

Community Participation in the Management of Sumber Maron Natural Tourism as an Independent Tourism Village in Karangsudo Village Pagelaran District Malang Regency

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Abstract

This research aims to (1) describe the process of implementing the management of Sumber Maron natural tourism as an independent tourist village in an effort to empower the local community of Karangsudo Village. (2) Describe the of community participation in the management of Sumber Maron natural tourism. The method used in this research is qualitative research approach and utilizes the case study research type. The researcher collected data using data collection techniques through interviews, observations, and using documentary studies. In this study, the researcher collected data through key informants primarily by conducting interviews using an interview guide. The results of this study indicate that the research used field findings including (1) the tourism management process of Sumber Maron starting from the initial stage of planning, such as socialization. The second stage is organizing, which involves establishing the village-owned enterprise institution, known as BUMDes (Village-Owned Enterprises). The final stage is evaluation, conducted through a village consultation meeting (MusDes) attended by the community, village officials, business unit leaders, employees, and community leaders of Karangsudo village. (2) in this study, the community participation of Karangsudo Village in managing the natural tourism of Sumber Maron is analyzed based on levels of participation from planning to evaluation. Participatory learning occurs through technical guidance activities in the form of training for managers and employees involved in managing Sumber Maron Tourism.

Keywords: community participation, tourism management, tourism village.

1. Introduction

Java Island is one of the islands rich in natural beauty, which has its own charm for anyone who comes to visit. One of these areas is in East Java, where many villages have been developed into tourist destinations, including natural, cultural, and special interest tourism, with the aim of increasing the number of tourist visits to East Java. The East Java region has been actively developing the potential of villages as tourist destinations that highlight their natural beauty. In addition, the development of tourism in rural areas is expected to have a positive impact on the local economy by improving the welfare of the surrounding community. Currently, there are tourism options that showcase the potential of villages. A tourism village is a tourism product that involves both the village community and the village administration. A tourism village not only impacts the economy but also helps preserve the natural environment and the socio-cultural aspects of the community, particularly those related to values of family, mutual cooperation, and others. A tourism village is a village that possesses tourism assets based on rural potential, with all its uniqueness and attractions, which can be empowered and developed as a tourism product to attract visitors to the village (Ira & Muhamad, 2020).

A tourism village is defined as a part or the entirety of a village area that has tourism potential, products, and activities that can be utilized for tourism development and managed by community groups in the village in a sustainable manner (Fikri & Sn, 2022). The presence of a tourism village makes tourism management in the village important, considering that villages are rich in natural tourism potential that has not undergone many changes and has preserved its authenticity, making it popular with tourists. The management of tourism resources should not only focus on utilization but also require integrated efforts in organizing the surrounding environment, maintaining sustainability and beauty, as well as monitoring and controlling to preserve the beauty of these resources. Here is the English translation of the text:

In the management of village tourism, empowerment of the surrounding community is fostered. According to Soetarso (in Ismail & Rachim, 2016), community empowerment has two interrelated meanings. First, it involves increasing the ability, motivation, and role of all community elements, as well as supporting all forms of social welfare efforts. Second, it involves the utilization of community resources that have been enhanced in their ability,

motivation, and respective roles. An example of this is the rural tourism in Malang Regency, specifically the tourism village in Karangsono Village, which has the natural tourism potential of Sumber Maron. This is one example of a village that improves the welfare of local residents, both those involved in tourism and the Karangsono Village community itself. This tourism is managed by tourism operators and BUMDes Amanah. Sumber Maron is a natural rural spring that is very attractive, located among residential areas and surrounded by rice fields.

In this research, the researcher is interested in the Sumber Maron natural tourism because the researcher views empowerment as a first step in building the community through the Sumber Maron tourism village, which serves as an innovative and creative form of the economy, capable of prioritizing the local community around the tourism area. This research aims to 1) describe the process of managing Sumber Maron natural tourism as an independent tourism village in the effort to empower the local community of Karangsono Village, and 2) describe the lessons learned from community participation in the management of Sumber Maron natural tourism.

2. Method

This study uses a qualitative research approach with a descriptive narrative research type. According to Sugiyono (in Wanto, 2017), the qualitative research method is used to investigate by observing or researching naturally occurring issues, not artificially created, as they are, and involves a deeper investigation into the problems. The presence of the researcher in the study plays a crucial role in collecting the data obtained. This research is located at 'Sumber Maron Natural and Educational Tourism,' situated in Dusun Adiluwih, Karangsono Village, Pagelaran District, Malang Regency. The data sources for this research include primary and secondary data. Primary data refers to data or information obtained directly by the researcher from the source. In other words, the data is obtained directly from the research site at Sumber Maron Natural Tourism. This data is gathered through informants such as the Head of Karangsono Village, the chairman of BUMDes Amanah, the chairman of the Sumber Maron tourism management unit, and the tourism management staff. Secondary data for this research

includes results from observations and documents such as village maps, village profiles, population monographs, geographical conditions, village potential, and others.

The data collection techniques used in this study include interviews, observations, and document studies. For data validity, this research employs source triangulation and technique triangulation. Source triangulation involves using interviews, while technique triangulation involves verifying information through interviews, observations, and document studies. The stages of this research include the pre-field stage, the field investigation stage, and the post-field investigation stage.

3. Results and Discussion

3.1 Result

Overview of the Research Location

General Overview of the Research Location Based on the data obtained by the researcher, the research site is Sumber Maron, located in Dusun Adiluwih, Karangsuko Village, Pagelaran District, Malang Regency, East Java Province. It is 25 km from Malang City, approximately a forty-five-minute drive to Karangsuko Village. The majority of the village population are farmers. The Karangsuko Village government office stands majestically in the center of Karangsuko Village, specifically located in Dusun Krajan RT. 11 RW. 03 and covers an area of 500 m².



Gambar. Peta Desa Karangsuko

Sumber: Pengelola Wisata

Karangsuko Village is located in a lowland area and is composed of two hamlets: Krajan and Adiluwih. In terms of topography, Karangsuko Village is divided into 52 subdivisions with an elevation of 50 meters above sea level (asl). The boundaries of Karangsuko Village are as follows: a) to the north, it borders Sukosari, Gondanglegi District; b) to the east, it borders Gondanglegi Kulon Village, Gondanglegi District; c) to the south, it borders Brongkal Village, Pagelaran District; d) to the west, it borders Sukorejo Village, Gondanglegi District.

The population of Karangsuko Village is 5,822 people, divided into two categories: 2,877 males and 2,945 females. Karangsuko Village also has natural resource potential in the form of a spring known as Sumber Maron. This spring is utilized as a village asset for rafting and waterfall tourism, and is also used for micro-hydro power generation. History of Sumber Maron Natural Tourism

Based on the research findings obtained through interviews with the manager and the researcher's observations, the history of the Sumber Maron tourism site began with the impact of the construction of the Micro-Hydro Power Plant (PLTMH) in 2016. It was

during this time that the natural and educational tourism potential of Sumber Maron started to gain popularity and recognition. The water source was discovered by local villagers, who noticed that the shape of the spring resembled a "maron" (a type of fruit). Consequently, the locals named the spring "Sumber Maron," as explained by the manager.

“...Sumber Maron tourism has been around for a long time with its excellent spring water, but because it was located underground and lacked proper procedures, the spring could not be utilized for the greater benefit of the community. This situation led to a scarcity of clean water in various parts of Karangsudo Village, and the villagers were unable to use the spring to irrigate their fields. Therefore, the community received support from a village empowerment program provided by the World Bank, which included a water sanitation program for low-income households and the Micro-Hydro Power Plant (PLTMH) in the Sumber Maron area. This program marked the beginning of Sumber Maron as a tourist destination...” (W/AH/KP/24/09/2023).

Based on the statement above, it can be concluded that Sumber Maron tourism was established as a result of the construction of a dam for the Micro-Hydro Power Plant (PLTMH).

Data Presentation

1. The Management Process of Sumber Maron Natural Tourism as an Independent Tourist Village in Empowering the Local Community of Karangsudo Village a. Planning

At the planning stage based on the research findings, decision-making involves participation from the village community and includes awareness-raising through socialization. In the socialization activities with the community of Karangsudo Village, the focus is on developing the village into a tourist destination and establishing its management structure. Socialization activities are carried out by announcing directly to the community of Karangsudo Village through various means, including brochures, banners, and delivering information directly at discussion forums or community meetings.

b. Establishment of Institutional Management for the Village Tourism BUMDes (Village-Owned Enterprise) Amanah

The establishment of management or organizational institutions is crucial for overseeing and protecting the potential of Karangsudo Village, specifically the spring known as Sumber Maron. The formation of the BUMDes (Village-Owned Enterprise) Karangsudo, named BUMDes Amanah, was created to manage the village's assets, including the Sumber Maron tourism unit. This involves overseeing various village business units and assets. As stated by Mr. Halimi, the Director of BUMDes Amanah:

“...The role of BUMDes here is to support and accommodate the needs of the community, as well as to manage and safeguard the assets and potentials of the village, such as its tourism potential, namely Sumber Maron Tourism...” (W/H/DB/20/05/2024).

Based on the explanation provided by the new Director of BUMDes, the establishment of BUMDes Amanah was intended to protect and manage the village's assets and local potentials, such as the natural resources in the Sumber Maron area. The selection of the manager and other officials was conducted through a selection process. BUMDes Amanah was officially established in 2017. According to the interview with the village head, Mr. Ahmad Slamet, and the director of BUMDes, he stated:

“...Since 2016, the establishment of BUMDes as a legal entity for tourism management has been initiated, with the preparation of BUMDes formalized through Village Regulation Number 5 of 2017 concerning BUMDes. The inauguration of the tourism site was a result of the impact of the PLTMH...” (W/AS/KD/20/05/2024).

BUMDes Amanah Programs

Based on the research findings, it is known that BUMDes Amanah has several programs consisting of three business units: (1) Sumber Maron Tourism Management Unit consists of 9 members: 1 manager, service admin, and financial admin, along with 4 staff members and 3 security personnel, (2) Clean Water Management Unit, the team consists of nine members, divided into three sections as follows: the Unit Head, Mr. Zainuddin; two Admins, Rahma and Maya M.; and six technical staff members, including Ali Mahsur, Abd. Gofur, M. Salim, Gizal, Bambang, and M. Miftachus S., and (3) Environmental Waste Management Unit, there are four managers, including the Unit Head, Mr. Ahmad Hudi, and three staff members: M. Sholeh, M. Tholibir R, and Asmuni.. Among these three BUMDes Amanah units, the researcher focused on studying the Sumber Maron Tourism Management Unit.

c. Implementation

In the implementation, several activities are carried out, such as:

1) Provision of Tourism Facilities

At the entrance of Sumber Maron, there are directional signs located at Ticket Counter 1 and the facilities available at the Sumber Maron tourist site include: two entrance ticket counters (Counter 1 and Counter 2), ticketing services, educational tours of the Micro Hydropower Plant (PLTMH), the PLTMH dam, which has been converted into a pool for children and adults, Fish spa, Grojogan Sewu (a waterfall feature). Additional facilities at the Sumber Maron tourist site include: Restrooms and changing rooms, river tubing attractions for children and adults, a prayer room (mushola), a health post, a security post, and relaxation seating areas for visitors.

2) Results of Ticket Sales

Visitors can enjoy a family outing to Sumber Maron every day with affordable ticket prices: Rp. 5,000 per person on weekdays and Rp. 10,000 per person on Saturdays and Sundays. The number of visitors is quite large, with around 1,000 visitors on regular weekdays and approximately 6,000 to 7,000 visitors on public holidays or weekends.

The financial management under the BUMDes (Village-Owned Enterprise) involves several key steps:

a) Revenue Allocation: After operational expenses are covered, the profits generated are submitted to BUMDes. Initial capital is provided by the village, and subsequent profits are reinvested. Each BUMDes business unit has a portion of the profit known as SHU (Sisa Hasil Usaha or Remaining Business Results), which is calculated and distributed annually.

b) Annual Calculation: At the end of each year, a MusDes (Village Consultation Meeting) is held to determine the total profit, gains, and losses.

c) Profit Distribution: The profit is allocated as follows: 50% for additional capital (modal), 25% for PAD (Peningkatan Alokasi Dana or Increased Allocation Fund), 15% for social funds (dana sosial), 5% for capacity building (penguatan kapasitas), 5% for the village head (Kepala Desa).

d) Community Empowerment: Programs are developed from the remaining business results (SHU) to empower the community, particularly the residents of Karangsuiko Village.

3) Tourism Promotion

Promotion is carried out through various social media platforms, including TikTok, Instagram, and Facebook, as well as through print media such as banners and brochures. Additionally, free entry vouchers are offered to content creators who wish to film videos, enhancing visibility and attracting more visitors.

d. Evaluation

Evaluation activities are conducted through village meetings involving the community, community leaders, unit managers, BUMDes (Village-Owned Enterprises), as well as the village head and his staff.

2. Community Participation in the Management of Sumber Maron Tourism A crucial component in management is the community. The role of the community is especially important in managing a tourist village and cannot be disregarded. Local residents are the first to understand the conditions of their area compared to outsiders. Their involvement is vital from planning and development to management and evaluation. Furthermore, in addition to community participation, government participation is also significant. This is especially true for MUSPIKA (Musyawarah Pimpinan Kecamatan), which consists of the district head (Camat), the police chief (Kapolsek), and the military commander (Danramil). MUSPIKA, which includes the sub-district, district military command, police precinct, and village, plays a strong role in participation. As stated by the village head, he mentioned:

"...The participation of the government in the management of Sumber Maron tourism, to be honest, started from being independent, meaning we initially did not

receive any assistance from the district, provincial, or village governments. However, in 2021, we received assistance from the provincial government due to our involvement in a provincial-level BUMDes financial administration competition, where we won first place..." (W/AS/KD/20/052024).

Based on the explanation provided above, it can be concluded that the participation of the Karangsuiko Village community in the management of Sumber Maron tourism is very active. The community's participation is demonstrated through involvement in selecting new management positions and providing supporting facilities such as parking areas. The stages of community participation identified by the researcher at the research site are as follows:

a. Planning

At this stage, community participation is primarily limited to support for the designation of the village as a tourist destination. This support includes community solidarity, shared decision-making, and involvement of local residents, village authorities, and other stakeholders in the planning process. Additionally, participation involves engaging in technical guidance activities, such as training for those involved in the management of Sumber Maron.

b. Implementation

1) Community Participation in Technical Guidance Activities

Community participation in technical guidance (BIMTEK) activities is crucial for ensuring the success of programs initiated by the government or other organizations. Here are several reasons why this participation is important: local knowledge and understanding, skill enhancement: participation in BIMTEK programs helps build the skills and capacities of community members, equipping them with the necessary knowledge and tools to manage and implement programs effectively. Empowerment: by gaining new skills and knowledge, community members become more capable of independently managing and sustaining programs in the future.

To enhance community participation in technical guidance (BIMTEK), several strategies can be implemented, such as intensive socialization, participatory approaches in planning, and execution through group discussions or village meetings (MusDes).

a) Community Involvement: The community actively participates in the technical guidance activities held at the BUMDes Amanah office over a two-month period. These activities include training for staff involved in the management of Sumber Maron. Participants in the training include: BUMDes supervisors, operational staff of BUMDes, unit heads, security staff of the tourism management unit, technical staff of UP. SAB&S, and financial administration staff of the unit.

b) Facilitators: The facilitators include community figures such as the village head and his staff. For the training or technical guidance activities, environmental cadres

are involved as speakers, including Mr. Ahmad Hudi Purnomo, who also serves as the head of the environmental waste management unit within BUMDes.

Based on the implementation of this strategy, community participation in BIMTEK management meetings can enhance the effectiveness and sustainability of the programs being carried out. According to the schedule, the technical guidance lasts for two months and is attended by the managers of Sumber Maron.

2) Community participation in the implementation of the village tourism program or in making the area a popular tourist destination has been very enthusiastic. Many community members are directly involved in building and managing the village.

Local residents and village authorities actively participate in the development and management of the Sumber Maron tourist site, taking part in its administration and adhering to the regulations established by both the village and the tourism managers. Community involvement extends to maintaining the natural beauty and cleanliness of the tourist area. According to the research, information from informants indicates that for the Sumber Maron tourism management to sustain environmental conservation and cleanliness, local participation is essential. Despite the presence of cleaning staff, community awareness and involvement in maintaining the cleanliness of the natural environment are crucial, as this is a natural tourist site that needs to be preserved.

c. Enjoying the Results

Based on research conducted through interviews with a local tourism manager and the village head, it has been found that the management of water resources has a significant impact on the surrounding community. The tourism manager and the village head shared the following information:

"...The distribution of clean water to those in need is managed similarly to PDAM (Regional Drinking Water Company) but under the name UP.SAB, which stands for Unit Pengelola Sarana Air Bersih dan Sanitasi (Unit for the Management of Clean Water and Sanitation Facilities). This service is provided to four villages: (1) Karangsono, (2) Brongkal, (3) Sukosari, and (4) Penjalinan, which are located in two sub-districts, namely Gondanglegi and Pagelaran..." (W/AS/KD/20/05/2024).

"...The distribution of clean water for communities struggling to access it currently serves approximately 3,500 consumers across five villages in two sub-districts: Pagelaran and Gondanglegi. The villages included are Karangsono, Brongkal, Sukosari, Panggungrejo, and Penjalinan..." (W/DE/P/11/05/2024).

Based on the statements above, it can be concluded that the management of the Sumber Maron water source is beneficial for the surrounding community, particularly for those who struggle to access clean water. Additionally, the support for the development of the Micro Hydropower Plant (PLTMH) has contributed to increased visitor numbers to the Sumber Maron water tourism site.

The presence of the Sumber Maron Micro Hydropower Plant (PLTMH) has had a significant impact on the community in Karangsudo Village, leading to the development of the Sumber Maron tourist attraction. The management of this tourism site has resulted in various benefits for the community, including the creation of new business opportunities and the stimulation of local economic growth.

d. Evaluation

Community participation in the evaluation stage involves engagement in annual evaluation activities, such as the MUSDES (Musyawarah Desa or Village Deliberation). The participants in the MusDes include the Village Head, village officials, community leaders (RT/RW), the head of the tourism management unit, the head of the clean water facilities unit, the Director of BUMDes Amanah, and its staff.

"...The next activity at the end of the year is to hold a village meeting to calculate the profits, losses, and the remaining business results (SHU)..." (W/DE/P/11/05/2024).

Based on the statement above, it can be concluded that the final activity in management or evaluation involves holding a meeting or deliberation once a year. For unit evaluations, they are conducted monthly with BUMDes.

3.2 Discussion

Based on the research findings, it has been determined that the management of Sumber Maron tourism has a significant impact on the community of Karangsudo Village. The management of tourism is an important effort in empowering the community of Karangsudo Village. Effective tourism management is one that first benefits the surrounding community. Therefore, empowerment is crucial in managing tourism, especially for community-managed tourism or tourism managed by many people. This empowerment process is not immediate but involves several stages: planning, implementation, and evaluation.

In the planning phase, the focus is on assisting the community in forming organizational bodies such as BUMDes (Village-Owned Enterprises). Establishing a management structure is essential to ensure that tourism programs run smoothly. Data from interviews indicate that the initial responsibility for this process lies with the village head, who recognized the potential of Karangsudo Village to be developed as a tourist destination.

According to the theory presented by Follet (as cited in Ummi, S., 2022), management involves a phased process starting with planning, organizing, directing, and then controlling and supervising. The management of Sumber Maron tourism emerged from the awareness of the local community, who, despite lacking experience in natural tourism management, were willing to protect, maintain, and care for the Sumber Maron natural and educational tourism area.

Research indicates that the management process is carried out independently and voluntarily, with limited financial resources, to safeguard and preserve the Sumber Maron natural tourism area. The management team consists entirely of local residents from

Karangsuko Village, with involvement from the village authorities. Subsequently, the village established an organization, BUMDes (Village-Owned Enterprises), to manage village assets and potentials, including the Sumber Maron Nature and Education Management Unit. The organizational structure for managing Sumber Maron includes 9 members: 1 manager, 1 admin responsible for services and finances, 4 staff members, and 3 security personnel. Direction and control are provided directly by the village head, who gives direct guidance. Lastly, the security of the tourism site is managed collaboratively by both the community and the management team, with a specific security team already in place.

According to Cohen and Uphoff's theory (as cited in Fikri & Sn, 2022), the stage of enjoying the results involves assessing how much the community benefits from the activities carried out. The more significant the benefits the community receives from the program, the more successful the program is considered to be. The results can also be measured against the community's potential and resources.

Comparing this theory with the research findings from the field, there is a notable alignment between the theory and the results. The utilization of the Sumber Maron water source has provided substantial benefits to the local community, particularly those in need of clean water, as they receive free water distribution. Furthermore, the management of clean water has had a significant impact, contributing to the development of the Sumber Maron tourist village and creating new business opportunities for the local community, especially those around the Sumber Maron tourist area in Karangsuko Village. The effective management of tourism and the establishment of BUMDes have resulted in programs that offer considerable advantages to the community.

4. Conclusion

Based on the field research conducted, it can be concluded that the management of Sumber Maron tourism is effective and actively involves the local community, particularly the residents of Karangsuko Village. The management process includes several stages: Planning: this involves socializing with the community to inform them about the tourism management plans, Organization: the establishment of BUMDes Amanah, which plays a role in managing village assets and potentials such as: the clean water management unit, the Sumber Maron tourism management unit, and the environmental waste management unit. Facility Preparation: ensuring adequate infrastructure and facilities for the tourism site. Marketing and Promotion: efforts to promote and introduce Sumber Maron as a tourist destination.

Overall, the management of Sumber Maron tourism, with active community participation, has yielded positive results in various aspects. Local residents are actively involved in tourism management, including facility maintenance and preserving the natural environment by adhering to management regulations. They also participate in technical guidance and training sessions organized by the village for staff involved in the management. The training is facilitated by environmental cadres and is conducted twice a week. This learning process is considered adult education, tailored to meet the needs of the local learners.

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