
ANALYSIS OF THE DEVELOPMENT OF POTENTIAL TOURIST ATTRACTIONS TO INCREASE CONSUMER SPENDING IN RANCA UPAS BANDUNG

Bayu Dian Sua Pratama¹, Maryetti², Sobirov Bobur³

Sahid Polytechnic Jakarta, Tangerang Selatan, Indonesia^{1,2}

Silk Road International University of Tourism and Culture Heritage, Samarkand, Uzbekistan³

bayudspratama@gmail.com¹, maryetti@politeknik.ac.id², sobirov.bobur@univ-silkroad.uz³

Received: 21-12-2022

Accepted: 22-12-2022

Published: 23-12-2022

ABSTRACT

Introduction: Indonesia is a country with a distinctive variety of cultures and natural beauty and has the uniqueness of each region because that is why Indonesia is famous for its beautiful tourism potential, one of which is in Bandung. Bandung is a city of flowers and is famous for its natural panorama coupled with several tourism potentials in Bandung, especially at Ranca Upas. The purpose of this study is to find out what potential can be developed at Ranca Upas Bandung, what obstacles are faced by managers in developing the potential of Ranca Upas Bandung, and how to increase consumer spending at Ranca Upas Bandung, using the indicators of Feasibility of Ranca Upas Bandung Tourism Objects. **Method:** This research uses a descriptive qualitative method, and the research sampling technique uses purposive sampling, with the number of informants as many as six people. The data analysis technique used descriptive analysis. **Result:** Based on the results of identifying the potential of Ranca Upas Bandung, all the informants stated that the availability of public transportation had not been fulfilled, and the ancillary in terms of marketing was still not fulfilled. Then, tourist sources stated that onsen facilities were still not met and natural tourist attractions were not met. **Conclusion:** Maintain the beauty of nature, maintain cleanliness, and comfort in Ranca Upas Bandung. They are improving inadequate facilities and rethinking to find solutions for onsen so that visitors are interested in buying onsen entrance tickets. More actively promote Ranca Upas on social media, and collaborate with influencers so that more people are curious and visit Ranca Upas.

Keywords: Analysis of Potential Development, Consumer Spending, Ranca Upas.

Corresponding Author: Bayu Dian Sua Pratama

E-mail: bayudspratama@gmail.com



INTRODUCTION

The tourism industry is an industry in the services field that benefits positively from social, environmental, and economic factors (Mulyana, 2019). The tourism industry is also developing rapidly, one of the most significant contributors to Indonesia's foreign exchange (Utami & Gaffar, 2016).

Indonesia has 34 provinces spread throughout Indonesia, each province in Indonesia has a variety of cultural characteristics, natural beauty, and uniqueness that has its characteristics of each province, one of which is the province of West Java with its capital, Bandung. Bandung is one of the tourist destinations in West Java, the famous ones from Bandung are Lembang and Ciwidey (Amalia et al., 2022).

One of the favorite tours in Ciwidey is Ranca Upas or Kampung Cai Ranca Upas. Ranca Upas is one of the tourist attractions located in Bandung, West Java, Indonesia, far from Bandung, 50 km

(FIRDAUS, n.d.). Tourism potential in Ranca Upas is natural and artificial, with an area of 513.38 hectares with an average temperature of 17-20 degrees. Around the Ranch Upas area is a protected forest with a variety of flora and fauna, so it is highly recommended to preserve its nature because this tourism includes *ecotourism* tourism but is still expected to get maximum income (Yuga & Sulistianto, 2019).

The development of the number of visitors, income, and average consumer spending who came to Ranca Upas in 2018-2021, according to sources from the RKAP (Work Plan and Company Budget) of the Perhutani Ecotourism Division, shows that the development of the number of visitors, income, and consumer spending from the data is:

Table 1. Ranca Upas Visits, Income & Consumer Spending

No	Year	Number of Visitors	Income	Average consumer spending
1	2018	85.521	Rp. 705,861,050	Rp. 8,254
2	2019	101.283	Rp. 1,415,940,700	Rp. 13,980
3	2020	226.607	Rp. 1,933,018,000	RP. 8,530
4	2021	439.580	Rp. 1,824,314,848	IDR 4,150

Source: RKAP (Work Plan and Company Budget) Data of Ecotourism Division)

With the above table obtained from Ecotourism division's RKAP showing a decrease in Consumer Spending, it is necessary to analyze the potential of tourist objects so that there will be more Consumer Spending and nature will be preserved. This research was used and aims to find out the potential that can still be developed by Ranca Upas, to find out ways to increase consumer spending through potential development, and to find out the management constraints in developing potential at Ranca Upas Bandung.

This research also aims to continue the research results from (Ervi Virna, n.d.) with the title "Promotion strategy of Ranca Upas Village through culinary events" which are expected to be able to carry out good, precise and continuous promotion updates, expected to increase the reason to come back to Cai Ranca Upas Village for the future.

METHODS

In this study, the author used a qualitative approach to primary and secondary data, revealing the study's content or meaning. A qualitative approach is based on nature (Rukajat, 2018). Then nature is natural that cannot be processed but must go into the field.

This qualitative research is descriptive-analytical. The data obtained is in the form of observation, interview, questionnaire, document analysis, and field notes that have been collected and compiled by the author and are not expressed in the form of numbers (Zakariah et al., 2020).

Table 2. Variables, Sub Variables and Research Indicators

Variable	Sub Variables	Indicators
Feasibility of Ranca Upas Bandung tourist attraction	Attractions	1. Natural scenery/panorama 2. Tourist attractions 3. Animal conservation
	Facilities	1. Accommodation 2. Restaurants 3. Internet access 4. Toilet 5. Swimming pool 6. Onsen 7. Souvenir shop 8. Health facilities 9. Cleaning facilities 10. Security 11. Means of worship 12. Information center 13. Campsite
	Accessibility	1. Parking lot 2. Road conditions 3. Availability of public transportation modes
	Ancillary	1. Marketing 2. Physical development

Source: Author's Processed Data

The sampling procedure in this study is to use (Purposive Sampling). According to (Lenaini, 2021), Purposive Sampling is a sampling process with specific data sources and considerations such as :

- Sampling should be based on specific traits or characteristics that symbolize the subject matter of the population.
- The subjects taken are the subjects that contain the most traits from the population.
- Determination of characteristics is carried out carefully in preliminary studies

In the sampling process in this study, the authors used three data collection techniques: Interview, Observation, and Documentation. For data collection techniques using the interview method, researchers interviewed a total of 6 people. Two subjects as administrators of the Ranca Upas Bandung tourist area, two as local LMDH administrators, and two subjects as visiting tourists. The need for six speakers is to avoid data saturation (Saturated Level).

The data collection procedure in this study is to collect primary data such as field observations, documentation studies and interviews (Rukajat, 2018). Then collect, secondary data from several sources, namely articles, internet sites, newspapers, magazines, and books.

Data analysis techniques use descriptive analysis that aims to describe and explain the potential of tourist attractions through the results obtained in the study. Data analysis techniques

are a way to analyze the data obtained to test the formulation of the problem (Mulyadi, 2012). Researchers should ascertain the analysis patterns used depending on the type of data collected. In qualitative research, analysis is more emphasized on efforts to reveal things related to processes, not products, because processes are essential. In general, researchers do not take too many samples because they are sufficient to be studied in depth related to the process itself (Rukin, 2019).

RESULTS AND DISCUSSION

1. Potential of Ranca Upas Bandung

Ranca Upas Bandung tourist attraction has excellent and exciting potential to be further developed. Especially on the way to Ranca Upas Bandung can be reached via the Cipularang-Pasir Koja-Soreang toll road, which can be reached from Jakarta in 3 hours. The view from the sorting toll exit to the Ranca Upas tourist attraction is quite beautiful, with ravines and views of the city and a winding road. The rugged road conditions and good road texture are an advantage and comfort for visitors who want to visit the Ranca Upas tourist attraction. The natural atmosphere and temperature around the incredible Ranca Upas tourist attraction also make visitors comfortable to be in the area, and there are also several exciting attractions that visitors can try, namely visiting deer breeding, camping, and other outbound rides that make visitors not bored if they want to linger in the area. There are still many potentials that must be developed, such as rides/attractions that are not in demand by visitors and must be made a way so that visitors can spend their money in the Ranca Upas area of Bandung.

Ranca Upas is a protected forest with a variety of flora and fauna, so it is highly recommended to preserve its nature because this tourism includes ecotourism tourism (Mutmainah et al., 2022), Ranca Upas also has an average temperature of 17-20 degrees and has an area of 513.38 hectares.

2. History of Upas Bandung

Ranca Upas is taken from the Sundanese language, namely Ranca and Upas. Ranca, which means swamp and Upas is a Dutch perhutani employee with a height of 198 cm, a stocky body and pure white skin. Upas died while carrying out his duties to explore swampy areas (ranca). It is said that the body of Upas has not been found until now, but people believe that the spirit of Upas still exists in the human realm. From 1960-1980, many people still encountered Upas while looking for firewood in the forest. Upas, who always wears a cowboy hat, wears a brown Perhutani shirt, which has become legendary in the area.

A monument of struggle is located in the Ranca Upas area, namely the monument of the People's Struggle A 3 W Red Stealth, which was moved from its original place, namely at the corner of Punceling, Barutunggul, in 2020. The monument is a memorial to the battle between the Indonesian side and the Red Stealth troops with the Dutch in 1947 to defend the independence of the Republic of Indonesia. The Barutunggul area, which is a forest area, was once one of the defensive concentrations of the Red Stealth Battalion TNI troops. The monument was moved on the idea of the Head of BAIS (Strategic Intelligence Agency), namely Kisenda Wiranatakusumah, the son of Achmad Wiranatakusumah Commander Yon 26 / Red Stealth.

3. 4 A (Attractions, Accessibility, Amenities, Ancillary)

1) Attractions

The main attractions in Ranca Upas are camping and deer. But, there are many other attractions that visitors do not know about because of the lack of media promotion, so they will only know if they are directly on the spot. The attractions are archery, ATV, riding horses, hiking, healing forests, and many others.

2) Accessibility

The location of Ranca Upas is at an altitude of 1700 masl, which is in the Patuha mountain area and is in the Ciwidey tourist area, which has easy access, which is 30-45 minutes from the soreang toll exit and has perfect and steep road conditions, road access can be passed by two cars passing by.

3) Amenity

The location of Ranca Upas is very strategic because it is close to Kawah Putih and Patuha Resort, so there are many lodgings outside the Ranca Upas area. But suppose you want to stay in the Ranca Upas area. In that case, several types of lodging are available such as Bobocabin, Iglo camp, Camping grounds, and Camper vans, with different prices and quality.

4) Ancillary

At the Ranca Upas location, there are Ancillary or supporting facilities such as toilets in each camping ground, a health unit building, and cafes or community stalls in one area so that it is neat. However, there is no ATM Centre if you do not bring money.

4. The Potential of Ranca Upas that Must Be Developed

The potential of a tourist attraction is a variety of resources owned by a place. It can be developed into an attractive tourist attraction to attract tourists to visit and spend their money in one place (Astuti & Noor, 2016). Potential development must be designed and arranged following the potential capacity possessed by the destination, which can later support its development (Suleman et al., 2020).

Appendix 1

22 Product Destinations of Ranca Upas					
Scheme Independent - partner (commercial) - partner (community empowerment)					
NO	PRODUCT	DESCRIPTION	NO	PRODUCT	DESCRIPTION
1	Camping	Self Manage	1	Deer Breeding	Manage Partners (Community Empowerment)
2	Campervan Park	Self Manage	2	ATV	Manage Partners (Community Empowerment)
3	Iglo Camp	Self Manage	3	Pointball	Manage Partners (Community Empowerment)
4	Swimming Pool	Self Manage	4	Equestrian	Manage Partners (Community Empowerment)
5	Onsen	Self Manage	5	Archery	Manage Partners (Community Empowerment)
6	Preweding	Self Manage	6	Self-Picking Strawberries	Manage Partners (Community Empowerment)
7	Shooting	Self Manage	7	Fish Feed	Manage Partners (Community Empowerment)
8	Kids Zone	Self Manage	8	Rent Camping Equipment	Manage Partners (Community Empowerment)
			9	Tracking to Cadas Panjang Hill	Manage Partners (Community Empowerment)
			10	Fun Games/Team Building	Manage Partners (Community Empowerment)
			11	Tour Package	Manage Partners (Community Empowerment)
NO	PRODUCT	DESCRIPTION			
1	Healing Forest	Partners (Commercial)			
2	Bobocabin	Partners (Commercial)			
3	F&B	Partners (Commercial)			

Figure. 1 Destination Products

Source: KBM Ecotourism West Java Banten

The difference between independent schemes, commercial partners and community empowerment partners is the independent scheme, which is a destination product owned by Perhutani whose income is 100% for Perhutani, the commercial partner scheme, which is a scheme intended for commercial company companies that want to cooperate in Ranca Upas and whose income is shared with Perhutani, for example, Bobocabin. And the community empowerment partner scheme is intended for local communities or LMDH to develop their business as a result of income and revenue sharing with Perhutani, which is only 10% for Perhutani and 90% for community empowerment partners. This also aims to ensure that Perhutani receives order and security assistance from the local community.

Table 3. The Great Potential of Ranca Upas Bandung

Sub Variables	Indicators	Source Name					
		Argo	Riki	Pani	Judge	Rizky	Bella
Attractions	1. Natural scenery/panorama	✓	✓	✓	✓	✓	✓
	2. Tourist attractions						
	3. Animal conservation	✓	✓	✓	✓	×	✓
		✓	✓	✓	✓	✓	✓
Facilities	1. Accommodation	✓	✓	✓	✓	✓	✓
	2. Restaurants	✓	✓	✓	✓	✓	✓
	3. Internet access	✓	✓	✓	✓	✓	×
	4. Toilet	✓	✓	✓	✓	✓	✓
	5. <i>Swimming pool</i>	✓	✓	✓	✓	✓	✓
	6. Onsen	✓	✓	✓	✓	×	×
	7. Souvenir shop	✓	✓	✓	✓	✓	✓
	8. Health facilities	✓	✓	✓	✓	✓	✓
	9. Cleaning facilities	✓	✓	✓	✓	✓	✓
	10. Security	✓	✓	✓	✓	✓	✓
	11. Means of worship	✓	✓	✓	✓	✓	✓
	12. Information center	✓	✓	✓	✓	✓	✓
	13. <i>Camp site</i>	✓	✓	✓	✓	✓	✓
Accessibility	1. Parking lot	✓	✓	✓	✓	✓	✓
	2. Road conditions	✓	✓	✓	✓	✓	✓
	3. Availability of public transportation modes	×	×	×	×	×	×
Ancillary	1. Marketing	×	×	×	×	×	×
	2. Physical development	✓	✓	✓	✓	×	×

(Source: Research Data, 2022)

5. Obstacles faced by Ranca Upas

Ranca Upas, as a tourist attraction, certainly has problems and obstacles. According to the sources obtained, the obstacles faced by Ranca Upas are mutually sustainable, causing consumer spending to decrease along with the obstacles in Ranca Upas.

Table 4. Employee Data Ranca Upas KBM Ecotourism West Java-Banten 2022

Name	Position
Argo Wibowo	Site Manager Ranca Upas
Riki Setiadi	Supervisor Ranca Upas
Ade Mukti	Foreman Wana Wisata
Tatang Lukman H	Foreman Wana Wisata
Jaka Ismawijaya	Foreman Wana Wisata
Cecep D Sukmana	Foreman Wana Wisata

Source: Perhutani HR Data Head Office, Jakarta, 2022

Appendix 2

Year	Total Visitors Ranca Upas 2018	Attraction	Revenue
2018	85.521	Camping	Rp 430.035.050
		Prewedding	Rp 95.500
		Swimming Pool	Rp -
		Tour packages	Rp 100.855.000
		Archerry	Rp -
		Archerry Battle	Rp -
		Archerry Custom	Rp -
		Arcerry Horseback	Rp -
		Kids Zone	Rp -
		Adelweis Bridge	Rp -
		Iglo Camp	Rp 157.990.000
		Horse riding	Rp -
		Onsen Regular	Rp -
		Pointball	Rp -
		Shooting	Rp -
		Deer Feed 1	Rp 4.590.000
		Deer Feed 2	Rp 5.105.000
		Shop	Rp 7.190.500
		Commercial Movies	Rp -
		ATV	Rp -
Total Revenue of Ranca Upas			Rp 705.861.050
Average Consumer Spending (Total Revenue : Number of Visitors)			Rp 8.254

Figure 2. Ranca Upas Destination Revenue Data 2018

Source: Central Perhutani Data

Appendix 3

Year	Total Visitors Ranca Upas 2019	Attraction	Revenue
2019	101.283	Camping	Rp 725.403.200
		Prewedding	Rp 264.790.500
		Swimming Pool	Rp -
		Tour packages	Rp 203.550.000
		Archerry	Rp -
		Archerry Battle	Rp -
		Archerry Custom	Rp -
		Arcerry Horseback	Rp -
		Kids Zone	Rp -
		Adelweis Bridge	Rp -
		Iglo Camp	Rp 204.550.000
		Horse riding	Rp -
		Onsen Regular	Rp -
		Pointball	Rp -
		Shooting	Rp -
		Deer Feed 1	Rp 4.890.000
		Deer Feed 2	Rp 5.307.000
		Shop	Rp 7.450.000
Commercial Movies	Rp -		
ATV	Rp -		
Total Revenue of Ranca Upas			Rp 1.415.940.700
Average Consumer Spending (Total Revenue : Number of Visitors)			Rp 13.980

Image 3. Ranca Upas Destination Revenue Data 2019

Source: Central Perhutani Data

Appendix 4

Year	Total Visitors Ranca Upas 2020	Attraction	Revenue
2020	226.607	Camping	Rp 831.138.600
		Preeweding	Rp 411.203.000
		Swimming Pool	Rp 113.129.000
		Tour packages	Rp 339.545.400
		Archerry	Rp 215.000
		Archerry Battle	Rp -
		Archerry Custom	Rp -
		Arcerry Horseback	Rp -
		Kids Zone	Rp 20.000.000
		Adelweis Bridge	Rp -
		Iglo Camp	Rp 155.715.000
		Horse riding	Rp 1.800.000
		Onsen Regular	Rp 20.505.500
		Pointball	Rp -
		Shooting	Rp -
		Deer Feed 1	Rp 10.561.000
		Deer Feed 2	Rp 11.200.000
Shop	Rp 10.505.500		
Commercial Movies	Rp 7.500.000		
ATV	Rp -		
Total Revenue of Ranca Upas			Rp 1.933.018.000
Average Consumer Spending (Total Revenue : Number of Visitors)			Rp 8.530

Figure4. Ranca Upas Destination Revenue Data 2020

Source: Central Perhutani Data

Appendix 5

Year	Total Visitors Ranca Upas 2021	Attraction	Revenue
2021	439.580	Camping	Rp 621.336.600
		Preeweding	Rp 328.062.000
		Swimming Pool	Rp 142.823.000
		Tour packages	Rp 438.735.448
		Archerry	Rp 315.000
		Archerry Battle	Rp -
		Archerry Custom	Rp -
		Arcerry Horseback	Rp -
		Kids Zone	Rp 40.000.000
		Adelweis Bridge	Rp 5.000
		Iglo Camp	Rp 165.815.000
		Horse riding	Rp 2.170.000
		Onsen Regular	Rp 21.798.000
		Pointball	Rp -
		Shooting	Rp -
		Deer Feed 1	Rp 14.770.000
		Deer Feed 2	Rp 15.000.000
		Shop	Rp 13.784.800
Commercial Movies	Rp 17.400.000		
ATV	Rp 2.300.000		
Total Revenue of Ranca Upas			Rp 1.824.314.848
Average Consumer Spending (Total Revenue : Number of Visitors)			Rp 4.150

Figure 5. Ranca Upas Destination Revenue Data 2021

Source: Central Perhutani Data

It can be seen from some of the tables above that there are still many attractions that have not been maximized to get income because there is no variety of attractive packages or promos that Ranca Upas provides to tourists; besides that, it is unfortunate to see the many tourist attractions in Ranca Upas, but only a few attractions can generate income in Ranca Upas. According to Mr. Argo, that is why the average consumer spending of Ranca Upas is minimal, due to a lack of ideas or difficulty in developing potential because it only has six employees of KBM Perhutani West Java-Banten who are placed in Ranca Upas. In addition, the branding of

destinations or attractions in the media is also unsatisfactory, so visitors only come to camp and feed deer. Even though Ranca Upas still has other destinations or attractions.

6. Efforts to Increase Consumer Spending in Ranca Upas

Ranca Upas, as one of Perhutani's leading tourist destinations, needs to make various efforts to promote attractions in its area to attract tourists to visit Ranca Upas. Tourists who visit Ranca Upas are primarily with family, friends, and couples to stay (Muntasib et al., 2019). But Ranca Upas is only effective at generating income in the morning to evening. The absence of attractions at night makes income and consumer spending not so optimal; that is what Ranca Upas should be able to use to increase income so that consumer spending increases to create a maintained nature. In addition, the development of information technology is also accelerating; everyone can quickly get information through social media. Ranca Upas also has social media such as Instagram and Perhutani Website and collaborates with Roote Trails (Guide Online) to make tourists interested in tourism digitalization. The need to make several tour package designs so that visitors can choose the tour packages needed.

CONCLUSION

With some data obtained by researchers, Ranca Upas still needs development so that consumer spending will increase, and there are several suggestions for Ranca Upas for further development: Maintain the beauty of nature, maintain cleanliness and comfort in Ranca Upas Bandung. They are improving inadequate facilities and rethinking to find solutions for onsen so that visitors are interested in buying onsen entrance tickets. More actively promote Ranca Upas on social media, and collaborate with influencers so that more people are curious and visit Ranca Upas. Make attractive attraction package packages for families, couples, and adventures by combining attractions with many visitors with quiet visitors so that visitors can spend their money in the Ranca Upas area of Bandung. Make promo brochures, and make brochures for ride package packages and then distribute them through social media or add them to the price list on the website. They are making tour packages in the Ciwidey area, mainly owned by Perhutani, such as Kawah Putih, staying overnight at Patuha Resort and visiting Ranca Upas. Then cooperate with KAI Wisata to promote the package. They were making night rides so that tourists could spend their money at night, such as making a large screen at one of the campsites to watch together by wearing a headset to avoid disturbing those resting. The headset will be rented out to tourists. Indicators that have not been fulfilled or increased again must be fulfilled or increased again so that the Ranca Upas tourist attraction becomes a quality tourist object, giving a positive impression and good memories for tourists.

REFERENCES

- Amalia, R. M., Sujatna, E. T. S., Heriyanto, H., Krisnawati, E., & Pamungkas, K. (2022). Edukasi dan Literasi mengenai Wisata Perkotaan di Kota Bandung kepada Siswa-Siswi Sekolah Dasar. *Dharmakarya*, 11(1).
- Astuti, M. T., & Noor, A. A. (2016). Daya tarik Morotai sebagai destinasi wisata sejarah dan bahari. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisata Indonesia*, 11(1), 25–46.
- Ervi Virna, N. (n.d.). *Wisata Kuliner*.
- FIRDAUS, S. R. (n.d.). *Perancangan Pola Perjalanan Wisata Baru Sebagai Dampak Pembangunan Tol*.
- Lenaini, I. (2021). Teknik pengambilan sampel purposive dan snowball sampling. *Historis: Jurnal Kajian, Penelitian Dan Pengembangan Pendidikan Sejarah*, 6(1), 33–39.
- Mulyadi, M. (2012). Riset desain dalam metodologi penelitian. *Jurnal Studi Komunikasi Dan Media*, 16(1), 71–80.
- Mulyana, E. (2019). Upaya pemberdayaan ekonomi, sosial dan budaya pada masyarakat melalui pengembangan bisnis ekowisata. *Business Innovation and Entrepreneurship Journal*, 1(1), 38–43.
- Muntasib, E. K. S. H., Meilani, R., Sunkar, A., Muthiah, J., & Rahayuningsih, T. (2019). *Modal Sosial Masyarakat Jawa Barat dalam Pengembangan Ekowisata*. PT Penerbit IPB Press.
- Mutmainah, N., Ahyani, H., & Putra, H. M. (2022). Tinjauan Hukum Ekonomi Syariah Tentang Pengembangan Kawasan Industri Pariwisata Halal Di Jawa Barat. *Al-Mawarid: JSYH*, 4(1), 15–42.
- Rukajat, A. (2018). *Pendekatan penelitian kuantitatif: quantitative research approach*. Deepublish.
- Rukin, S. P. (2019). *Metodologi Penelitian Kualitatif*. Yayasan Ahmar Cendekia Indonesia.
- Suleman, A. R., Revida, E., Soetijono, I. K., Siregar, R. T., Syofyan, S., Hasibuan, A. F. H., Silitonga, H. P., Rahmadana, M. F., Silalahi, M., & Syafii, A. (2020). *BUMDES Menuju Optimalisasi Ekonomi Desa*. Yayasan Kita Menulis.
- Utami, S., & Gaffar, V. (2016). Pengaruh strategi nation branding “Wonderful Indonesia” terhadap proses keputusan berkunjung wisatawan australia ke indonesia. *THE Journal: Tourism and Hospitality Essentials Journal*, 4(1), 693–704.
- Yuga, D. C., & Sulistianto, N. (2019). Perancangan Identitas Visual Dan Sign System Wisata Gunung Puntang. *EProceedings of Art & Design*, 6(3).

Zakariah, M. A., Afriani, V., & Zakariah, K. H. M. (2020). *Metodologi Penelitian Kualitatif, Kuantitatif, Action Research, Research And Development (R n D)*. Yayasan Pondok Pesantren Al Mawaddah Warrahmah Kolaka.



© 2022 by the authors. It was submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).