



Development strategy for halal tourism village in Gedepangrango, Sukabumi district

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ABSTRACT

Halal tourism is recognized as a significant contributor to the economy and has promising potential. The number of tourism village with halal concepts in Indonesia is limited, but Gedepangrango Village in Sukabumi District has great prospects for development. Therefore, this study aimed to use the Analytical Network Process (ANP) as well as Strengths, Weaknesses, Opportunities, and Threats (SWOT) methods to analyze strategy for developing halal tourism village in Gedepangrango. The results showed that SWOT significantly impacted development of halal tourism village. The analysis confirmed tourism potential in agriculture, nature, and culture within village, but governance has not been optimal. Furthermore, development plans were consistent with the Regional Medium-Term Development Plan of Sukabumi District, and there was competition from other tourism village. Based on the results, the primary focus should be raising the capacity of human resources to develop halal tourism village.

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1 Introduction

Tourism is an industry recognized as a significant contributor to the economic growth of a country. According to (Widi 2022), the Ministry of Tourism and Creative Economy reported that the foreign exchange from tourism was estimated at USD 4.26 billion or approximately IDR 63.7 trillion in 2022 (Kemenparekraf 2022a). In particular, halal tourism has substantial growth potential, and development is drawing significant attention from multiple countries, including Indonesia. This country has consistently featured among the top 5 halal tourist destinations globally for five years. In 2017, Indonesia was ranked third but moved to first place, together with Malaysia in 2019.

According to the Global Muslim Travel Index (GMTI) in 2019, Indonesia received the award for Best Halal Tourism in the World, surpassing 130 other countries (Mastercard 2019). The country further won 12 out of 16 awards at the World Halal Tourism Award in Abu Dhabi (Kemenparekraf 2021). In 2021, Indonesia was ranked fourth and subsequently moved to the second rank in 2022. This exceptional performance must be maintained to sustain and improve the impressive rankings among the top five nations.

The GMTI 2022 survey reported that in 2019, the worldwide sum of Muslim tourists amounted to 160 million. This figure represented a decrease due to the pandemic but is expected to reach 160 million by 2024. According to a previous study, tourists are expected to reach 230 million in 2028, spending around US\$225 billion (Mastercard 2022). In 2022, the number of foreign tourists to Indonesia reached 5.47 million trips, which indicates a 251.28 percent increase compared to 2021 (BPS 2022).

Tourism development is influenced by various dynamics, leading to different concepts such as sustainable tourism and ecotourism, towards enabling activities in both urban and rural areas. An effective solution is the establishment of tourism village (Zakaria & Suprihardjo 2014) to raise awareness among the public about the potential of an area. This awareness can serve as a tourist attraction to strengthen economic growth. The official website of Tourism Village Network (Jadesta) under the Ministry of Tourism and Creative Economy has registered 3,619 village (Kemenparekraf 2022b).

Sukabumi is the most extensive district in West Java, making it the hub of development in the southern West Java and Java Island area (DISBUDPORA Sukabumi 2021). The fourth objective of the Sukabumi District government is to enhance competitiveness and productivity with a focus on sustainable agribusiness and tourism (Sukabumi District

Government 2023). According to Table 1 from the 2022 Sukabumi District Tourism Office, there was a significant increase in tourist visits from 2017-2019. Due to the pandemic, there was a decrease in 2021 with only 983,754 tourists. Among the 381 villages in the regency, 35 are designated tourism village. Gedepangrango Tourism Village is officially registered in the advanced category on the Jadesta Kemenparekraf website.

Gedepangrango Tourism Village is a prominent destination in Sukabumi District, included in the Provincial Tourism Development Area (KPPP). It has diverse product offerings and themes for natural, cultural, and manufactured tourism development (West Java Provincial Government 2015). Furthermore, village possesses various natural resources and human capital, including agricultural, natural, cultural, and gastronomic tourism, for the enhancement of micro, small, and medium enterprises (MSMEs).

Following the construction of Situ Gunung Suspension Bridge, which is the longest suspension bridge in Asia, spanning 240 meters, tourists to the area have increased by 603% (Rezki *et al.* 2021). According to the manager of Gedepangrango Tourism Village, this tourist attraction has significantly impacted micro, small, and medium enterprises (MSMEs) as well as local vendors operating in Situ Gunung. The impact is still not considerably visible to the inhabitants of other tourist attraction areas. An effective method to promote tourism sector growth is through the optimization of resources by creating halal tourism village (KNEKS & IAEI 2020). This can be defined as tourism village that integrates sharia, local wisdom, distinctive resources, and uniqueness (Adinugraha *et al.* 2018).

Gedepangrango Tourism Village has a Muslim majority population (Sukabumi District Government 2023) and the regency has numerous Islamic boarding schools (Salam 2023), leading to the position as a great potential hub for halal tourism. The guidelines for halal tourism facilities, including places of worship, hotels, and restaurants, are outlined in fatwa DSN-MUI (2016) No. 108, based on Sharia principles. In general, non-Muslim consumers prefer halal-certified products due to the desire for high-quality, safe, and ethical options (Syarif & Adnan 2019). Despite the potential of Gedepangrango Tourism Village, the current management faces significant challenges regarding community participation, promotion, and effective management, as reported by village manager. Therefore, this study aimed to investigate the viability of creating halal tourism village in Gedepangrango Village and suggest development plan.

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Table 1: Research variables

| Category | Variable | Source |
|---------------|---|--------------------------------------|
| Strengths | S1. Gedepangrango Tourism Village offers touristic agriculture, nature, and culture opportunities | (Kemenparekraf 2022) |
| | S2. Worship facilities are available at Gedepangrango Tourism Village | (DSN-MUI 2016) |
| | S3. The residents of Gedepangrango Tourism Village are predominantly followers of the Islamic | (Sukabumi Regency Government 2023) |
| | S4. Village government has provided great support to develop Gedepangrango Tourism Village | (Moch 2014) |
| | S5. There exists Tourism Awareness Group in Gedepangrango Tourism Village | (Dewi et al. 2013) |
| Weaknesses | W1. Products sold at Gedepangrango Tourism Village have not yet received official halal certification | (DSN-MUI 2016) |
| | W2. There are no established regulations present at Gedepangrango Tourism Village that prohibit religious practices | (DSN-MUI 2016) |
| | W3. The inability of the community in Gedepangrango Tourism Village to effectively develop tourism destination | (Adinugraha et al. 2018) |
| | W4. Governance in Gedepangrango Tourism Village requires improvement | (KNEKS & IAEI 2020) |
| | W5. The role of BUMDes in the management of Gedepangrango Tourism Village is suboptimal. Improvement is needed | (Bappelitbangda Santoso et al. 2021) |
| | W6. The infrastructure of Gedepangrango Tourism Village remains insufficient. It requires further development in terms of facilities and amenities for tourists. Additionally, there is a need for greater accessibility to and from village and better transport connections to nearby areas. These improvements would foster the further development of tourism and enhance the local economy | (Zaini 2013) |
| | W7. Digital promotion of Gedepangrango Tourism Village is still lacking | (Sayekti 2019) |
| Opportunities | O1. The Sukabumi District Government offers practical assistance for the progression of Halal Tourism Village | (KNEKS & IAEI 2020) |
| | O2. The potential for domestic and international Muslim tourists | (Kemenparekraf 2021) |
| | O3. Regulations regarding halal tourism already exist | (Sayekti 2019; DSN-MUI 2016) |
| | O4. The plan for developing halal tourism village is consistent with the Sukabumi District development plan, both presently and in the future | (Bappelitbangda 2021) |
| Threats | T1. Many other tourist attractions serve as competitors | (Kemenparekraf 2022) |

2 Methodology

This study used both quantitative and qualitative methods. The primary data consisted of in-depth interviews and expert-filled questionnaires focusing on the issues surrounding halal tourism village and development in Sukabumi District. The language was objective and formal, using clear, concise, and necessary information with a logical structure and causal connections between statements.

Data analysis was conducted using the Analytical Network Process (ANP) with a SWOT (Strength-Weakness-Opportunity-Threat) network structure. Meanwhile, data were processed through Super Decisions software and Microsoft Excel. ANP is a mathematical theory used for the systematic analysis of various problems. It can systematically explain dependence and feedback factors. Decisions in ANP are made through consideration and validation of empirical experience, as reported by (Saaty 2005).

ANP offers a decision-making framework that avoids presupposing the autonomy of levels in the network and the independent elements within levels (Ascarya 2005). This method provides several advantages, including using a ratio scale capable of capturing all interactions for accurate predictions and informed decision-making (Saaty 2016). Moreover, in ANP analysis, the validity benchmark relies on selecting expert respondents rather than solely on the number of samples.

3 Results

Analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT) for development of Halal Tourism Village in Gedepangrango Village, Sukabumi District. This study used four analytical components including internal strengths and weaknesses, external opportunities, and threats. The internal aspects examined include products, actors, managers, community, and village government in Gedepangrango Tourism Village. A literature review and interviews with experts and practitioners were conducted to inform the SWOT analysis. This analysis could guide development of halal tourism village.

The following section presents the source of variables used in this study. The SWOT variables served as the foundation for formulating strategies in this study. The goal was to mitigate weaknesses and overcome threats while capitalizing on strengths and opportunities. A total of eight strategies were formulated based on internal and external factors identified in Table 2

Table 2: Strategy based on SWOT analysis

| | | External factor | |
|-----------------|-----------------|---|---|
| | | Strength (S) | Weakness (W) |
| Internal factor | Opportunity (O) | SO strategy | WO strategy |
| | | | 1. The goal is to exploit tourism opportunities in Gedepangrango Tourism Village centered on agriculture, nature, and culture. (S1, O2, O4) |
| | | 2. Enhancing collaboration and cooperation between local communities and the government (village, district, private) to promote the growth of halal tourism village. (S3, S4, S5, O1, O3, O4) | 2. Enhance the human resources capacity for development of halal tourism village (W2, W3, W4, W5, O1, O4) |
| | | Threat (T) | WT strategy |
| | | 1. Village government is assisting in facilitating halal certification program. (S1, S2, S4, T1) | 1. To enhance digital rebranding and promotion of tourism village with halal concepts. (W3, W7, T1) |
| | | 2. The method of using an existing halal tourism village as a reference point for development of Gedepangrango Halal Tourism Village is being used. (S3, S5, T1) | 2. To urge the government to enhance the infrastructure of halal tourism village. (W6, T1) |

4 Discussion

Gedepangrango Tourism Village is situated in Kadudampit Sub-district, Sukabumi District, with an estimated population of 5,842. Geographically, it is located at 106.9272° east and -6.9167° L.S., spanning an area of 719.815 hectares. Furthermore, the topography falls under the category of a highland area, situated on the slopes of Mounts Gede and Pangrango, with elevations ranging between 800-1200 meters above sea level (Gedepangrango Government 2015).

The areas of Gedepangrango Tourism Village comprise mainly farmland, forests, and settlements (Gedepangrango Government 2015). One *Rukun Warga* group in village cultivates diverse plants in the yard to foster food security. Consequently, this area is part of the Astra Berseri Area (KBA) and a model for other village. Villagers in the area establish small kiosks near tourist spots, Micro, Small, and Medium Enterprises (MSMEs), manufacture processed merchandise for marketing, and operate souvenir shops. An example of MSMEs managed by a group of women is Pujasera, which produces creative items including shredded goods made from banana stems and sweet potatoes. This invention enabled Pujasera MSMEs to obtain an award from the Regent of Sukabumi District, as the "Best Innovation in Poverty Alleviation".

Sukabumi District is commonly called "the city of santri" due to the high number of santri and Islamic boarding schools (Salam 2023). These schools also surround Gedepangrango Tourism Village. The community is

the primary driving force in developing tourism village, particularly those catering to halal tourism. In this context, top-quality human resources and a firm grasp of the principles, guidelines, and regulations associated with halal tourism are crucial for villagers. The government also has a crucial role in overseeing and supporting the sustainability of halal tourism village, acting as both a regulator and an enabler.

4.1 S-O Strategy

SO (Strength-Opportunity) strategy is used for analyzing strengths and opportunities. It can be applied to promote the growth and sustainability of tourism sector, capitalizing on internal strengths to seize external opportunities. In this context, two strategies were suggested to promote halal tourism in Gedepangrango, Sukabumi District. The first strategy is to exploit tourism opportunities centered on agriculture, nature, and culture. Additionally, there should be an emphasis on amplifying the contribution and cooperative functioning between the indigenous population and governmental organizations including village, district, and private in the pursuit of halal tourism village growth.

The initial approach centers around the prospect of agriculture, nature, and culture (S1), potentially appealing to both domestic and international Muslim tourists (O2). This proposition was supported by (Girsang *et al.* 2019) stating that fulfilling tourists' demands required the exploration of existing potential and possibilities.

The second strategy is focused on enhancing collaboration and cooperation between local communities and the government to promote the growth of halal tourism village. This approach is based on (Abadi 2017) stating that the community role requires synergistic efforts from crucial stakeholders, including the government, non-governmental organizations (NGOs), as well as the private sector, and residents. In this context, Gedepangrango Village has a Muslim majority, tourism consciousness group, ample government backing, and available prospects.

4.2 W-O Strategy

Weakness-Opportunity (WO) strategy is targeted at internal shortcomings through external opportunities. In this context, two strategies were formulated, first, district government should conduct socialization and support the implementation of halal certification. Second, strategy can enhance the human resources capacity for development of halal tourism village.

Tourism amenities, including food and drinks, restaurants, and lodging, in Gedepangrango Village lack halal certification (W1), an essential requirement for many Muslim tourists. To address the issue, the Regency Government must provide robust support for developing halal tourism village (O1) and implementing regulations (O3). Socialization and governmental support in implementing halal certification is a strategic approach that can leverage the opportunities and address weaknesses, considering the vast potential of national and international Muslim tourists (O2). Sayekti (2019) argued that socialization is a critical and essential factor for economically empowering the communities in tourist destinations.

Zakaria and Suprihardjo (2014) stated that enhancing human resources quality was crucial in advancing village tourism. Consequently, a second strategy was devised to amplify the human resources capacity of village. Tourism potential of Gedepangrango Village may not be fully realized due to the insufficient quality and capacity of human resources, as evidenced by the inadequate role of BUMDes and low standard of governance. To address these issues, the district government support could arrange various activities such as training and capacity building. These endeavors are consistent with the Sukabumi District development plan.

4.3 S-T Strategy

ST (Strength-Threat) strategy is targeted at internal strengths to mitigate the impact of external threats. It comprises components of strengths and threats. Two strategies for developing halal tourism village in Gedepangrango Tourism Village, Sukabumi District, are: 1) Village government assists in facilitating halal certification program, and 2) Using an existing area as a reference point for development.

The first strategy centers upon the advantages of Gedepangrango Tourism Village, which has tourism potential (S1) and places of worship facilities (S2). Additionally, village government has offered support for the implementation of halal certification. This was reported by (Wulandari & Indahsari 2021) who proposed offering halal product certification as one way of boosting tourism. Gedepangrango must advance and become superior, as there are many rival tourism village (T1).

The second strategy entailed referencing the favorable aspects of village, which is primarily seasonal and has tourism awareness group. Additionally, a pilot village, namely Setanggor, provides a benchmark for other tourism village, such as Gedepangrango, to enhance and develop the communities (Adinugraha *et al.* 2020).

4.4 W-T Strategy

Weakness-Threat (WT) strategy is targeted at both internal weaknesses and external threats. Two alternative strategies have been suggested to develop halal tourism village in Gedepangrango Village,

Sukabumi District. The first strategy is to enhance digital rebranding and promote tourism village with halal concepts. Another strategy is to urge the government to strengthen the available infrastructure.

The initial strategy was founded on weaknesses of the village. There was no digital promotion (W7) and insufficient community capacity (W3). Other tourism village objects (T1) also threatened the progress of Gedepangrango Village. A new strategy is crucial to overcome these weaknesses and threats. According to Zakaria and Suprihardjo (2014), promoting tourism in village requires using media channels such as websites and existing promotional platforms. Objective strategies are necessary to ensure clarity and effectiveness, avoiding potentially misleading or ambiguous language.

The second strategy was based on the weaknesses of village, namely inadequate supporting infrastructure (W6). Following this discovery, a plan is needed for the government to improve the infrastructure in GedePangrango Tourism Village. Strategy is expected to overcome current threats, including the number of other tourism village as competitors. According to Zakaria and Suprihardjo (2014), one of the components of tourism is the availability of infrastructure that can meet the needs of tourists.

4.5 Strategy Prioritisation

Based on the ANP analysis, improving human resource capabilities is the primary focus in advancing development of halal tourism in Gedepangrango Village, Sukabumi District. The sequence of priority for development strategy is as follows: 1) Improving the capacity of human resources to develop halal tourism village achieved a geometric mean score of 0.1703. 2) The need for increased collaboration and synergy between local communities, government (district village), and the private sector had a score of 0.1696. 3) Exploiting tourism potential based on agriculture, nature, and culture had a score of 0.1332. 4) The government's facilitation of halal certification program achieved a score of 0.1250. 5) Establishing existing halal tourism village as a benchmark for development, had a score of 0.1210. Furthermore, district government's responsibility of socializing and supporting the implementation of halal certification earned a score of 0.1123. Government efforts to enhance infrastructure in halal tourism village had a score of 0.0898. Lastly, intensifying the digital rebranding and promotion of tourism village using halal concept had a score of 0.0788. The calculation of rater agreement among respondents yielded a W result of 0.3052, showing that 30.52% agreed with the prioritization results of halal tourism village development strategy, while the remainder provided diverse responses.

5 Conclusion

In conclusion, the results showed that Gedepangrango had great potential for development of halal tourism village. This potential is attributed to the abundant natural and cultural tourist attractions, culinary wonders, substantial support for MSMEs, and the availability of numerous religious institutions such as pesantren. Several strategies need to be implemented for development of halal tourism village. This included enhancing the capacity of human resources, as well as increasing the role and synergy between local communities, the private sector, and the government. Additionally, emphasis should be given to tourism potential derived from agriculture, nature, and culture. Another essential strategy is for the council to assist in halal certification program and establish a current halal tourism village as a yardstick for development. The County Government should also propagate and endorse the execution of halal certification, draft more technical regulations, construct infrastructure, and carry out promotions such as digital promotions

Conflict of Interest

The authors declare no conflict of interest.

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