



# The Role of the Serdang Bedagai Government's Communication and Information Service (Diskominfo) in the Development of the Bah Bolon White Water Rafting Tourist Attraction

Alvi Zakiyah Putri<sup>1</sup>, Zuhriah<sup>2</sup>

<sup>1,2</sup> State Islamic University of North Sumatra, Indonesia

**Abstract:** The concept of role refers to what individuals do within society as part of an organization. Information dissemination is a key aspect of the Communications and Informatics Service's role in fulfilling its duties. This research aims to examine the role of the Serdang Bedagai Government Communications and Informatics Service in developing the Bah Bolon White Water Rafting tourist attraction. Using a qualitative descriptive method with in-depth interviews and observations, the study explores how regional governments act as motivators, facilitators, and dynamists in tourism development. The Serdang Bedagai Communications and Informatics Service has made efforts to enhance its function in promoting and advancing the Bah Bolon White Water Rafting attraction.

**Keywords:** Role, Communication and Information Service, Tourist Attractions

## 1. Introduction

Serdang Bedagai, a district in North Sumatra, was established on December 18 2003. Expanded from Deli Serdang District, Serdang Bedagai has now developed into an independent region with its capital in Sei Rampah District. Its existence was formalized by Republic of Indonesia Law Number 36 of 2003 during the administration of President Megawati Soekarnoputri (Kabupaten & Bedagai, n.d.). This district has many tourist attractions, both natural tourism and religious and cultural tourism. Serdang Bedagai consists of 17 sub-districts including Bandar Khalipah, Bintang Bayu, Dolok Stillul, Dolok Merawan, Kotarih, Pantai Cermin, Pengajahan, Perbaungan, Teluk Mengkudu, Sei Rampah, Sei Bamban, Serba Jadi, Silinda, Tanjung Beringin, Tebing Syahbandar, Tebing Tinggi, and Sipispis (Harwindito et al., 2021).

The expected benefits of research in the field of science include providing valuable insights into various phenomena, advancing knowledge, and informing practical applications that can improve societal well-being. In the case of Serdang Bedagai, a district in North Sumatra established on December 18, 2003, through the expansion from Deli Serdang District, research can highlight the region's development and its rich array of tourist attractions. With 17 sub-districts such as Bandar Khalipah, Bintang Bayu, and Pantai Cermin, Serdang Bedagai offers diverse natural, religious, and cultural tourism opportunities. Understanding these aspects through research can contribute to effective tourism management and promotion, fostering regional growth and enhanc-

### Correspondence:

Name: Alvi Zakiyah Putri  
Email: alvi0603201021@uinsu.ac.id

Received: Jul 15, 2024;  
Revised: Jul 26 2024;  
Accepted: Jul 28, 2024;  
Published: Jul 30, 2024;



**Copyright:** © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0) license (<https://creativecommons.org/licenses/by-nc/4.0/>).

ing the quality of life for its residents.

Sipispis is a sub-district which has 20 villages, one of which is Buluh Duri Village which has a very interesting tourist attraction. It was even included in the list of the 50 best tourist villages at the 2022 Indonesian Tourism Village Award (ADWI) event which was able to compete against a total of 3,500 other tourist villages (Heryati, 2019). This of course cannot be separated from the role of the Serdang different district government. Because, Serdang Bedagai has the vision of realizing Sedang Bedagai CONTINUOUSLY FORWARD (Independent, Prosperous and Religious). In the development priority scale and innovation program or also known as SAPTA DAMBAAN, tourism development is also included (Amin et al., 2023).

The Serdang Bedagai Regency Government is committed to realizing its vision of "MAJU KEUS" (Independent, Prosperous and Religious). One of the efforts made is to develop the tourism sector. In realizing its vision, DISKOMINFO plays an important role in the development of Serdang Bedagai tourism (Hayati et al., 2021). A role is the behavior expected of a person according to their position. According to Soekanto, roles arise when someone carries out their rights and obligations based on the status they have. This means that a role can be said to be fulfilled if someone with a certain position or status has fulfilled their responsibilities (Fadlillah & Fauziah, 2022). (Nartin and Mun 2022 DISKOMINFO in order to fulfill its role in managing information and communication, namely disseminating information related to tourist attractions in Serdang Bedagai through various media, such as websites, social media and publications as well as building and maintaining communication networks between related agencies to ensure effective coordination in tourism development (Martanto & Tipau, 2022). Development and development of information systems by developing information systems that make it easier for tourists to get information related to tourist attractions in Serdang Bedagai or building digital platforms for Serdang Bedagai tourism promotion. Management of information production and publications by creating interesting and informative content about tourist attractions, carrying out publications through various media to increase tourist awareness of Serdang Bedagai (GINTING et al., 2020). Management and development of public communication, namely by holding activities and events to promote tourism and building good communication with the community and stakeholders regarding the development of Serdang Bedagai tourism (Purwadinata & Ambarwati, 2023).

DISKOMINFO plays an important role in the development of tourist attractions. Because in developing tourist attractions, information and communication play a very important role in increasing tourist interest. Communication is an important element in disseminating information to the public. Holvaland, Janis, and Kelly (Tapatfeto et al., 2018) define communication as the process of delivering stimuli by the communicator to change the individual behavior of the audience. In line with that, (Hannan et al., 2021) explains that the purpose of communication is to change attitudes, opinions, behavior and society. Changes in individuals can be achieved through various means, in-

cluding: conveying information: Providing new knowledge and facts to individuals. teaching or instruction: Providing guidance and direction for doing something. urging or persuasion: Influencing an individual to take a particular action (Wahyuningsih et al., 2019). Effective communication can help promote tourist attractions that attract tourist interest. Various types of communication can be carried out to attract tourist interest, including public communication and government communication.

Public communication is a presentation of messages that are formed into a single piece of information. Public communication can be carried out using mass media, online media or electronic media (Putri et al., 2019). Government communication is the presentation of ideas, programs and thoughts to the public. In this case, the government can be seen as the communicator while the community communicates, but the opposite can also happen where the community is the transmitter of ideas and the government is in a position to pay attention to what the community wants (Marsari, 2021).

According to Gordon B. Davis (Ghassani et al., 2023) information is data that has been processed into a form that has real meaning and value for the recipient. Information is the fruit of processing data and facts that help humans influence current decisions and which will come. Accurate and easily accessible information can also help tourists in planning trips. In developing tourist attractions, information technology can be used to improve the tourist experience. For example, using mobile applications to provide information about tourist attractions, interactive maps and audio guides. Technology can also be used to increase the security and comfort of tourists, such as using CCTV cameras and entrance security systems (Pramudyasari & Soemanto, 2016).

DISKOMINFO as one of the agencies that assists the government in organizing information in the field of communication and informatics should be able to contribute to the development of tourist attractions. Pitana and Gayatri stated that local governments have a role in developing tourism, namely motivators, facilitators and dynamists (Anugraheni et al., 2022). This is in line with research that has been conducted previously with the title "The Role of the Samarinda City Culture, Tourism & Communications and Information Service in Preserving Kenyah Dayak Customs in the Pampang Cultural Area (Kihin 2013)" and "The Role of the Samarinda City Culture and Communications and Information Agency in the Development of Tourism Areas in the City Samarinda (La Dimuru, 2023)" which also discusses how DISKOMINFO is involved in disseminating information as an effort to develop tourist attractions. However, the lack of information disseminated by DISKOMINFO could be one of the factors in decreasing public interest in looking at a tourist attraction. This problem is the author's parameter for conducting research on the extent to which DISKOMINFO plays a role in developing tourist attractions. Because DISKOMINFO is a government trust agency in terms of communication and information which is very influential in the development of tourist attractions. The aim of this research is to see the role of DISKOMINFO Serdang Bedagai in developing the Bah Bolon White Water Rafting tourist attraction.

## 2. Materials and Methods

This research employed a qualitative descriptive method to thoroughly investigate, reveal, describe, and explain the role of the Serdang Bedagai Communications and Informatics Service (DISKOMINFO) in the development of the Bah Bolon White Water Rafting attraction. As defined by Saryono (Sugiyono, 2021), qualitative research aims to uncover and elucidate various aspects of a subject through detailed and contextual analysis. The study focused on the Bah Bolon Rafting site, utilizing in-depth interviews and observations to gather comprehensive data. Resource persons included officials from DISKOMINFO, management of the Bah Bolon Arung Jeram attraction, and relevant government representatives, as noted (Hubberman, 1997)

Data collection involved conducting interviews, making observations, and reviewing documentation. This information was meticulously organized into field notes for further analysis. The collected data were then accumulated, presented, and analyzed to draw accurate and clear conclusions about DISKOMINFO's role in developing the Bah Bolon White Water Rafting tourist attraction. This process ensured a thorough understanding of how the agency contributes to and supports the growth of this tourism asset.

## 3. Results and Discussion

The Serdang Bedagai Communications and Informatics Service (DISKOMINFO) plays a crucial role in information dissemination and publication, particularly serving as a key channel for government media. This role is essential for promoting and managing local initiatives, including tourism development. Local governments are pivotal in advancing tourism through various functions such as motivation, facilitation, and dynamism. DISKOMINFO's efforts in these areas highlight its significant contribution to fostering and enhancing tourism attractions, ensuring effective communication between the government and the public, and supporting regional growth through strategic information management.

DISKOMINFO Serdang Bedagai has a very important role in the dissemination of information and publications, especially as a mouthpiece for government media. In line with the role theory put forward by Pitana and Gayatri (Hartono, Safitri, and Kurnianingsih 2020) that local governments have a role in developing tourism, namely :

### 3.1 Motivator

The development of the Bah Bolon White Water Rafting tourist attraction, the Regional Government of Serdang Bedagai Regency through DISKOMINFO as a motivator so that the Bah Bolon White Water Rafting tourist attraction develops and is known to the public. Motivation is an internal or external drive that encourages a person to work with full awareness to achieve goals (Devy, 2017). The development of the Bah Bolon Rafting tourist attraction cannot be separated from the motivation to introduce tourist destinations other than beaches in Serdang Bedagai Regency. So far, the only known tourist at-

traction in Serdang Bedagai Regency is the beach, even though apart from the beach there are other tourist destinations.

In line with this, based on the author's interview with sources from DISKOMINFO Hans Siahaan as a DISKOMINFO service analyst stated that "So far, Serdang Bedagai has many tourist destinations which are dominated by beach tourism, even though apart from beaches there are also other tourism which are no less beautiful such as rivers and white water rafting, which is still not widely known to the public. The Serdang Bedagai district government, through DISKOMINFO, in this case, wants to introduce this tourism to the public. "Because so far people only know about white water rafting in Langkat Regency."

From the interview above, the Government, through DISKOMINFO, wants to introduce Bah Bolon White Water Rafting to the community so that the public or the public does not only know about tourist attractions in the form of beaches in Serdang Bedagai district. Not only that, the government also wants to increase this tourism so that it is no less developed than white water rafting tourism in other areas.

Regarding the development of the Bah Bolon White Water Rafting tourist attraction, which was previously ranked in the 300th tourist village in Indonesia, the Buluh Duri Village government asked for support from the Regency Government by meeting the Regent to express this intention as stated by the Head of Buluh Duri Village, Mrs. Dewi Yanti Purba" in 2021 Bah Bolon White Water Rafting was included in the list of 300 Tourist Villages in the 2021 Indonesian Tourism Village Award (ADWI). Then in 2022 we met with the Regent of Serdang Bedagai to ask for support so that Bah Bolon White Water Rafting could further increase its ranking."

This request was welcomed by the Regent of Serdang Bedagai by appointing the relevant Departments where one of the Departments assigned was DISKOMINFO which served as the government's spearhead in disseminating information to the people of Serdang Bedagai.

Hans Imanuel Prawira Siahaan, SIKom said "The Regent of Serdang Bedagai gathered related departments to help white water rafting tourism increase its ranking from the previous year when it entered 300 tourist villages in the ADWI event. DISKOMINFO, which is tasked with disseminating information, is tasked with disseminating this information. "The efforts made by DISKOMINFO are by visiting schools to introduce the Bah Bolon Rafting Tour and asking the public to like it because one of the assessment elements in ADWI is who gets the most likes."

DISKOMINFO Serdang Bedagai's main role in developing the Bah Bolon White Water Rafting tourist attraction is publication. As stated by Mrs. Rini Rahmayani, S, Sos, M.Si as Head of Information Management and Public Communication "The role of DISKOMINFO in developing the Bah Bolon White Water Rafting tourist attraction from the aspect of publication and promotion to the public through official regional government media and advertorial collaboration with the media print and online media. "Apart from that, when participating in the Anugrah Desa Wisata Indonesia (ADWI) competition, DIS-

KOMINFO was tasked with spreading support for the Bah Bolon White Water Rafting tourist attraction to the wider community to vote."

In line with the statement above, the village government confirmed that DISKOMINFO was very helpful in disseminating information to support increasing rankings in the ADWI Event. Fakhri, the manager of BUMDES, when interviewed, said "DISKOMINFO is very helpful in disseminating information, especially in increasing likes to the point of coming to schools to ask for help with likes."

Based on the results of these interviews, DISKOMINFO has played an active role in disseminating information and publications. Koentjaraningrat in (Sapdi 2023) said that a role is an individual's contribution to social interaction. Apart from that, DISKOMINFO also provides content assistance to all sub-districts in order to develop the potential for disseminating information and publications to attract more public attention (Siahaan et al., 2022).

### **3.2 Facilitator**

Facilities have an important role in developing tourism potential. Facilities are facilities and infrastructure provided to support the development of tourism potential. Facilitators are individuals who help the process of developing tourist attractions by providing facilities according to needs (Rusyidi & Fedryansah, 2019). The role of the Facilitator (Avrilian 2018) is the role of the regional government as a provider of all supporting facilities. This supports the development of the Bah Bolon White Water Rafting tourist attraction. A facilitator is a person who has the responsibility to help, accompany and participate in solving problems.

DISKOMINFO as a facilitator responsible for disseminating information regarding Bah Bolon Rafting. DISKOMINFO carries out its role and responsibility as a facilitator by providing information to the public through various media (Deki 2019), as the results of the author's interview with Mr. Hans Imanuel Prawira Siahaan, SIKom "DISKOMINFO carries out its role in developing the Bah Bolon Rafting tourist attraction by facilitating publication because DISKOMINFO as the district government's media mouthpiece, supports the development and dissemination of information and maximizes regent content."

Ardi Winata Lumban Tobing, SIKom as publication analyst "DISKOMINFO Serdang Bedagai uses various platforms to publicize the Bah Bolon White Water Rafting tourist attraction. Starting from mainstream media such as print media (newspapers, magazines, tabloids), electronics, radio, to popular digital media such as social media websites." Apart from that, Mrs. Rini Rahmayani, S.Sos, M.Si as Head of Public Information and Communication Management also said "all media platforms such as Instagram, Facebook, YouTube media center, print media and online media". In line with what was conveyed by Mr. Ardi Tobing and Mrs. Rini Rahmayani, Mr. Hans Siahaan revealed "the media used to publish such as infographics, banners, web and online me-

dia. We also invited BUMDES Buluh Duri Village to Sergai FM radio to introduce and promote the Bah Bolon White Water Rafting tourism.



Figure 1. Publication Board



Figure 2. Dissemination of Information Through the Media Center



### Yuk...Jajal Wisata Rafting di Sei Bah Bolon

📅 Agustus 5, 2022 🌿 mediacenter 📩 KAMI Sergai 🗨️ No Comment

Sipispis adalah sebuah nama kecamatan yang ada di Kabupaten Serdang Bedagai (Sergai) Provinsi Sumatera Utara (Sumut). Sipispis terdiri dari 20 desa yakni : Desa Naga Raja, Desa Nagur Pane, Desa Marubun, Desa Mariah Nagur, Desa Marjanji, Desa Rimbun, Desa Tinokkah, Desa Pispis, Desa Baja Dolok, Desa Sibarau, Desa Silau Padang, Desa Simalas, Desa Sipispis, Desa Parlambean, Desa Buluh Duri, Desa Damak Urat, Desa Serba Manti, Desa Gunung Sibidu, Desa Rantau, dan terakhir Desa Gunung Dano.

Figure 3. Infographic

As a form of providing information facilities, DISKOMINFO provides BUMDES Buluh Duri Village with the opportunity to introduce and promote the Bah Bolon White Water Rafting tourist attraction via Sergai FM radio broadcasts. Apart from that, in order to maximize facilities, DISKOMINFO provides communication facilities installed in the Bah Bolon White Water Rafting area as stated by Mr. Ardi Tobing, "DISKOMINFO Serdang Bedagai is collaborating with the Telecommunications and Information Accessibility Agency or BAKTI from KEMKOMINFO. "It is recorded that there are 5 communication facility points installed in the Bah Bolon White Water Rafting area as a result of this collaboration."

### 3.3 Dynamist

The dynamist acts as a driving force, increasing innovation and use of technology, increasing the concept of participatory empowerment and as an agent for accelerating change (Yulianto & Mayasari, 2021). The role of the government or in this case DISKOMINFO as a dynamist also involves providing guidance and direction to the relevant agencies. DISKOMINFO is a dynamist whose function is to mobilize community participation (Helpiastuti, 2018). DISKOMINFO collaborates with various parties in order to develop the Bah Bolon White Water Rafting tourist attraction. This collaboration is carried out with various parties from influencers, content creators, and related governments. The following are the results of an interview with Mrs. Rini Rahmayani "We are collaborating with mass media in the form of tourism advertorials, local content management communities such as Ini Sergai Loh and the Sergai Millennial Children's Community to promote the potential of sergai which is not only in tourism but culinary, MSMEs and others. "Apart from that, there was also a collaboration with Nine TV on the Fun Run and Fun Bike events which had a gathering point in Bah Bolon."





Figure 4. Fun Run and Fun Bike activities

#### 4. Conclusions

DISKOMINFO as the agency that helps carry out government affairs in the fields of communication and information technology, statistics and coding has carried out its duties regarding the dissemination of information about the Bah Bolon White Water Rafting tourist attraction. It is felt that DISKOMINFO Serdang Bedagai has maximized tasks related to information dissemination through various media, both online and print media. DISKOMINFO also utilizes technological developments in collaboration with local influencers and content creators. This effort was carried out in order to maximize the role of DISKOMINFO in developing the Bah Bolon White Water Rafting tourist attraction. DISKOMINFO needs to maintain its performance and increase new innovations in helping to develop the Bah Bolon White Water Rafting tourist attraction and other tourist attractions in Serdang Bedagai Regency.

The contributions and implications of DISKOMINFO Serdang Bedagai's efforts in promoting the Bah Bolon White Water Rafting tourist attraction are significant. By leveraging both traditional and digital media, as well as collaborating with local influencers and content creators, DISKOMINFO has effectively expanded the reach and visibility of this tourism asset. This multifaceted approach not only enhances public awareness but also drives increased visitor engagement and interest in the attraction. The agency's commitment to utilizing technological advancements and innovative strategies positions it as a key player in regional tourism development. The implications of this work extend beyond just promoting Bah Bolon; it sets a precedent for how local governments can utilize modern communication tools and collaborative networks to boost tourism across the entire district. This model of proactive and integrated communication can serve as a valuable framework for other regions aiming to enhance their own tourism sectors.

In this research, the second author serves as the translator, responsible for translating documents, interviews, or reference materials necessary for the study. This role is crucial to ensure that all required materials are available in a language understood by the entire research team, facilitating a smooth research process and making the results accessible to a broader audience.

## References

- Amin, M., Idrus, Y., Puturuhi, D., & Said Perintah, S. (2023). Pengaruh Pengembangan Objek Wisata dan Tingkat Kunjungan Wisatawan Terhadap Pertumbuhan Ekonomi Masyarakat. *Journal of Business Application / Mei*, 2, 16–29.
- Anugraheni, N., Syafitri, E. D., & Triwidya, D. (2022). The Development of Attraction in Natural Tourism Object “Agrowisata Taman Arum” in Sumber Sari Village Loa Kulu Sub-District. *Ruang*, 8(2), 58–67. <https://doi.org/10.14710/ruang.8.2.58-67>
- Devy, H. A. (2017). Pengembangan Obyek Dan Daya Tarik Wisata Alam Sebagai Daerah Tujuan Wisata Di Kabupaten Karanganyar. *Jurnal Sosiologi DILEMA*, 32(1), 34–44.
- Fadlillah, M., & Fauziah, S. (2022). Analysis of Diana Baumrind’s Parenting Style on Early Childhood Development. *AL-ISHLAH: Jurnal Pendidikan*, 14(2), 2127–2134. <https://doi.org/10.35445/alishlah.v14i2.487>
- Ghassani, N., Djoko Winarno, G., Dewi, B. S., Harianto, S. P., Kehutanan, M. J., Pertanian, F., Lampung, U., & Kehutanan, D. J. (2023). Pengembangan Fasilitas Dan Pelayanan Destinasi Wisata Alam Air Terjun Way Kalam Lampung Selatan Berdasarkan Persepsi Pengunjung Development. *JOFPE Journal*, 3(2), 40–50.
- GINTING, A. H., Wardana, D., & Zainal, Z. (2020). Strategi Pemerintah Dalam Pengembangan Objek Wisata Alam Teluk Jering Kabupaten Kampar. *Jurnal Ilmiah Wahana Bhakti Praja*, 10(1), 211–219. <https://doi.org/10.33701/jiwbp.v10i1.874>
- Hannan, H. M., Khalik, A., & Khotima, K. (2021). Pengembangan Objek Wisata Puncak Lemo Nipi Desa Bulu Kecamatan Bulu Kabupaten Polewali Mandar. *Journal Pegguruang: Conference Series*, 3(2), 18–21.
- Harwindito, B., Sulistyowati, R., Armand, Toro, S., & Sajangbati, B. A. (2021). Pengembangan Objek Wisata Arung Jeram Sebagai Daya Tarik Di Gayo Rafting Kabupaten Aceh Tengah. *Jurnal Sains Terapan Pariwisata*, 6(2), 105–114. <https://mediaindonesia.com/ekonomi/384968/pengembangan-wisata-bahari-untuk->
- Hayati, R., Achmadi, N. S., & Adelia, S. (2021). Implementasi Konsep 6A di Wisata Alam Rammang-Rammang Kabupaten Maros. *Hospitality and Gastronomy Research Journal*, 3(2), 153–170.
- Helpiastuti, S. B. (2018). Pengembangan Destinasi Pariwisata Kreatif Melalui Pasar Lumpur (Analisis Wacana Grand Opening “Pasar Lumpur” Kawasan Wisata Lumpur, Kecamatan Ledokombo, Kabupaten Jember). *Journal of Tourism and Creativity*, 2(1), 13–23. <https://jurnal.unej.ac.id/index.php/tourismjournal/article/download/13837/7204/>
- Heryati, Y. (2019). Potensi Pengembangan Obyek Wisata Pantai Tapandullu di Kabupaten Mamuju. *GROWTH Jurnal Ilmiah Ekonomi Pembangunan*, 1(1), 56–74.
- Kabupaten, P. N., & Bedagai, E. (n.d.). *Pemerintah kabupaten s erdang bedagai*.
- La Dimuru, A. H. (2023). Pengembangan Destinasi Pariwisata Pantai Di Pulau Hatta Kecamatan Banda Naira. *Jurnal Cakrawala Ilmiah*, 2(7), 3005–3020. <https://doi.org/10.53625/jcijurnalcakrawalailmiah.v2i7.5286>
- Marsari, Y. (2021). Strategi Pengembangan Daya Tarik Wisata Pemandian Serayu Lestari Di Samarinda. *Jurnal Administrasi Bisnis Fisipol Unmul*, 9(3), 229. <https://doi.org/10.54144/jadbis.v9i3.6118>
- Martanto, E., & Tipau, A. A. (2022). Strategi Pengembangan Bendung Tegal Sebagai Objek Dan Daya Tarik Wisata Alam Di Desa Wisata Kebonagung Kapanewon Imogiri Kabupaten Bantul. *Jurnal Riset Akuntansi Dan Bisnis Indonesia*, 2(3), 669–684. <https://doi.org/10.32477/jrabi.v2i3.579>
- Miles and hubberman. (1994). *Qualitative Data Analysis*.
- Pramudyasari, M., & Soemanto, R. . (2016). Perkembangan Tata Kelola Obyek dan Daya Tarik Wisata Budaya Keraton Surakarta

- (Studi Fenomenologi terhadap Pengelola dan Wisatawan Keraton Surakarta). *Jurnal Sosiologi DILEMA*, 31(1), 53–66.
- Purwadinata, S., & Ambarwati, A. (2023). Analisis Potensi Dan Daya Tarik Obyek Wisata Pantai Saliper Ate Kabupaten Sumbawa. *Jurnal Ekonomi & Bisnis*, 11(1), 61–71. <https://doi.org/10.58406/jeb.v11i1.1154>
- Putri, R. D., Ardiansyah, A., & Arief, A. (2019). Identifikasi Potensi Pengembangan Objek Wisata Alam Danau Picung Ditinjau Dari Aspek Produk Wisata Di Muara Aman Provinsi Bengkulu. *NALARs*, 18(2), 93. <https://doi.org/10.24853/nalars.18.2.93-98>
- Rusyidi, B., & Fedryansah, M. (2019). Pengembangan Pariwisata Berbasis Masyarakat. *Focus : Jurnal Pekerjaan Sosial*, 1(3), 155. <https://doi.org/10.24198/focus.v1i3.20490>
- Siahaan, S., Mizwar, F., & Wulandari, R. S. (2022). Penilaian Potensi Objek Wisata Air Terjun Saray Brunyau Desa Riam Piyang Kecamatan Bunut Hulu Kabupaten Kapuas Hulu. *Jurnal Belantara*, 5(1), 96–105. <https://doi.org/10.29303/jbl.v5i1.862>
- Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, dan R&D* (cetakan ke). Alfabeta.
- Tapatfeto, M. A. K., Bessie, J. L. D., & Kasim, A. (2018). STRATEGI PENGEMBANGAN OBJEK WISATA DALAM UPAYA PENINGKATAN KUNJUNGAN (Studi Pada Objek Wisata Pantai Oetune Kabupaten TTS). *JOURNAL OF MANAGEMENT (SME's)*, 6(1), 1–20.
- Wahyuningsih, S., Rasulog, I., & Nuhung, M. (2019). Strategi Pengembangan Objek Wisata Pantai Apparalang Sebagai Tujuan Wisata di Bulukumba. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 3(1), 141–157.
- Yulianto, A., & Mayasari, C. U. (2021). Hubungan Jumlah Objek Wisata, Hotel Dan Biro Perjalanan Dengan Jumlah Wisatawan Ke D.I.Y. *Jurnal Pariwisata*, 8(2), 128–137. <https://doi.org/10.31294/par.v8i2.11454>