

Identification of Potential and Readiness of Malasari to Become Tourism Village in Mount Halimun Salak

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Keywords: Malasari Village, Object and natural attractions (ODTWA), Participatory Rural Appraisal (PRA).

Abstract: Malasari Village was a heart of Halimun because about 80% of its territory was located in the area of Halimun Salak National Park (TNGHS). The community cannot freely exploit the resources because they live in the national park area. This village was one of the villages that had the potential and attractiveness as one tourist attraction, has a natural ecosystem and has a unique, rare and beautiful natural community. The purpose of this research was to determine the potential and readiness of the Malasari village community to become a tourist village. The research method used was a description method by identifying the potential of Malasari village using the criteria for ODTWA (assessment object and natural attractions) assessment from the Forestry Department and Participatory Rural Appraisal (PRA). The result of this research were potentials of the Malasari village were Sawer Waterfall, Citamiang Waterfall, Bombing Waterfall, Sugar Palm Making, terracing 1001 steps, Homestay Sijagur, Homestay Keramat, and Seren Taun Culture in the Malasari Kesepuhan. The assessment of ODTWA was 75.92% so it was feasible to be developed into tourism villages. The community will be ready to play an active role in developing their village to become one of the community-based tourism villages.

1 INTRODUCTION

Halimun Salak National Park (TNGHS) is often close to a community, and usually creates conflict between the community and the National Park regarding resource utilization. The number of the population increases and they fulfill their living needs from the forest. This is often a dilemma. One side of the ecosystem and forest resources is ecosystem is tourism utilization. This is consistent with Maulany, Putri and Achmad (2018) research in which the potential of existing resources in an area needs to be developed and utilized for the benefit and welfare of the community without forgetting conservation efforts so that a balance between protection, preservation, and sustainable use was achieved.

Malasari village is the heart of Halimun because ± 80% of its territory was within the Halimun Salak National Park (TNGHS). Malasari villagers did not freely use resources because they live in the National Park. The national park is a natural conservation area that has native ecosystems, managed with zoning systems that are used for research, science, education, tourism, and recreation purposes.

expected to remain in good condition but on the other hand, the lives of the surrounding and existing communities in the region cannot be ignored. Under this conditions will require a solution that can accommodate the interests of various parties. An alternative program that can meet the needs of the community, especially economically, but the program can also maintain the existing e

Malasari village is one of the villages that have potential and tourist attraction. Malasari village has a representation of natural ecosystems, unique, rare and beautiful natural communities. It can be used as Objects for Nature Tourism (ODTWA). Malasari village has unidentified tourism potential, so the researchers want to know what are the potential that exists in the Malasari's village that can be used as a tourist attraction and how prepared is the Malasari community in accepting tourists who will come to their village? The purposes of this research were to find out about the potential of Malasari Village and readiness of Malasari community to be a Tourism Village. The expected result of this study was that the Malasari people ready to accept local and foreign tourists, so that the Malasari people earn their income by the presence of tourists and the forests where they live was maintained its sustainability.

The paper is stage within four sections. In the first section, the part elucidates the research program, including the background, problem, purpose, and objective. In the second section, researchers demonstrate the methodology of the research including population, procedure, sampling, data collection, analysis, and instrument of the study. Result and discussion are in the third section. The last section is concluded by the fourth section.

2 RESEARCH METHODS

This research was carried out in Malasari Village, Nanggung District, Bogor Regency, West Java, from January to March 2018 (Figure 1).

The research tools used were stationery, cameras, laptops, questionnaires. The method used was a description method by identifying the potential of Malasari village using the criteria for ODTWA assessment from Forestry Department, this was in accordance with research Susdianti, Hasibuan, and Ariyani (2017), Haris, Soekmadi, and Arifin (2017), Zen, Sadjati, and Ikhwan(2018).

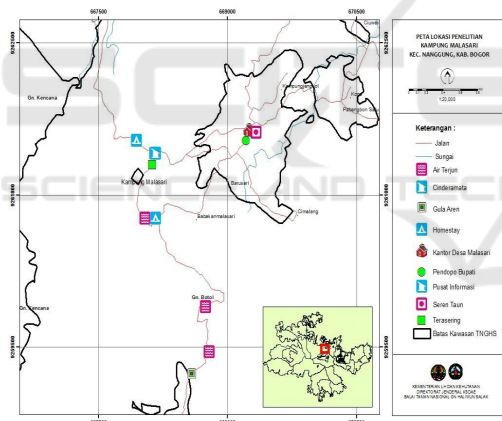


Figure 1: Map of Research Locations in Malasari Village.

Tables 1-3 were questionnaires using the ODTWA method. The total value for ODTWA assessment criteria can be calculated by the following equation.

$$S = N \times B \quad (1)$$

Where:

S = score a criterion

N = the number of elements in the criteria

B = value weight

Table 1: Criteria for Assessment of Natural Tourism Attractiveness (Value Weight 6).

No	Element / SubElement	Score				
		30	25	20	15	10
1	The uniqueness of natural resources a. Flora b. Fauna c. Culture d. Waterfall e. Historical place					
2	The number of natural resources that stand out : a. Natural Beauty b. Culture c. Waterfall					
3	Natural tourism activities that can be done : a. Enjoy Natural Beauty b. Picnic c. Natural Education d. Research e. Camping					
4	Cleanliness of tourist sites, no influence from: a. Crowded Road b. Settlement c. Trash d. Vandalism					
5	Comfort a. Clean and Fresh air b. Free from noise c. No annoying traffic d. Good service for visitor					

Table 2: Criteria for Assessment Accessibility (Value Weight 5).

No	Element / Sub Element	Score			
		Good	enough	moderate	bad
1	Street condition	30	25	20	15
2	Distance from City	< 5 KM 30	5 – 35 KM 25	35 – 55 KM 20	55 – 75 KM 15
3	Travel Time From City	1 – 2 hours 30	2 – 3 hours 25	3 – 4 hours 20	≥ 5 hours 15

Table 3: Criteria for Assessment of Supporting Facilities and Infrastructure (Value Weight 3).

No	Element / Sub Element	Score				
		50	40	30	20	10
1	facilities a. Shop b. Souvenir shop c. Information center					
2	Supporting infrastruktur					

	a. Drinking Water Network					
	b. Electric network					
	c. Puskesmas					

The feasibility index of an ecotourism area was as follows:

- Feasibility level <33.3%: not feasible to be developed, with criteria for a tourist area that has low potential, facilities, and infrastructure based on predetermined parameters and inadequate accessibility.
- Feasibility level 33.3% - 66.6%: not yet feasible to be developed, with the criteria of a tourist area that has the potential, advice and medium infrastructure based on the parameters that have been established and supported by sufficient accessibility.
- Feasibility level > 66.6%: feasible to develop, with criteria for a tourist area that has potential, a set of parameters that have been established and supported by adequate accessibility.

To analyze the community readiness, the authors were also using Participatory Rural Appraisal (PRA) method. This method was the development of the application of the research method of Participatory Research Appraisal which involves the community as the actors of the activity process and not as objects, this was in accordance with Karim, (2017) research. The stages in the participatory rural assessment process include: a) Village preparation with village officials determine the place and time, coordinate with religious leaders and community leaders, announce to the public about plans to assess the condition of the village, prepare accommodation and consumption and the necessary funds, determine the information to be reviewed b) Conduct a review of the state of PRA activities, share experiences and knowledge, analyze experience and knowledge, and summarize the results obtained through PRA activities. c) Collection and formulation of the results of the PRA with the community.

Sampling of Respondents

1. Society:
Determination of community respondents with purposive sampling based on the number of active population in Malasari Village. Determination of respondents was set at 10% of the total population/family, the population in 2017 was 187 family, so the number of respondents was 20 family.
2. Visitors

In this study the population was not known with certainty so to determine the sample size, researchers used accidental sampling. The sampling unit was Malasari Village visitors with the requirement that visitors be at least 15 years old and maximum 50 years old, while the visitor requirements were at least still in high school until they had worked.

3 RESULTS AND DISCUSSION

3.1 Identification of the Potential of Malasari Village

Tourism potential was everything found in tourist destinations and was an attraction for people to come and visit the place. Ecotourism was an activity to visit a natural area that was relatively undisturbed with the aim of seeing, studying, and admiring the beauty of nature, flora, fauna, and cultural aspects of both the past and present contained within the region.

3.1.1 Attraction

Based on Maharani (2016), Susdianti, Hasibuan, and Ariyani (2017) attractiveness was a factor that makes people want to visit and see directly to an interesting place. Tourist attraction was anything that has a unique, beautiful, and value in the form of diversity of natural, cultural, and man-made wealth which was the target or destination of tourist visits. In general, tourist attraction was classified into three classifications:

a) Natural tourist attraction

Natural tourist attraction comes from existing natural conditions including proximity to the natural surroundings or the environment such as beach tourism, marine tourism, mountain nature tourism, wild and remote areas, park and conservation areas.

b) Cultural attractiveness

A cultural appeal has objects derived from socio-cultural conditions of the community or relics such as the condition of community customs, social conditions of the community, and traditional events.

c) Man-made attractiveness (including artificial / special)

This man-made attraction was an attraction that develops something that was sourced from man-made or included as a special attraction such as people's amusement parks, festivals - music festivals, annual festivals or locations of competitions (boats, crosses, etc).

3.1.2 The Uniqueness of Natural Resources

The tourist attractions found in Malasari Village were five unique natural resources, namely flora, fauna, historical, cultural and waterfall places so that the unique value was 30 with a total of 180 (Table 4). Flora found in the form of Beringin trees (*Ficus benjamina*), Rasamala (*Schima walichii*), Mango (*Mangifera sp*), Puspa (*Altingia excelsa*), and palawija crops. The fauna found were White Starling (*Acridotheres melanopterus*), Elang Brontok (*Nisaetus cirrhatus*), Javan gibbon (*Hylobates moloch*), Lutung (*Trachypithecus*) and Monkey (*Macaca fascicularis*).

There was the first Bogor Regent pavilion Ipik Gandamanah (Figure 2) and the Atmosphere in the Boepati Pendopo (Figure 3). Historical tourism in the first Bogor regent's house was used to carry out all activities of the Bogor regency government in 1947. At that time Ipik Gandamanah received an assignment from the government of the Republic of Indonesia to arrange the Bogor regency administration which was centered in the Jasinga region. After Ipik Gandamanah was appointed as the first Bogor regent, it was in Malasari Village that government activities were carried out long enough.



Figure 2: Pavilion Ipik Gandamanah.



Figure 3: The Atmosphere in the Boepati Pendopo.

3.1.3 Prominent Natural Resources

Prominent natural resources were a natural beauty, waterfalls, and culture. Prominent natural resources get a value of 20 with a total value of 120, so the total attractiveness was 780 (Table 4) and the feasibility index was 86.66% so that it was feasible to develop (Table 6). The natural beauty that stands out one of them was the presence of frequent terraces in Malasari Village, precisely in Sijagur, which were terraced rice fields known as "1001 undak rice fields" and have the charm of the beauty of Bali in Bogor (Figure 4). According to Ilahude, and Iswati (2015), terracing was a mechanical soil and water conservation building that was made to shorten the length of the slope and or reduce the slope with excavation and soil sloping roads across the slope.

The purpose of making terraces was to reduce runoff and increase water infiltration, resulting in reduced soil loss. Soil and water conservation were two interrelated things. Various soil conservation measures automatically were also water conservation measures. Many kinds of engineering methods for soil and water conservation in soil management, one of them was terracing.



Figure 4: Terracing 1001 Undak Rice Sijagur.

One of the waterfalls in Malasari village was Sawyer waterfall (Figure 5). Sawyer in the Sundanese equivalent was giving money by throwing it, called the Sawyer waterfall because there was a myth that develops in the surrounding community that if someone throws a coin into a waterfall, it was believed that the money thrower will soon get his soul mate. Besides Sawyer waterfall, there were Citamiang waterfalls and Bombang waterfalls.

Local wisdom found in Malasari village were “Sidekah Bumi” (Figure 6) and “Seren Taun” (Figure 7). According to Sukmayadi (2016), local wisdom comes from two words, wisdom, and local. In general, local wisdom can be understood as local ideas that were wise, full of wisdom, good value, embedded and followed by members of the community.



Figure 5: Sawyer Waterfall.

Local wisdom was the wisdom or original knowledge of a society that comes from the noble values of cultural traditions to regulate the order of society. Local wisdom can also be defined as local cultural values that can be used to regulate the order of community life wisely. The traditional forest buffer community "Kasepuhan" recognizes their role as part of the social environment and knows how to adjust to each culture involved in social relations. Starting from the philosophy of life contained in a belief that considers that "Mother Earth, Father of Heaven" which means was the integrity of the earth along with all its contents must be carefully guarded, because if there was one element that was damaged will result in damage to the balance of the ecosystem region process (Rusmana, 2017).

Kesepuhan of Malasari Abah Odon (Saepudin) has the slogan “Nyoreang Alam Katukang nyawang mangsa anu bakal datang”, which means seeing what has happened, going through the future.



Figure 6: Shows the Situation of the Seren Taun Celebration.



Figure 7: The ceremony of Seren Taun by Abah Udin (Solehudin).

“Sidekah Bumi” was a Thanksgiving activity for Hyang Widi to plant rice to avoid pests and produce a satisfying harvest. Management was carried out by the community, with leuweung stratification (leuweung deposited, closed, & arable), Seren Taun was done with gratitude for the harvest that was free from zakat which was then put into "LEUIT" to be stored which will become food reserves (every the family was obliged to give up rice for one adult. The implementation of seren taun activities was held in the third week of Muharam.

“Seren Taun” and “Sidekah Bumi” ceremonial activities in Malasari village can be made into an annual program to bring tourists. These activities can cooperation with the local government and national parks. This was according to Maulany, Putri and Achmad (2018) that there needs to be cooperation with government, community, and visitor to make succeed in tourism activities. This activity can be one of Malasari's village incomes so they didn't damage the forest.

The existence of culture in Malasari Village can support the village to become a tourist village because tourists can spend time in the community to saw cultural celebrations like Seren Taun and Sidekah Bumi. This was according to Putri, Dewanti, and Muntaha (2017) which states that

cultural factors can support a village to become a tourist village.

There was palm sugar production beside “Seren Taun and Sidekah Bumi”, (Figure 8). Palm sugar was forest product that can be used. Production palm sugar, starting from taking “nira” until the process of making sugar can be used as educational tours. This was a traditional way of making palm sugar. Tourist can be brought the souvenir from the production of palm sugar (Figure 9) so that it can become income for the community and community still protected forest. Tourist can interact directly with the community about how to make palm sugar, this was in accordance with Hidayat, Abdilah, and Hakim (2018) research about making coffee tours.



Figure 8: Process Making Palm Sugar.

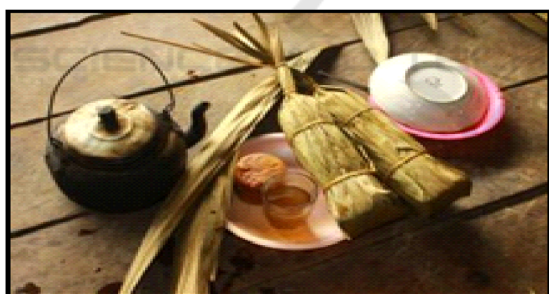


Figure 9: Souvenir from Palm Sugar.

Table 4: Results of an Assessment of the Attractiveness Component in the Malasari Village area (Value weight 6).

No	Element / Sub Element	Amount	Description	value weight	Score	Total Score
1	The uniqueness of natural resources	5	Flora, Fauna, Cultural, Waterfall, Historical Place	6	30	180

2	The number of natural resources that stand out	3	Natural beauty, culture, waterfall	6	20	120
3	Natural tourism activities that can be done	5	Enjoy natural beauty, picnic, natural education, research, camping	6	30	180
4	Cleanliness of tourist sites	4	Crowded street, Settlement, garbage, vandalism	6	25	150
5	Comfort	4	Clean and fresh air, Free from noise, No annoying traffic, Good service for visitor	6	25	150
Attractiveness score					130	780

3.2 Accessibility

Accessibility was a factor that makes it easier for visitors to travel from the place of residence to the location of the tourist attraction that will be visited. Accessibility addresses the distance, road conditions, and travel time from the city center. The time to Malasari Village, 2 hours 45 minutes from the city of Bogor by motorcycle. To go to Malasari Village, usually, use public transportation because there was no other mode of transportation to reach the village. Travel time using public transport was certainly longer than using your own private vehicle. The travel time to Malasari Village about 2-3 hours from downtown. Bogor was also one of the factors which were an obstacle because visitors consider the travel time to be too long.

The total value of the accessibility component was 275 (Table 5) with a total feasibility index of 61.11% (Table 6) based on the feasibility index including not yet feasible to develop due to poor road conditions that require attention from government to make Malasari village a tourist village. According to Sukmayadi (2016), Zen, Sadjati, and Ikhwan (2018) accessibilities were an important factor and the key to the success of developing a tourism village. If an accessibility was not supported these attractions were very difficult to become a tourism industry. Tourism activities depend a lot on transportation and communication due to distance and time factors that greatly affect one's desire to take a tour.

Table 5: Results of the Assessment of Accessibility Components towards the Malasari Village Tourism Area (Value weight 5).

No	Element/ Sub-element	Description	Value Weight	Score
1	Street Condition	Bad	5	15
2	Distance From City	55-75 Km	5	15
3	Travel time from the city	2-3 Jam	5	25
Accessibility score				

3.3 Supporting Facilities and Infrastructure

The role of supporting facilities and infrastructure was to facilitate visitors in enjoying the potential and attraction of nature tourism. Facilities were one of the supporting factors that facilitate visitors in enjoying tourism directly (Figure 10). The accommodation was everything that was provided to meet one's needs when traveling, such as staying, eating, drinking, bathing and so on (Susdianti, Hasibuan, and Ariyani, 2017). The meaning of tourism facilities was a company that provides services to tourists both directly and indirectly. Tourism infrastructure was "all facilities that allow tourism facilities to live and thrive and can provide services to tourists to meet their diverse needs".

The total value of facilities and infrastructure is 240 (Table 6) with an 80.00% feasibility index (Table 7) so that it was feasible to develop. Supporting facilities in the Malasari village such as homestay, "puskesmas", shops, electricity and water facilities making it easier for tourists to visit Malasari. In this case, homestay in Malasari was a residential house, so the homestay must be clean to make tourists feel comfortable to travel in the village of Malasari. With the facilities provided by the community to tourists so that it can be an alternative income for the community. This is According to Pujianti, Normelani, and Aristin (2017), Gustin and Koswara (2018) and Paulangan (2018). Based on the results of the Vitasurya (2016) research, "the income of the Pentingsari villagers increased". "With the tourism village, all people have their respective roles, namely homestays (83%), tour guides (25.5%), art event guides (12.8%), food industry (17%), handicraft industries (6, 4%),

Table 6: Total value of facilities and infrastructure

No	Element/ Sub element	Amount	Description	Wight	pre	e
1	Infrastructure Facilities	3	pp, Souvenir Shop and Informatio n Center	3	0	120
2	Supporting Infrastructure	3	inking Water Network, Electrical network, Puskesmas	3	0	120
Supporting Facilities and Infrastructure Score					0	240

catering (16.1%)". "The most dominant form of community participation can be seen in the form of homestay tourist attractions. Villagers voluntarily carry out various forms of development to improve the quality of homestay services in Pentingsari village".



Figure 10: Homestay at Malasari.

The results of the assessment that has been carried out on the potential of Malasari Village can be seen that the location was very likely to be used as one of the natural tourist destination with a value index of 75.92% (Table 7), because it provides good feasibility values to be developed from the criteria that have been assessed namely attractiveness, accessibility and also supporting facilities and infrastructure for tourist areas. If the value level > 66.6% was feasible to be developed.

3.4 Identify Readiness of the Malasari Community to Become a Tourist Village

The Method used to saw the readiness of Malasari village was PRA. The application of Participatory Rural Appraisal (PRA) method was one of the strategies to empower the community (Figure 11). Results from PRA that the community really hopes some training regarding the development of a tourism village.



Figure 11: Activities of Participatory Rural Appraisal in Malasari.

Table 7: Results of Assessment of the Supporting Facilities and Infrastructure Components in the Tourist area of Malasari Village.

No	Criteria	Weight		Total Score	Score Max	Index (%)	Information
1	Attractiveness	6	130	780	900	86,66	Feasibility
2	Accessibility	5	55	275	450	61,11	Not feasibility
3	Supporting Facilities and Infrastructure	3	80	240	300	80,00	Feasibility
Feasibility Score						75,92	

The challenges faced were as follows, village officials or village institutions that may not work in accordance with their roles and functions, lack of human resources, lack of funds and no support from any party to plan tourism village development activities. The response from the Malasari village community was satisfactory, they were excited and they were ready to contribute an active role in order to develop the tourism village (Table 8).

The Malasari community must play an active role in the development of the village because it will open employment and business opportunities. If the community did not play an active role then the development of tourism villages will run slowly.

The active role of the community will have an impact on increasing people's income so that the community continues to conserve the forest in the Halimun Salak National Park. This is in accordance with research Widodo, Soekmadi & Arifin (2018)

Table 8: Result Participatory Rural Appraisal

No	Rated Aspect	Community Condition	Information From PRA Result
1.	Economic	Weak Society in term of capital	Making proposals for funds and funds that have been given by the Government should be used in accordance with their needs and there must be transparency of funds
2.	Socio-Cultural	-Weak village instruments and institutions - Lack of support in activities and communities still feel less confident to be involved in planning tourism village development activities	The village institution must function better and play a role in accordance with its objectives The community was given training so that they will understand and be involved in the planned activities for developing village tourism
3.	Management	The community is still less involved by village officials	Malasari Village community
4.	Expected Management	Activities carried out sometimes through certain individuals	The activities carried out must be through collaboration between communities rather than individuals

4 CONCLUSION

The potentials of Malasari village were Saver Waterfall, Citamiang Waterfall, Bombing Waterfall, Making terracing 1001 undak, and Seren Taun Culture in the Malasari Kesepuhan. The assessment of ODTWA was Attractiveness 86,66 %, Accessibility 61,11%, Supporting Facilities and Infrastructure 80,00%, and Feasibility Score 75.92% so it is feasible to be developed into tourism villages.

The community will be ready to play an active role in developing their village to become one of the community-based tourism villages. This contribution from both the community and local government would be useful for preserving the environment and increasing the economic income of the Malasari Village.

ACKNOWLEDGMENTS

Acknowledgments to Mount Halimun Salak National Park (TNGHS) has facilitated the authors in this study.

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