities that can increase visits

Currently, Sampora Legok Village tourism doesn't have a program that can attract visitors from outside Cibinong. Visitors who come are still residents around Sampora Village and Cibinong Village. In the opinion of residents, the increase in visitors can be done by making improvements and additions to tourist facilities, this was confessed by 58% of residents who were respondents. Meanwhile, 26% of the residents said that there was a need for educational tourism activities for children, such as learning to grow vegetables. Tourism education activities for children are also programs that are expected by visitors, where 38% of visitors stated that it would be more interesting if there were educational tourism activities in Sampora Legok Village Park. In addition, visitors also expect that there will be sporting activities or community events as much as 28% and 20% of visitors stated that an increase in visits can occur by making improvements and adding facilities to Sampora Legok Village tourism.

???? Known tourist Objects/Spots

Tourist objects/spots that are currently known and become a favorite of visitors are horse riding tours as much as 54%, while other available spots such as feeding rabbits, archery, photo spots, fishing spots are less well known by visitors. The residents also stated the same thing, where the spots that many residents know about in Sampora Legok Village tourism are horse riding tours as much as 64%.

???? Current Shortage

The current shortage in Sampora Legok Village tourism according to visitors as much as 64% and residents as much as 68% are minimal and limited facilities. Currently, Sampora Legok Village tourism is still

lacking in terms of facilities and infrastructure, such as there's no public toilets for visitors, prayer rooms that are still inadequate, water channels are not smooth so that if rainfall causes flooding, and others.

???? Information about Sampora Legok Village Park Promotion

Regarding information about promotions that carried out by Sampora Legok Village tourism, 66% of visitors said they had never received information about Sampora Legok Village tourism promotion program. On the other hand, 64% of the residents said they had received information about Sampora promotions. This can be interpreted that Sampora Legok Village tourism only promotes to local residents.

???? Involvement Of Other Parties

In developing the Sampora Legok Village tourism, support and cooperation from various parties is certainly needed, starting from local residents, village heads, and sub-district heads. 82% of residents think that developing Sampora Legok Village tourism in the future requires full support from the local government and local residents, as well as what was conveyed by visitors, where 76% of visitors expressed the need for support from the local government and local residents to develop Sampora Legok Village tourism as a professional ecotourism object. Currently, the obstacles faced by Sampora Legok Village tourism is there are still residents who are not supportive of the existence of Sampora Legok Village Park, besides that road access to this place is very difficult to access where the only way in and out of the area is closed by the Cibinong Science Center (CSC) or the Indonesian Institute of Sciences (LIPI) Cibinong so that Sampora Legok Village becomes isolated from the center of the crowd.

Based on the results of the mapping using Cobwebs above, it can be formulated a development strategy that can be carried out by the management of Sampora Legok Village tourisms:

???? Set the entrance ticket price.

By setting the entrance ticket price, Sampora Legok Village tourism will earn income not only from the sale of menu packages food. The funds obtained from this entrance ticket can be allocated for repairs and additional facilities at Sampora Legok Village tourism. In addition, local residents who work at Sampora Legok Village park can be given a more decent wage with a more definite amount.

???? Making a programs or activities than can attract visitors

Based on input from residents and visitors, a program can be created and run immediately is tourism education. Here the tourism management of Sampora Legok Village can take advantage of the existing land to be used as a media to learn how to plant the vegetables. In addition, the management can provide animals such as sheep in the mini zoo area, where visitors can not only feed them, they can also try to squeeze milk. Another activity that can be carried out is by inviting the community to organize events in Sampora Legok Village Park, such as the community for woman gathering, the bicycle community, etc.

???? Promoting the existing spots through social media and by making photo competitions with the background of photo spots in Sampora Legok Village Park.

???? Adding and repairing existing facilities at Sampora Legok Village Park, such as building public toilets, repairing prayer rooms, adding huts, improving drainage, and cleaning up the garbage that is still often seen in the fields and under the huts.

???? Promoting using social media such as Instagram, TikTok, etc. Management can empower youth who are Sampora residents by making tiktok video competitions in the area of Sampora Legok Village Park, and can also ask every visitor who visits to tag their photos on Instagram by tagging the ig account of Sampora Legok Village at the same time following the ig account.

???? Establish partnerships with external parties in the form of Corporate Social Responsibility (CSR), so that the development of facilities and infrastructure at Sampora Legok Village park can be improved. With this increase in infrastructure, it is hoped that residents will provide support for the existence of Sampora Legok Village tourism and can improve the residents economy.

???? Coordinate and always maintain good communication with the local government and always involve the government in various development plans that will be carried out on Sampora Legok Village tourism so that the existence can be legalized.

Research of [19] show that improving ecotourism management comprehensively based on the environment must be supported multisectorally, especially by the local community, followed by promoting the promotion and publication of ecotourism objects nationally and even at the international level. Meanwhile, two important things that must be considered by the management of the ecotourism area are good service and maintaining the sustainability and natural beauty because these are assets for an ecotourism area [9].

V. CONCLUSION

The development of potential ecotourism in Sampora Legok Village can be done by optimizing several factors that are currently lacking in Sampora Legok Village, namely the prices of amenities provided are still

using the sincere concept, there are no programs or activities that can attract visitors which currently only rely on natural tourism, tourist objects or spots that are still lacking and not widely known, there's no promotion that have been done by the management team of Sampora Legok Village Park, the lack of support from the government and some local residents, and the lack of facilities and infrastructure such as there's no public toilets, inadequate prayer rooms, trash bins which is not widely available, water channels are not smooth, resulting in puddles of water when it rains. These factors are obstacles that are currently being faced by the management team of Sampora Legok Village Park, so that in carrying out the development of Sampora Legok Village Park the management must pay attention to these factors. The main factor is the support of local residents who currently do not fully support the existence of Sampora Legok Park, in addition to the need to determine the price of admission so that the income of Sampora Legok Park can be increased and it can be used to maximize the development of facilities and infrastructure. In addition, partnerships with local governments need to be maximized so that the existence of Sampora Legok Village Park can be legitimized.

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