

MARKETING STRATEGY OF OMAH MBUDUR TOURISM DESTINATION IN WANUREJO VILLAGE, BOROBUDUR DISTRICT

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Abstract: The tourism sector is a profitable industrial sector for now, tourism involves many people and can revive various business fields so that it can become a global industry. Along with the development of information technology and transportation, this has become a trigger for the increase in new tourism products. Each tourism product needs to have its own characteristics so that it can compete with other tourism products. The purpose of this study was to find out the existing tourism products in the Omah Mbudur Tourism Destination, to find out the existing management system in the Omah Mbudur Tourism Destination, and to find out the marketing strategy used by the management. While the method used in research is descriptive qualitative. The results of this study indicate that Omah Mbudur is a destination with a village tourism concept that carries the theme of cultural arts related to basic human needs, namely clothing, food and boards along with activities such as VW safaris, jeep adventures, regional arts and so on. The management of the Omah Mbudur tourist destination is a mutual cooperation system, namely by entrusting the staff to their respective fields with the aim of characterizing the culture of the community.

Keywords: Destinations, Marketing, Strategy

INTRODUCTION

Today tourism is one of the main driving sectors of the national economy, this is because tourism has a role to encourage increased state income through foreign exchange earnings. According to Yoeti (in Deni et al., 2017), the term tourism comes from Sanskrit which consists of two syllables, namely "pari" means around or together, and "wisata" means travel. In general, tourism means traveling around from one place to another. According to the Big Indonesian Dictionary, the notion of tourism is traveling together with the aim of having fun, increasing knowledge, and so on. Besides that, it can be interpreted as an excursion or picnic. According to Law no. 10 of 2009 concerning Tourism, tourism is all kinds of tourism activities served by the government, the community, or entrepreneurs along with their facilities.

The tourism sector is a profitable industrial sector for now. Tourism involves many people and can revive various business fields so that it can become a global industry. In this case the tourism sector is opening the way for business actors such as culinary, handicrafts, hospitality, and travel. In MPR TAP No. IV/MPR/1978, which contains that tourism needs to be increased and expanded to increase foreign exchange earnings, expand employment and introduce culture. Tourism emerges as a manifestation of the needs of every person and country as well as the interaction between tourists and the local community, fellow tourists, government, local government and entrepreneurs.

In Indonesia, the tourism industry continues to increase along with developments in information technology and transportation. This is marked by the continued increase in new tourism products. Each tourism product needs to have its own characteristics so that it can compete with other tourism products.

In this case, marketing plays a very important role in tourism, because to assess a tourism product, tourists must come directly to the desired tourist destination. Therefore, it is necessary to carry out appropriate tourism development planning so that the tourism products produced are in accordance with tourist expectations.

Magelang Regency in tourism development refers to the Ripparda (Regional Tourism Master Plan) of Magelang Regency Year 2014-2034 Number 4 of 2015 Regional Regulation of Magelang Regency which is the main reference for referring to tourism development. These regional regulations become signs that must be obeyed by all parties engaged in the regional tourism sector in Magelang Regency. Geographically, the location of Magelang Regency is in a strategic position, because it is on the main economic-transport route Semarang-Magelang-Yogyakarta, besides being at the crossroads of tourist routes, between Borobudur, Ketep Pass, the Dieng area and Yogyakarta.

This is something that is profitable for many sectors, one of which is the tourism industry. Magelang Regency has superior tourism potential, one of which is the Borobudur Temple site as a world cultural heritage and is one of the Super Priority Tourism Destinations (DPSP), while other tourist destinations that are no less interesting are the Omah Mbudur Tourism Destinations located in Wanurejo Village, Borobudur District. . Omah Mbudur is a destination with a village tourism concept that carries the theme of cultural arts related to basic human needs, namely clothing, food and boards along with activities such as VW safaris, jeep adventures, regional arts and so on.

Based on data from the Disarpورا Magelang Regency, the number of visits during 2019 reached 3,747,757 tourists, while in 2020 there were 1,164,752 tourists and in 2021 it decreased by 51% with a total of 566,503 tourists. This was caused by the COVID-19 pandemic which hit almost the entire world and entered Indonesia in early 2020, on March 2 2020 to be exact, Indonesian President Joko Widodo announced that an Indonesian citizen had contracted COVID-19. There is no medicine that can treat this disease, so the Government advises the public to anticipate it by wearing masks and washing hands and reducing mobility.

The existence of the COVID-19 pandemic has caused many sectors to experience problems or not even run at all, so many employers have gone out of business and laid off their employees. In the tourism sector the COVID-19 pandemic has become an obstacle in various activities however, it must go hand in hand with the COVID-19 pandemic. In order to reduce the spread of COVID-19 which is increasing in Indonesia. The Minister of Health of the Republic of Indonesia issued Decree No. HK.01.07/MENKES/382/2020. Concerning Health Protocols for Communities in Public Places and Facilities in the Context of Prevention and Control of Corona Virus Disease 2019 (COVID-19). This regulation was made to reduce the spread of the COVID-19 pandemic that hit Indonesia in order to stabilize the situation.

The existence of a pandemic has made many new regulations that must be applied in almost all sectors, including the tourism sector which has experienced many changes. Made Suradnya (in Suryadana and Octavia 2015) said that a marketing strategy at the destination level should start with research to identify the target market for the tourism destination in question as well as the right promotion and branding strategy for the target market. In this case the marketing strategy is expected to be able to help Omah Mbudur tourism in particular and Magelang Regency in general to be better known not only by the people of Central Java, but also outsiders and are expected to be able to compete with tourism in other areas.

So, based on the description above, the writer is interested in conducting research with the title "Marketing Strategy for Omah Mbudur Tourism Destinations in Wanurejo Village, Borobudur District"

METHOD

In this study, the authors used qualitative research methods, namely by describing or describing and describing the relationship between the phenomena studied. Qualitative research is research that produces analytical procedures that do not use statistical analysis procedures or other quantification methods. Qualitative research is characterized by describing an actual situation, but the report is not just a form of reporting an incident without a scientific interpretation.

RESULT AND DISCUSSION

Tourist destinations are natural attributes that are neutral until there is human intervention from outside to change them so that they can meet human needs and satisfaction. Tourist destinations should have characteristics or uniqueness so that they can give the charm or attractiveness of a visitor during his visit and can even entice him longer by visiting the destination again. Tourist destination refers to an area that is a tourist destination. A tourism destination is an entity that covers a certain geographical area in which there are tourism product components (tourist attractions, facilities, access) and services, as well as other supporting elements (community, tourism industry players, and development institutions) that form a synergistic system in creating visit motivation and the totality of the visiting experience for tourists.

The policy regarding Tourism in Magelang Regency has been regulated in the Ripparda (Regional Tourism Master Plan) for Magelang Regency Year 2014-2034 Number 4 of 2015. The Ripparda for Magelang Regency explains regulations regarding tourism development, development of tourism destinations, development of the tourism industry, development of tourism institutions, indications of development programs, and supervision and control. Borobudur District is included in the tourism strategic zone or area part D which includes Mertoyudan District, parts of Muntilan District, Salam District, Ngluwar District, Borobudur District, parts of Mungkid District and parts of Salaman District. KSP D has the theme "Borobudur in the Shadow of Merapi" with the vision "The Realization of the Borobudur Area (KSP D) as a Community-Based Cultural Tourism Area that is Sustainable and Sustainable".

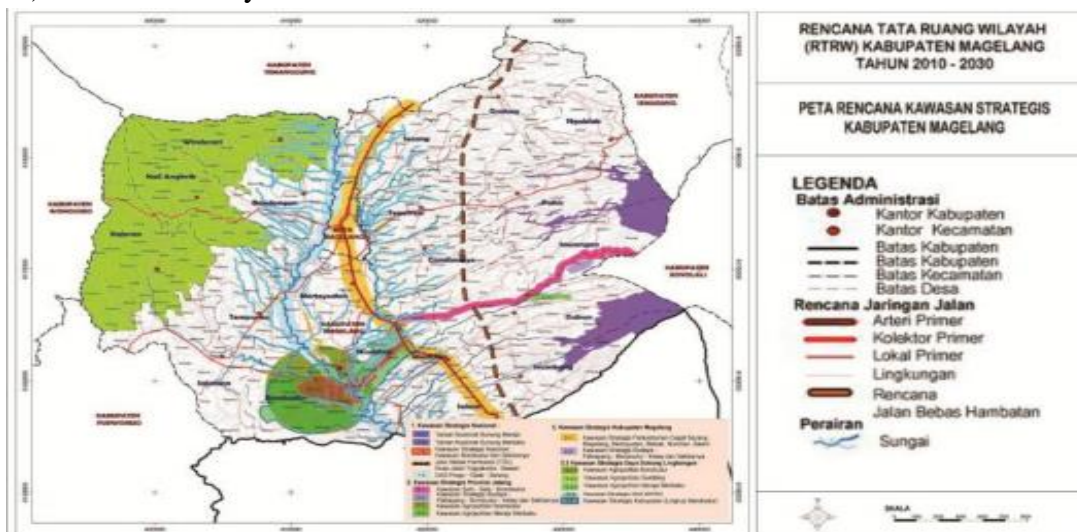


Figure 1: Map of the 2010-2030 Strategic Area Plan for Magelang Regency RTRW (Bappeda Kab. Magelang)

Magelang Regency consists of 21 Districts, and one of the most famous Districts is Borobudur District. Borobudur District offers a special attraction in tourism, namely because of the Borobudur Temple which is one of the world heritages set by UNESCO. In addition, the Borobudur Temple Area is also supported by a number of tourist destinations or objects in the vicinity, which in this case also add to the attractiveness of tourist visits to Borobudur. These attractions consist of natural tourism, cultural tourism and village tourism. There are 14 tourist villages in Borobudur District, and one of them is Wanurejo Village. This village is the area that is passed for the first time when entering the Borobudur Temple area or it can also be referred to as the village which is the main gate or main door when entering the Borobudur Temple area. The village of Wanurejo was first discovered in the Canggal Inscription (723M) in which the inscription states that Wanurejo was one of the villages during the Hindu Mataram period which was a prosperous village. then Wanurejo was rediscovered in the Karang Tengah inscription of 812 AD. Wanurejo Village is surrounded by villages including:

- North : Teksong Village
- East : Borobudur Village
- South : Bumiharjo Village
- West : Wiringin Putih Village

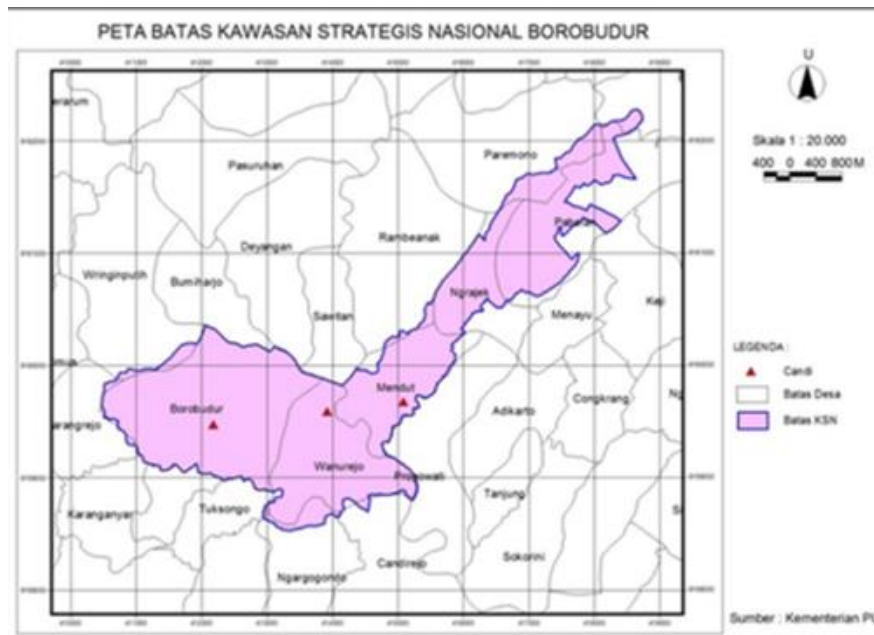


Figure 2: Map of KSP D
Source: Repository.Kemdikbud 12 September 2022

Wanurejo Village is a “Cultural and Craft Tourism Village”, you can say it is a Cultural and Craft Village because its culture is still very strong, inherited from its ancestors and ancestors and has many home industries that make various kinds of crafts ranging from trinkets to statues. statue.

Geographically, Wanurejo Village is one of the very fertile and green villages with stretches of rice fields in the Borobudur Temple area. Originating from Wanurejo Village, this village was founded by Eyang Wanu Tejakusuma or Bendhoro Prince Haryo, son of Sri Sultan Hamengkubuwono II.

An incarnation of Eyang Wanu Tejakusuma and can still be found and visited today at the Cikalán Temple, Tingal Hamlet, Wanurejo Village. There are nine hamlets in Wanurejo Village including Brojolanan, Tingal Wetan, Tingal Kulon, Bejen, Sorokan, Barepan, Gedongan, Jowahan, and Soropadan hamlets.

Departing from the struggle of Noeryanto, an artist who has been successful on the island of Bali but had to return to his homeland in Jowahan Hamlet, Wanurejo Village, Borobudur District in 1999 at the request of his parents. The assets during his work in Bali he used to build his village with "mbabat alas". Buying a plot of land, clearing a forest and building the Omah Mbudur area from scratch with the concept of village tourism. At that time it was not an easy matter for Noeryanto to build Omah Mbudur, he was once accused of being a crazy artist because he built a house only for "hangouts" with artists and community discussions. Other unpleasant remarks had become a hindrance, but all of that did not dampen his intention. It can be seen that now Omah Mbudur has developed into a creative place for artists, the local community and even tourists. The people around Omah Mbudur are also taught to create works of art that can later be sold in art galleries.

Tourism Products located at Omah Mbudur Tourism Destinations

A. Product



Figure 3: Omah Mbudur *Landscape*
(Source: Researcher Dokumentation, 19 August 2022)

Product is something that can be offered to consumers to be used or consumed in meeting the needs and satisfying the desires of consumers. When entering the courtyard of Omah Mbudur, tourists will feel a different atmosphere, the natural landscape of the village in the 8th century with a magnificent gate made of neatly arranged marble while green moss is left covering some of the gate. The percussion of Javanese gending and Javanese musical instruments resounds, being played in a corner of the pendopo house by a group of gentlemen's karawitan to welcome the guests.

In his work as an artist, informant 1 facilitated tourists by presenting Omah Mbudur as the embodiment of the story of the temple wall reliefs which are full of values to then be managed and run into an activity that can educate tourists. The Omah Mbudur tourist destination carries the theme of cultural arts related to basic human needs, including clothing, food and shelter along with community activities.

Informant 1 thought that this would become an attraction long before his village developed into a tourist village as it is today, with the hope of boosting the economy of the surrounding community.

The clothing that Omah Mbudur offers includes traditional Javanese clothing that is used by staff to welcome and serve guests, tourists can learn batik, get to know the natural dyes that are used to know the philosophy contained therein. The food or food served by Omah Mbudur in entertaining guests is traditional food processed with spices which produce a high taste without the addition of artificial flavorings such as fish mangut, ingkung, porridge and so on. As well as boards or places to welcome and serve guests in the form of pavilions, art stages and landscapes, it is not uncommon for people to use them as wedding venues, pre-wedding photos, meetings and various activities such as learning gamelan and regional arts.

Currently Omah Mbudur has carefully conceptualized several attractions and facilities for tourists, with the principle stated by informant 1 namely "Recognize potential, master potential and execute potential into an activity" from this principle it can be taken to mean that as a tourism business actor must be able to recognize the potential that exists in their environment to then be developed into a new attraction that has more value to be empowered by the community, so it's no wonder that this place is always filled with groups of tourists both from within and outside the country.

This received a good response from informant 2 as Chairperson of Pesona Magelang (PESMA), Pesona Magelang is a tourism stakeholder that synergizes various elements of tourism in an effort to develop and promote destinations in Magelang Regency. Behind the disagreements regarding the limitations of the Borobudur Temple, there are challenges and opportunities for how to come up with an alternative that the greatness of the Borobudur masterpiece can be learned from the outside, of course this can open opportunities for tourism businesses in Magelang Regency to provide alternatives to tourists as tourist destinations have done. Omah Mbudur.

However, another opinion was conveyed by informants 6 residents of Jowahan hamlet, "In my opinion, Omah Mbudur is not a tourist destination, but a place or rented space for meetings at any event and serves a dining menu." From this opinion it can be concluded that there are local residents who do not know about Omah Mbudur's entity, this of course becomes material for Omah Mbudur's evaluation activities.

B. Place

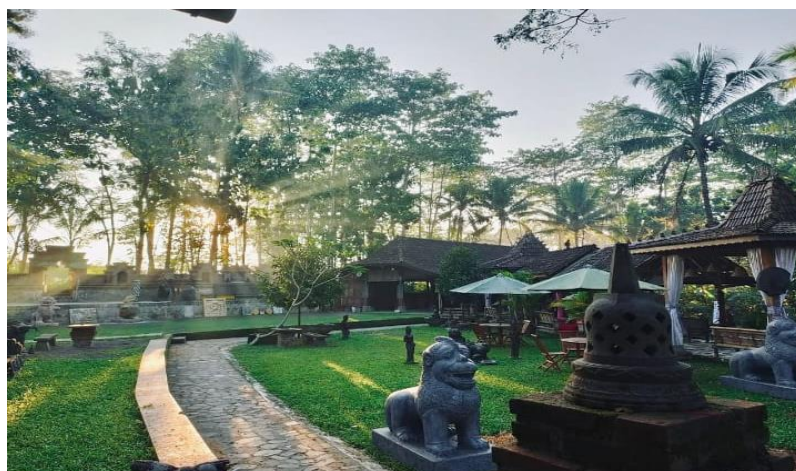


Figure 4: Omah Mbudur
(Source: *Instagram Omah Mbudur*, 19 August 2022)

An attractive place for consumers is the most strategic, pleasant, and efficient place. The Omah Mbudur tourist destination is a village tourism concept that stands on a 2 hectare land in Wanurejo Village, Jowahan Hamlet. Having a beautiful and instagramable natural atmosphere and culture that is still attached to the lives of local residents is an attraction for visiting tourists.

The following are the results of interviews with informant 2 from the Tourism, Youth and Sports Office of Magelang Regency regarding the existence of the Omah Mbudur tourist village: "I have met with the General Manager of the Atria Hotel, Magelang City, which we often use to mean when we talk as the Tourism Office that the city has limited tourist attractions, so when there are various guests running to the district, especially the Omah Mbudur destination, tourists can carry out various activities here, so we this complements each other." Based on this statement, it can be explained that the existence of the Omah Mbudur tourist destination is able to complement the needs of tourists visiting the City of Magelang with a wide choice of interesting activities and memorable experiences.

Marketing Strategy of Tourism Destination Omah Mbudur

A. Promotion

Promotion can be done in several ways such as advertising, personal selling and so on. In carrying out promotions it is better to communicate effectively by providing the information and advice needed, convincing target customers of the goodness of a product and encouraging them to take action at one time.

Initiated since 1999, Omah Mbudur's marketing strategy is constantly being updated so that it can be known by the wider community as it is today. The Omah Mbudur tourist destination optimizes all natural, cultural and customary wealth in the Borobudur Temple area. The original purpose of establishing Omah Mbudur was to contribute to facilitating artists to show their creativity and provide visitors with a different experience with the natural atmosphere of the 8th century countryside. Gotong royong was initiated by informant 1 himself, namely by entrusting the staff to do the work according to their respective expertise.

In running a business, of course, the general goal that is expected is material profit to run the wheels of the company's economy. The rise of tourism from the Covid-19 pandemic is marked by the mushrooming of tourism businesses in the Borobudur area so that competition is getting tougher and looks blatant. Responding to this, of course, a special business strategy is needed to be able to compete.

"In the past, I invited the Wisa Travel Bureau (BPW) in Java and Bali for free to gather, in one year I spent 60 million to pay for transportation, lodging, other things that became my responsibility."

From the above opinion it can be concluded that one of the marketing strategies that have been carried out by Omah Mbudur is event gathering, according to him these activities are more intimate with customers, can provide product knowledge, can answer questions from buyers in detail, effective way, can sell many units of gathering.

The main objective of the event gathering held by Omah Mbudur is to gain participant loyalty, where the participants who attend the gathering are expected to be able to resell the products offered, that is the key to the success of an event gathering. Through event gatherings, Omah Mbudur can reach consumers massively. This is because the ability of social interaction in disseminating information is classified as effective and efficient in providing a common perception between companies and consumers.

This Gathering event meets the promotion criteria because it is informative, performance, control, efficiency, and service. All promotional tools in their implementation support each other so that there is effectiveness and efficiency in time, energy and materials. Event Gathering activities open up business opportunities to become bigger by discovering public relations opportunities where in Omah Mbudur's business he cannot run alone without partners who always support and cooperate in the business he is in.

Assisted by the child of informant 1 in publishing and operating social media which is used as an emphasis on various activities that have been held at the Omah Mbudu tourist destination. You can see several important figures such as Mr. Ganjar Pranowo as Governor of Central Java, Mr. Wisnu Hutama, former Minister of Tourism and Creative Economy of Indonesia, Mr. Sandiaga Uno as Minister of Tourism and Creative Economy as well as several capital city artists such as Hanung Baramntyo, Hana Malasan and others appear to decorate feeds. Omah Mbudur's Instagram account by enjoying banquets and doing various activities. This of course can have a positive effect on the wider community to make visits to the Omah Mbudur tourist destination.

B. Positioning

Positioning can be interpreted as an action or steps from the company to place the product in the minds of target consumers where the company has a differentiator or characteristic that can be superior to other competitors. In the process of carrying out positioning, it must be balanced with good communication, this can also affect the image that the company wants to instill with target consumers.

Referring to the gathering activities carried out by informant 1 for approximately 10 years, in this case the Omah Mbudur tourist destination is positioning itself as conveyed by informant 1 as follows: "From the first morning, at 04.00, I didn't pick up, I stayed at the homestay, I didn't take the jeep to see the sunrise, got off the jeep here, took a shower, had breakfast, after breakfast, went up to the temple, got off from the temple, was greeted by an carriage, onthel and VW, finished here for lunch, later it's just a matter of changing and then in the afternoon there are nature tours such as rafting, tubing, plowing the fields back to the homestay in the evening for dinner and art performances. It's over, what do you want to sell? tomorrow it's changing again, that's it, every day, just waiting for it to dry like this. If I enter the realm of marketing, it means I seize my bureau friends who have already marketed Omah Mbudur. I'm at this level, so that person has to play at that level if you want this network to be a sibling. I got this knowledge in Bali, if you play the hammer here, it's dangerous."

Based on this opinion, it can be concluded that the Omah Mbudur tourist destination will certainly not be able to dominate the entire market. This is the basic reason why Omah Mbudur must have a specific pattern, in order to gain a strong position in the market compared to its competitors. Therefore, the Omah Mbudur tourist destination strengthens the character of products and human resources and establishes cooperation with stakeholders so that there is a desire to help each other in active marketing with advertisers conveying the benefits and advantages of products to tourists, making it easier for tourists to recognize and choose products, and communicate the identity of the Omah Mbudur tourist destination.

C. Programming

The programming of special events or events is carried out by the Omah Mbudur tourist destination almost every month on a regular basis by wearing unique costumes according to the theme being carried out, as informant 1 said as follows: *mlumah-mengkurep, aweh-weweh*"

From the opinion above, it can be interpreted that in matters that we have received there are other people's rights, therefore informant 1 and his staff routinely share with those around them in the form of social service, earth service, cleaning the river by releasing fish, this is done with full confidence that when we receive and share it around then God will give something more. This is certainly one of the attractions in increasing interest in tourist visits.



Figure 5: Activity on Puppet Day (Hari Wayang)
(Source: Instagram Omah Mbudur, 20 August 2022)

CONCLUSION

1. Based on the explanation that has been described above, the researcher will put forward several crucial things that can be concluded, departing from the three questions described in the problem formulation regarding "Marketing Strategy for Omah Mbudur Tourism Destinations in Wanurejo Village, Borobudur District" including:
2. First, the Omah Mbudur tourist destination in Jowahan Hamlet, Wanurejo Village, Borobudur District has a village tourism concept with the theme of cultural arts related to basic human needs, namely clothing, food and boards along with activities.
3. Second, for the management that is applied to the Omah Mbudur tourist destination, namely a mutual cooperation system by entrusting the staff according to their fields. The staff working at Omah Mbudur are local residents with a variety of different backgrounds, this certainly has a positive impact on society, especially in the field of economic welfare.

4. Third, the marketing strategy that has been carried out by Omah Mbudur is by holding a gathering event which is attended by travel agents on the islands of Java and Bali. This was chosen in the marketing strategy because event gatherings are considered to be more intimate with customers, can provide product knowledge, can answer questions from buyers in detail, and are an effective way to be able to sell many units. As for social media, it is used only as a pressure for activities that have been held at Omah Mbudur.

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