

# Analysis of Community-Based Tourism Potential and Management Strategies for the Destination of Community Care Tourism in Kedung Sahong Ciliwung

Ardi Mularsari<sup>1</sup>, Rizki Nurul Nugraha<sup>2</sup>, Rahmadiani Pratiwi<sup>3</sup>  
<sup>1,2,3</sup> National University

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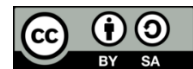
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## ABSTRACT

This research discusses the potential of community-based tourism and management strategies for the Komunitas Peduli Ciliwung Kedung Sahong (KPC Kedung Sahong) tourist destination. The destination was established during the COVID-19 pandemic and focuses on environmental conservation, community empowerment, and sustainable services to tourists. Despite achieving significant progress, challenges such as the lack of facilities and government support persist. The research aims to understand the participation of the local community in destination development, environmental sustainability, and local economic empowerment. The concept of potential for community-based tourism is applied in developing the KPC Kedung Sahong tourist destination in South Jakarta. The potential includes local resources, tourist attraction development, community participation, and sustainable improvement and development. Community-based tourism allows active participation of the local community in destination management and development. The research uses a qualitative method with a SWOT approach to evaluate destination development's strengths, weaknesses, opportunities, and threats. The article discusses the implementation of Community Based Tourism (CBT) in the KPC Kedung Sahong Tourist Destination in South Jakarta, emphasizing the involvement of the local community. The research also highlights the importance of periodic evaluations to ensure the sustainability and success of the community-based tourism concept. The article also includes a SWOT analysis to evaluate the strengths, weaknesses, opportunities, and threats in destination development

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### Corresponding Author:

Name: Rizki Nurul Nugraha, SST.Par., MM.Par

Affiliation: Faculty of Economics and Business, National University, Pejaten Barat, Pasar Minggu, City of South Jakarta, Special Capital Region of Jakarta 12520, Indonesia

Email: [rizki.nurul@civitas.ac.id](mailto:rizki.nurul@civitas.ac.id)

## 1. INTRODUCTION

Developing a tourism destination that has the potential to be developed is a government strategy to encourage the active role of the community in the tourism sector

[1]. In efforts to develop tourist villages, success is very dependent on the active participation, competence, and professionalism of local communities in management. The success of developing a

tourist village cannot be separated from the contribution of involvement and quality of tourism village management [2].

This success depends on the community's willingness to manage the potential that exists in the environment where they live as part of economic activity [1]. The community is considered a key element in the development of tourism destinations, and its potential plays a significant role in the progress of the tourism sector. Human resources play a key role as an important element in achieving successful service-based sector performance [2].

The development of tourism destinations is important for the economic interests and welfare of local communities [3]. Indonesian tourism is emphasized as a form of tourism that relies on community principles, namely starting from the people, by the people, and for the people. In more depth, the community-based tourism paradigm involves the active role of local communities in the management and development of the Darmawi tourism sector [1].

Along with this, community-based tourism has become a holistic approach to developing various types of tourism, including natural, cultural, and man-made tourism. This approach involves the participation of local communities, both directly and indirectly, consciously or unconsciously, with an emphasis on their active role [4].

A comprehensive community-based tourism approach in developing various types of tourism, involving the active participation of local communities. However, the lack of attention to community rights in tourism destinations is a challenge in tourism development and planning [1]. Achieving organizational goals requires effective management. Management involves typical processes, including planning, organizing, and monitoring, to achieve targets using human resources and other resources Terry in [5].

KPC Kedung Sahong Tourist Destination, which is a Ciliwung Care

Community, located on Jl. Sideshow No.106, RT.3/RW.2, Lenteng Agung, Kec. Jagakarsa, South Jakarta City, Special Capital Region of Jakarta 12610, was founded by a group often known as Mr. Zainal Abidin as head of the local RT. This place was built during the COVID-19 pandemic in 2020. The aim of the development of the Ciliwung Kedung Sahong Community is to open and maintain green space around the RT.3 location. As Head of the RT and also an environmental lover, Mr. Zainal Abidin proposed that a community be created and also invited all of his community to participate in creating and utilizing empty land on the banks of the Ciliwung river as a healthy space for residents infected with COVID-19, maintaining the river environment, and making the land more alive.

The Ciliwung Kedung Sahong Care Community emphasizes development with the concept of community-based Tourism, which involves and empowers local Human Resources, namely the surrounding community, in planning and development. Even though there have been development efforts, an interview with one of the managers and first initiators of the KPC Kedung Sahong development cluster, Mr. Zainal Abidin, shows that improvements are still needed in terms of facilities, access, and the environment around KPC Kedung Sahong. It is hoped that the surrounding community can play an active role in the development and progress of KPC Kedung Sahong, considering that there are still many inadequate facilities and access at this tourist attraction.

As for previous research, several aspects related to ecotourism management around the Ciliwung River Basin (DAS) were discussed. One of them is research conducted by [6], which discusses the Ciliwung Watershed Ecotourism Model Based on Bird Ecological Knowledge. Then another relevant research was conducted by [7], which focused on the Role of Ecotourism in Restoring the Coastal Ecosystem of the Ciliwung River. This research provides in-depth insight into how ecotourism can act as a recovery factor in the context of coastal ecosystems along the

Ciliwung River. Meanwhile, this research discusses the management of the KPC Kedung Sahong tourism destination as part of the Ciliwung Care Community, with a community-based tourism approach, involving local human resources, highlighting the active role of the surrounding community in planning and development. Even though there have been development efforts, during an interview with Mr. Zainal Abidin, he indicated the need to improve facilities, access, and the environment around the destination. This research is useful for understanding tourism management at KPC Kedung Sahong using a community-based tourism approach. This research aims to understand the extent to which local community participation plays a role in developing destinations, maintaining environmental sustainability, and empowering the local economy.

The formulation of the problem in the Ciliwung Care Community is: How is tourism managed at KPC Kedung Sahong using a community-based tourism approach, does local community participation influence the development of tourism destinations at KPC Kedung Sahong, and also what is the impact of local community participation on environmental sustainability and economic empowerment efforts? local through tourism destinations. Therefore, based on the problems that arose, the researchers chose the title "Analysis of Community-Based Tourism Potential and Management Strategy for the Ciliwung Kedung Sahong Caring Community Tourism Destination" as a very important thing to do.

## 2. LITERATURE REVIEW

### 2.1 Potential Tourism

Tourism potential refers to the various resources that exist in an area that has the potential to be processed into tourist attractions. In simpler terms, tourism potential includes various resources that a location has and can be developed into tourist attractions. This

attraction can be used for economic purposes, taking into account various other aspects, in accordance with the concept explained by Pendit [8]. Then, as explained by Yoeti [9], tourism potential is defined as all the elements that exist in a tourist destination, functioning as an attraction to encourage people to come and visit that place.

A similar concept of tourism potential is applied by Sukardi [9], who describes potential as everything that a tourist attraction has and has a role in developing the tourism industry in the region. Therefore, the potential is always associated with tourist attractions that attract people to visit a place.

### 2.2 Community-Based Tourism

Nicole Hausler in the journal (Yuardani, 2021) defines Community-Based Tourism as a form of tourism that provides opportunities for local communities to control and be involved in tourism management and development. Meanwhile, the main focus of Community-Based Tourism according to Pookaiyandom [10] is local communities, how to encourage involvement, participation, and benefits for the community from tourism activities, as well as encouraging communities towards sustainable tourism development.

Apart from that, according to Demartoto, Argyo [11]. defines Community Based Tourism (CBT) as tourism development "from the community by the community and for the community". So it can be concluded that the concept of developing Community-Based Tourism (CBT) is tourism

development that requires access, participation, control, and benefits for the community in economic, social, cultural, political, and environmental aspects.

According to Beeton [12] explains that community-based tourism is tourism development by empowering local communities to maintain the continuity of culture, customs, and local wisdom of a place. Community-based tourism hopes that more profit sharing from tourism businesses will be received directly by the community. The community is a core player in the planning and implementation process, community involvement can be through elected village committees. In community-based tourism, tourist villages are an attraction that cannot be separated from the role and empowerment of the community.

Community Base Tourism is a means of combining the objectives of the general concept of sustainable development because it provides local control over development, involvement in planning, establishing a fair flow of benefits, and incorporating the values of the population. In simple terms, sustainable tourism development can be integrated into three main achievement targets, namely:

- a. Quality of environmental resources (natural and cultural), where tourism development must maintain the integrity of existing natural and cultural resources, as well as pay attention to the carrying capacity of the area, whether it is still able to accept/tolerate tourism development

- b. Quality of life of the local community (socioeconomic), where tourism development must be able to provide a positive impact (benefit) for the socio-economic of the local community, such as increasing employment opportunities or even making it an economically independent community
- c. The quality of the tourist experience (tourists), where tourism development must be sensitive to the level of tourist satisfaction, to make the tourist trip a valuable experience. [13]

### 2.3 Tourism *Destination Management*

Furthermore, according to Daft in the journal (Nugraha R. N., 2022). Management is achieving organizational goals effectively and efficiently through planning, organizing, leadership, and controlling organizational resources. The management concept is part of the management concept which in a broad sense is a process of managing and using organizational resources through collaboration between members to achieve organizational goals effectively. This means that management is the process of behavior of members in an organization to achieve its goals according to [14].

According to G.R. Terry [15], states that management has 4 very fundamental functions as follows:

1. Planning involves formulating strategies to achieve the vision and

mission. This includes the formulation of a tourism development strategy with a community-based approach, aimed at creating sustainable and pro-community tourism development. It is important to involve the government as a regulator and facilitator in policy interventions, with an emphasis on the main needs of local communities from various aspects.

2. Organizing involves determining, classifying, and arranging the activities necessary to achieve goals. The tourism awareness group has agricultural activities that are used as an agrotourism attraction as one of the "nature-based tourism attractions." Apart from that, there is also something that offers attractions—sub-groups of this tourism awareness group work according to their respective mechanisms in managing the tourist village.
3. Monitoring involves monitoring all resources within the organization so that they can operate effectively and efficiently to achieve goals. Management is carried out by local communities who are the subjects and objects of the tourist attraction they own. Monitoring, among other things, is carried out by tourism awareness groups themselves and also

assisted by the government and non-governmental organizations. This monitoring activity aims to investigate all activities packaged in the tourism sector to achieve optimal and efficient results.

4. Monitoring involves setting standards to assess the implementation process, and to provide improvements if it does not comply with established standards. In managing the tourist village, supervision is carried out by the government and non-governmental organizations, which also provide training to local communities to innovate in managing the tourist village.

### 3. METHODS

This research uses qualitative methods to explore an in-depth picture of the speech, writing, and behavior that can be observed from individuals, groups, communities, and organizations in the Ciliwung Care Group. This method involves observation to analyze impacts, surveys, and interviews to assess community understanding, participatory observation to understand their involvement, as well as document analysis to support research findings.

Furthermore, in analyzing the data, the SWOT approach is used to assess the strengths, weaknesses, opportunities, and threats of the research object, helping to formulate new strategies and concepts in developing the Ciliwung Care Group as a tourist destination. This understanding is expected to provide a complete and detailed

picture of the potential and challenges of tourism development in the area [16].

Apart from that, the technique for determining sources used is to take into account the knowledge and role of the sources [6]. The sources interviewed by researchers in this study were: the Management of KPC Kedung Sahong, Youth and Youth Karang Taruna, and the local Community.

## 4. RESULTS AND DISCUSSION

### 4.1 Location

Community-based tourism (CBT) at the KCP Kedung Sahong Tourist Destination in South Jakarta is a tourism development strategy that focuses on a high level of involvement from the local community. This location, which is on Jl. Sideshow No.106, RT.3/RW.2, Lenteng Agung, Kec. Jagakarsa, South Jakarta City, Special Capital Region of Jakarta 12610, was founded in 2020 in the midst of the COVID-19 pandemic. The emergence of KCP Kedung Sahong as a community of environmental lovers shows efforts to open and maintain green space around RT.3, with a special focus on environmental maintenance and empowering local human resources.



Figure 1. Ciliwung River  
Source: Author 2023

### 4.2 Potential Tourism

The Kedung Sahong KPC that has been presented reflects the concept of tourism potential as explained in the tourism potential theory which refers to the diversity of resources that exist in an area that have the potential to be processed into tourist

attractions. In simpler terms, tourism potential includes various resources that a location has and can be developed into tourist attractions. This attraction can be used for economic purposes, taking into account various other aspects, in accordance with the concept explained by Pendit (Syarifah, 2023).

The variables that reflect tourism potential theory include:

#### 1. Local Resources

KPC Kedung Sahong relies on natural resources and the environment around the Ciliwung River as tourism potential. Green spaces and natural beauty are the main attractions.

#### 2. Development of Tourist Attractions

This community aims to open and maintain green spaces as natural tourist attractions where the existence of green space that maintains and preserves the diversity of flora and fauna at KPC Kedung Sahong can attract tourists to visit.

#### 3. Community Participation

The implementation of the community-based tourism concept by KPC Kedung Sahong shows the active participation of the community in the management and development of destinations where the community is often directly involved in tourism activities at KPC Kedung Sahong.

#### 4. Continuous Improvement and Development

Improving facilities, access and the surrounding environment shows attention to the development of sustainable tourism at KPC Kedung Sahong. This is in accordance with the concept that developing tourism potential must pay attention to other aspects such as environmental preservation and community welfare.

### 4.3 Community-Based Tourism

Community-based tourism (CBT) has become the focus of attention in destination development, with the aim of exploiting local potential and improving community welfare.

In this context, the KPC Kedung Sahong Tourism Destination in South Jakarta stands out as an example of implementing community-based Tourism which emphasizes the involvement of local communities. In this article, we discuss research results related to the establishment and management of KPC Kedung Sahong as well as the importance of regular evaluations in ensuring the sustainability and success of the community-based tourism concept.

According to (Nugraha R. N., 2021). Community-based tourism is a means of combining the objectives of the general concept of sustainable development because it provides local control over development, involvement in planning, establishing a fair flow of benefits, and incorporating the values of the population. In simple terms, sustainable tourism development can be integrated into three main achievement targets, namely:

1. Quality of Environmental Resources (Natural and Cultural):

a. Resource Maintenance and Integrity

The Community Based Tourism (CBT) concept emphasizes the need to maintain the integrity of natural and cultural resources. At KPC Kedung Sahong, the focus on maintaining green space around the RT.3 location reflects efforts to maintain the authenticity of the natural environment.

b. Regional Carrying Capacity

It is important to ensure that tourism development does not exceed the area's carrying capacity. Regular evaluation of environmental impacts must be carried out to ensure the sustainability of the destination.

2. Quality of Life of Local Communities (Socioeconomic):

a. Positive Impact on Socio-Economics

Community-based tourism aims to provide a positive impact on local communities. Clearing empty land on the banks of the Ciliwung River not only creates green space but also provides economic

opportunities through community participation in destination development and maintenance.

b. Community empowerment

Active community participation in planning and development shows their empowerment. Direct involvement in the decision process can increase the sense of ownership and responsibility for the destination.

c. Uniqueness

The establishment of KPC Kedung Sahong during the COVID-19 pandemic became an important highlight. This community responds to public health needs by creating green spaces as a healthy place for residents infected with COVID-19. In this context, community-based tourism is not only a means of entertainment but also a means of making a positive contribution to the health and welfare of the community.

3. Quality of Travel Experience (Tourists)

a. Consideration of Tourist Satisfaction

The concept of sustainable tourism, as promoted by Community Based Tourism, prioritizes tourist satisfaction. Improvements to facilities, access, and the environment around KPC Kedung Sahong reflect attention to positive tourist experiences.

b. Preservation of Local Values

Involving communities in destination development can help maintain and incorporate local values into the travel experience. This creates a unique and memorable attraction for tourists.

Overall, the Community-Based Tourism approach at KPC Kedung Sahong creates a synergy between environmental sustainability, community empowerment, and tourist satisfaction. Continuous evaluation of these three aspects is the key to measuring the success of community-based tourism destinations such as KPC Kedung Sahong. Thus, wise management and active involvement of all parties, including local communities, are important foundations in

achieving sustainable development goals in the tourism context.

**4.4 Tourist Destination Management**

The application of Daft's theory in the context of KPC Kedung Sahong can provide insight into how this entity achieves its goals through the management principles outlined by Daft [17].

a. Achievement of Organizational Goals

KPC Kedung Sahong, with its aim of maintaining and opening green spaces around RT.3 Lenteng Agung, South Jakarta, reflects the application of the principle of achieving organizational goals. This illustrates how KPC Kedung Sahong is actively trying to achieve its vision and mission by creating green spaces.

b. Effectiveness and Efficiency

Through environmental conservation practices and community empowerment, KPC Kedung Sahong shows effectiveness where the efficient use of resources to achieve desired results also reflects the principle of efficiency.

c. Planning

Planning by KPC Kedung Sahong in formulating its long-term goals reflects this, showing that good planning is the basis of a sustainable strategy.

d. Organizing

The organizational structure and organized roles at KPC Kedung Sahong reflect organizational practices where the coordinated management of tasks and responsibilities supports the achievement of organizational goals.

e. Leadership

Mr. Zainal Abidin's role as RT Chair and leader at KPC Kedung Sahong highlights the importance of leadership in guiding collective efforts to achieve the organization's vision.

f. Resource Control

KPC Kedung Sahong's resource control practices, such as monitoring environmental sustainability and the

effectiveness of community empowerment programs, reflect the principle of control. This helps maintain the consistency of organizational efforts.

**4.5 SWOT Analysis of KPC Kedung Sahong**

SWOT analysis is used to assess the strengths, weaknesses, opportunities, and threats of research objects, helping to formulate new strategies and concepts in developing the Ciliwung Care Group as a tourist destination. This understanding is expected to provide a complete and detailed picture of the potential and challenges of tourism development in the area [16].

Strength	Weakness
1. Initial potential for tourism	1. Lack of supporting facilities to make it a proper tourist destination
2. Providing space facilities for community activities	2. Lack of information about the location for the wider community
3. Provide living space for the local ecosystem, starting from aquatic animals, land animals, and plants whose beauty is maintained	3. There is a lack of awareness in the surrounding community about the potential that can be developed to become a tourist destination in order to improve the local economy
4. Provides benefits for environmental health because cleanliness is maintained	4. Lack of local government assistance to support the development of tourism potential



Opportunity	Threats
<p>1. KPC Kedung Sahong is an ecotourism site (river surfing, seeing the local river ecosystem, and a place to relax).</p> <p>2. KPC Kedung Sahong is a place for agrotourism education with unique uses of local nature such as watering plants using river water, and fertile plants because they use natural fertilizer obtained from catfish cultivation water.</p> <p>3. KPC Kedung Sahong has become an ecotourism and agrotourism destination</p>	<p>in KPC Kedung Sahong</p> <p>1. Natural disasters are rising water volumes that cause flooding</p> <p>2. Water ecosystems will be damaged if development is not properly and properly regulated</p> <p>3. Lack of awareness of the surrounding community</p> <p>4. There is concern that there may be extortion</p>

**a. Strength**

The Ciliwung Kedung Sahong Care Community has the initial potential to become a tourist attraction because of its unique nature. Apart from being a tourist destination, this place also provides facilities for community activities, strengthening community ties. Its existence supports the sustainability of the local ecosystem by maintaining the authenticity of aquatic animals, land animals, and plants around the Ciliwung River. In addition, a commitment to environmental cleanliness provides positive benefits for environmental health. Thus, KPC Kedung Sahong not only offers natural charm

but also has a broad positive impact on the community and surrounding ecosystem.

**b. Weakness**

The Ciliwung Kedung Sahong Care Community faces several obstacles in developing as a quality tourist destination. First, the lack of supporting facilities hinders its status as an adequate destination. Second, the lack of information open to the wider community affects its appeal. Third, awareness of the surrounding community regarding the potential that can be developed needs to be increased through educational programs. Fourth, the lack of local government assistance is a factor inhibiting development. To overcome this, synergy is needed between the government, community, and related parties to improve facilities, increase information, increase public awareness, and get full government support to develop KPC Kedung Sahong into a more developed and competitive tourist destination.

**c. Opportunity**

The Ciliwung Kedung Sahong Care Community has the potential to become a unique ecotourism and agrotourism destination. As an ecotourism destination, visitors can enjoy river walking, exploring the river ecosystem, and relaxing in beautiful nature. Meanwhile, KPC Kedung Sahong can also function as a place for agrotourism education by highlighting practices such as watering plants using river water and natural fertilization from cultivating catfish. The integration of ecotourism and agrotourism concepts makes KPC Kedung Sahong a holistic destination that not only offers recreation but also education about nature conservation and sustainability. Thus, KPC Kedung Sahong has the potential to become an interesting and educational tourist destination.

**d. Threats**

The development of KPC Kedung Sahong as a tourist destination certainly has threats and concerns that need to be taken into account. The potential for flooding due to rising water volumes, damage to water ecosystems due to irregular development, as

well as lack of public awareness, and the potential for illegal levies (extortion), are the main concerns. Careful planning, public education, and transparent engagement are needed to minimize these risks. With these steps, KPC Kedung Sahong can develop as a sustainable tourist destination and have a positive impact on the environment and local community.

## 5. CONCLUSION

The development of community-based tourism in the Ciliwung Kedung Sahong Care Community tourist destination in South Jakarta has great potential. Where the importance of active participation of local communities in the management and development of tourist destinations, as well as emphasizing environmental conservation, community empowerment, and sustainable services to tourists. Even though we have achieved good achievements, there are still challenges such as lack of facilities and government support.

## SUGGESTION




1. Improved Facilities and Government Support efforts are needed to improve facilities and obtain government support in developing tourist destinations. This can be done through collaboration with related parties and advocacy for the local government.
2. Periodic Evaluation It is important to carry out regular evaluations of the implementation of Community Based Tourism (CBT) at the KPC Kedung Sahong tourist destination. This evaluation can help ensure the sustainability and success of the community-based tourism concept.
3. Community Empowerment Further efforts need to be made to empower local communities, either through skills training, small business development, or participation in decision-making regarding the management of tourist destinations.

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## BIOGRAPHIES OF AUTHORS

	<p><b>Rahmadiani Pratiwi</b> is a student currently studying for a bachelor's degree in the 2020 National University of Jakarta Tourism Study Program, his interest and area of expertise is tourism destination development. more info <a href="mailto:rahmadianipratiwi22@gmail.com">rahmadianipratiwi22@gmail.com</a></p>
	<p>Rizki Nurul Nugraha, Graduate from master Program Tourism Administration STP Bandung 2015, Lecture at National University Jakarta. As a tourism consultant specialist for Tourism Planning and Development. Email: <a href="mailto:rizki.nurul@civitas.unas.ac.id">rizki.nurul@civitas.unas.ac.id</a>, ORCID: 0009000734368750</p>
	<p><b>Kevin Muhammad Irsyad</b> is a student currently studying for a bachelor's degree in the 2020 National University of Jakarta Tourism Study Program, her interest and area of expertise is tourism destination development. more info <a href="mailto:irsyadkevin26@gmail.com">irsyadkevin26@gmail.com</a></p>