

THE IMPACT OF THE COVID-19 PANDEMIC ON THE TOURISM SECTOR (CASE STUDY: SIDOLUHUR COFFEE BUNKER EDUCATIONAL TOUR)

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doi: 10.17977/um066.v3.i9.2023.2

Kata kunci Keywords

Impact of the Covid-19 Pandemic
Marketing
Educational tourism
Coffee
Malang regency

Abstract

The global pandemic caused by the novel coronavirus (Covid-19) has had a profound impact on the economic sector, particularly in the tourism industry. This study aims to evaluate the effects of the pandemic and analyze communication strategies for the Sido Luhu Coffee Bunker Education attraction during the Covid-19 pandemic. The research employs a case study methodology, gathering data through a literature review, observation, documentation, and interviews with business stakeholders. The findings indicate that the Covid-19 pandemic led to a reduction in visitor numbers and a decline in revenue. To navigate the challenges posed by the pandemic, tourism managers implemented several marketing strategies. (1) The establishment of a tourist environment in accordance with the Sapta Pesona guidelines, (2) The enhancement of tourism facilities at the site, (3) The reduction of admission prices, (4) The avoidance of an increase in employee numbers, (5) The assurance of visitor safety during the pandemic through offline marketing, and (6) The utilization of online marketing.

1. Introduction

In March 2019, the number of people who had been infected was around 90,937, with 48,017 people exposed and 3,117 deaths spread across 75 countries (WHO, 2020). Covid-19 causes common colds to serious illnesses such as Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). Covid-19 causes symptoms similar to pneumonia (Sukmana et al., 2020). This disease spread and infected many people, even the new type of Covid-19 has resulted in several cases of infected people showing only mild or even no symptoms (Tilaar, 2020).

Changing new habits is the best step in handling Covid-19 (Yustisia Kristiana, Daniel Yohanes, 2021). One of the measures to tackle Covid-19 carried out by the Government in all countries is Lockdown to minimize the spread of Covid-19. The lockdown system is to limit human gatherings to prevent transmission, including preventing secondary infections among people closest to them, security officers, and preventing international spread originating from China, as well as accelerating the handling of cases and treatment of infected residents (Sukmana et al., 2020).

The Covid-19 pandemic has created a lack of comfort and security for everyone. According to (Khalik, 2017) comfort and safety are one of the main factors in tourist destinations. During the Covid-19 pandemic, there were also many layoffs of workers in formal sector companies, namely 39,977 based on ministry data on April 7, 2020 (Kristiana & Yohanes, 2021). Apart from that, financing tourism operations also experienced problems during the Covid-19 pandemic due to the lack of income (Tilaar, 2020).

The Covid-19 pandemic has also significantly impacted the education sector (Nur et al., 2020). Furthermore, the pandemic has led to a decline in income from the tourism sector, which has, in turn, affected state revenue. The tourism sector has been a major contributor to the country's foreign exchange earnings (Kristiana & Yohanes, 2021). Tourism is a vital component of economic growth

(Wijayanti, 2017). It has been demonstrated that tourism can have a positive impact on society by creating employment opportunities, fostering business ventures, increasing individual incomes, and boosting regional revenues through local taxes and levies (Hermawan, 2017).

When the Covid-19 pandemic occurred, not only was there a *lockdown*, but three Large-Scale Social Restrictions were also implemented which closed the tourism sector within a few weeks. Not only that, one of the problems caused by the implementation of PSBB is the decline in people's income which results in a decline in people's purchasing power, especially basic needs (Nasruddin, 2020).

Etymologically, tourism comes from Sanskrit, namely *Pari* which means going around and *Wisata* which means traveling. According to Law no. 10 of 2009 concerning Tourism, tourist destination areas are defined as geographical areas located in one or more administrative regions, in which there are tourist attractions, public facilities, tourism facilities, accessibility and community participation.

Based on research by (Masbiran, 2020), the Covid-19 pandemic has had an impact on decreasing the number of tourist visits, income from the transportation and warehousing sectors, as well as the provision of accommodation and food and drink, employment, as well as a decrease in business income. One of the tourist attractions in Indonesia that has been affected by the Covid-19 pandemic is Malang Regency. Malang Regency is one of 28 districts in East Java Province. This district is in the south-central part of East Java Province, bordering Pasuruan and Probolinggo Regencies to the North-East, bordering Lumajang Regency to the East, bordering the Indonesian Ocean to the South, bordering Kediri and Mojokerto Regencies to the West-North. Malang Regency is one of the coffee producing areas. Based on BPS data from 2021, the amount of coffee production in Malang Regency in 2019 was 16,917 and increased again in 2020, namely 19,180 (BPS Malang Regency, 2021).

The tourist attraction affected by the Covid-19 pandemic is precisely in Kromengan District, namely the Sidoluhur Coffee Bunker Educational Tourist Attraction. This tourist attraction opened in 2020 with a tourist design in the form of educational tourism. Educational tourism can increase tourists' knowledge and skills because of the training aspect in it (Purwaningtyas, 2020). Educational tourism at the Sido Luhur Coffee Bunker Tourist Attraction, namely planting and marketing coffee.

The Sido Luhur Coffee Bunker tourist attraction is still relatively new and not yet known to the wider public like other tourist attractions in Malang Regency such as the Pujon Kidul tourist village and the Sanankerto Boon Pring tourist village. Initially, this place was only used as a place for cultivating and processing coffee. Bunker Kopi Sido Luhur has been established since 2000 and produces ground coffee aimed at consumers in the Malang City/Regency area. In 2020, with the issuance of a business permit, this place has now become a local community-based tourist attraction. Collaboration between local communities, institutions, stakeholders, partnerships between practitioners and industry and the role of technology will encourage tourism growth in rural areas (Chen et al., 2023).

Based on this, this research aims to analyze the impact of the Covid-19 pandemic on tourist attractions along with the marketing communications carried out by tourism managers to survive the Covid-19 pandemic. It is hoped that this article can provide an overview of the wider community and the Malang Regency Government so that it can provide the best policies in the context of developing local tourism.

2. Method

The time for this research is one week starting in January 2022. This research was conducted in Blado Hamlet, precisely at the Sidoluhur Coffee Bunker educational tourist attraction. Karangrejo Village, Kromengan District, Malang Regency with a research site at Sido Luhur Coffee Bunker, Karangrejo Village, Kromengan District, Malang Regency. Administrative location 8°06'06.24"S 112°29'00.13"E.

The informant is the owner and manager of the Sidoluhur Coffee Bunker educational tourist attraction (Mr. Suhariadi). Other informants are the tourist attraction manager who is a worker in the coffee roasting sector (Mrs. Srinem), visitors and the parking manager.

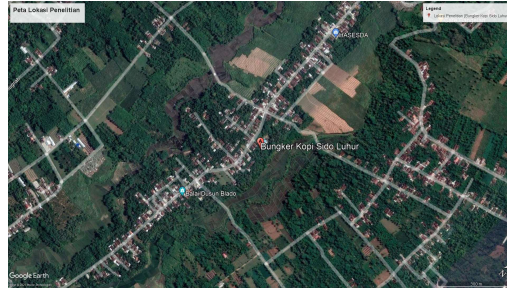


Figure 1. Map of research locations
Source: Research Results (2022)

Tabel 1. Tools and materials

Tools and materials	Tool Function
Cellphone	For taking pictures, video recording and sound recording of interviews with informants.
Interview guide rubric	As a guide in conducting interviews with informants.
Observation rubric	As a guide in conducting field observations.

2.1. Types of research

This research includes qualitative research with a case study type. Qualitative research emphasizes the process rather than the results of the research. The data used in qualitative research uses data that has a qualitative nature with different research stages in each study (Wardiyanta, 2006 in (Rif'an, 2018)). In the case study method, the things analyzed include research subjects, informants, research data, location.

2.2. Data collection, processing, and analysis methods

There are two types of data used for this research, namely primary data, and secondary data. Primary data and secondary data. Primary data is data obtained directly from the field or sources (Sugiyono, 2015). Secondary data is data obtained through intermediary media. Secondary data can be in the form of village profile books, laws, RPJM, research articles, or reports (Sugiyono, 2015).

Data collection techniques are used in interviews, observation, and documentation. Interviews were used to find out a general description of the research area, the institution of the tourist attraction, the livelihoods of the surrounding community, the number of visitors, the impact of the Covid-19 pandemic on the tourist attraction, and to find out the marketing strategies that had been implemented by the tourist attraction. Observations were used to determine tourism facilities, and to determine coffee processing activities at the Sidoluhur Coffee Bunker tourist attraction. Documentation is used to obtain information and data in the form of images which can be used as evidence in the data collection process (Sugiyono, 2015).

Data analysis is carried out by assuming that all existing data is perfect, then the stage of checking the correctness of the data and classifying the data is carried out (Rahardjo, 2017). The stages of data analysis use analysis according to Miles and Huberman (1984) with stages of data collection, data reduction, data presentation and conclusions and data verification. The following are the stages of research data analysis.

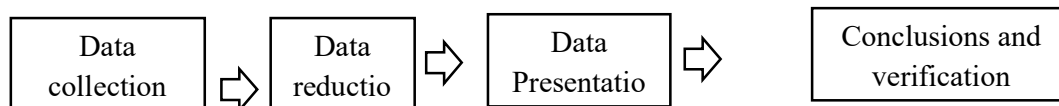


Figure 2. Stages of Research Data Analysis
Source: Research Results (2022)

3. Results and Discussion

The results of this research are divided into two parts, namely the first part relates to the impact of the Covid-19 pandemic on the Bunker Lopi Sidoluhur tourist attraction, the next discusses the marketing carried out by the management of the tourist location to survive the Covid-19 pandemic.

3.1. General Description of the Research Area

Sidoluhur Coffee, which is in Blado Hamlet, Karangrejo Village, Kromengan District, Malang Regency, was inaugurated as an educational tourist attraction in 2020. There are three hamlets in Karangrejo Village, namely Jatirejo Hamlet, Krantil Hamlet and Blado Hamlet. Karangrejo Village has an altitude of between 284 meters above sea level and 389 meters above sea level with the highest topography in Blado Hamlet (Wardani et al., 2020). To get to Karangrejo Village, it takes around 20 minutes from Malang City (Utami, 2018). Kromengan has a lot of potential, especially in its natural landscape (Winarni, 2019). Along the journey to the Sidoluhur Coffee Bunker tourist attraction, you will find many plantations and agricultural land. The dominant livelihood in Karangrejo Village is farming and micro, small and medium enterprises (MSMEs). Agriculture in Karangrejo Village includes rice and corn crops. The dominant plantations in this region are coffee and sugar cane (Wardani et al., 2020). Karangrejo Village is also known as a herbal medicine industry village because most of its residents are herbal medicine sellers (Utami, 2018).

Initially, this tourist attraction was only used as a place to process coffee into coffee powder since 2000 with sales in the Malang area (Effendi & et.al, 2018). After working in the coffee industry for quite a long time, the Sidoluhur Coffee Bunker finally turned into a tourist attraction. The transformation of the Sidoluhur Coffee Bunker into a tourist attraction is supported by the high level of public interest in new tourist attractions with an agro base. The main concept of this tourist attraction is to prioritize the concept of tourism with tourism learning activities (Priyanto, 2018).



Figure 3. Plan of the Sidoluhur Coffee Bunker educational tourist attraction
Source: Research Results (2022)

Sido Luhur Coffee Bunker with a land area of $\pm 2,600$ m which is already in production, has the main attraction in the form of coffee plantations and the processing of coffee into coffee powder. According to (Petroman et al., 2016), agro tourism provides experiences that tourists gain through direct observation. Not only that, coffee tourism also provides other benefits, namely being able to connect coffee farmers with consumers (Karthick Anbalagan, 2014). The coffee plantation at Bunker Kopi Sido Luhur contains robusta coffee plants. However, within the tourist attraction, there are several other types of coffee shown by the management in the form of Liberika, Robusta and White Coffee.



Figure 4. Coffee plants at the Sidoluhur Coffee Bunker Tourist Attraction
Source: Research Results (2022)



Figure 5. Coffee plants at the Sidoluhur Coffee Bunker Tourist Attraction
Source: Research Results (2022)

Based on the Regulation of the Minister of Agriculture of the Republic of Indonesia No. 49 of 2014, regarding technical guidelines for post-harvest handling of coffee, there are several requirements that need to be considered, including requirements for growing coffee plants, land preparation, coffee cultivation, and post-harvest processes which include processing coffee beans that are still dry, wet, or semi-wet. The post-harvest processing process at the Sido Luhur Coffee Bunker includes fruit sorting, peeling, fermentation, washing, drying, pounding, packaging, storage, quality standardization, and product transportation.

The existence of this tourist attraction has had a direct impact on improving the economy of the local community. For example, farmers in Bladu Hamlet sell their coffee at the Sido Luhur Coffee Bunker to then be processed and marketed by the Sido Luhur Coffee Bunker. There are also native villagers who work at the Sido Luhur Coffee Bunker, one of whom works in the field of coffee roasting and sorting coffee between small coffee and large coffee as well as between "lanang" coffee and "wedok" coffee.

Coffee powder or whole coffee that has gone through the roasting process is then distributed to customers through offline and online sales. Offline sales can be made at tourist attraction locations or at the Sidoluhur Coffee Bunker Office which is located on Jalan Danau Rawa Pening 4 H-5 D7 Sawojajar-Malang. Sales of pure coffee, both in the form of coffee powder and dry coffee that has gone through the roasting process, are sold at a relatively cheap price, namely 65 thousand per kilogram. Mixed coffee consists of pure coffee and corn, sold in the form of coffee powder and in the form of dry coffee that has gone through the roasting process, sold at a relatively cheap price, namely 56 thousand per kilogram. Offline sales are carried out in several locations in Malang City/Regency including 7 locations, namely Kedungkandang, Pakis, Tajinan, Kepanjen, Bululawang, Singosari and Lawang.

3.2. The Impact of the Covid-19 Pandemic on the Sidoluhur Coffee Bunker Tourist Attraction

The impact of the Covid-19 pandemic felt by the management of the Sidoluhur Coffee Bunker tourist attraction includes (1) a decrease in the number of visitors and (2) reduced income. The tourist attraction management (tourist attraction owner) stated that when the Covid-19 pandemic was first reported, namely in 2020, before the implementation of the PSBB, visitors came from various locations in Indonesia such as Lamongan and Turen who came for learning activities. Not only that, visitors from Kromengan themselves have also visited this tourist attraction for kindergarten and PAUD outbound activities, as well as the Kromengan Community Health Center UPT which also always holds workshops. However, after the implementation of the PSBB, visitors who came to the tourist attraction location only came from native Kromengan residents who always come every week, for example, namely gymnastics groups and people from around the Kromengan area who come for swimming lessons on Saturdays and Sundays. The number of visitors also decreased from the initial 200 people to 70 people. The pandemics in tourist attraction income was reduced by fifty percent, however, income from coffee sales was still able to survive during the Covid-19 pandemic.

3.3. Marketing by the Sidoluhur Coffee Bunker Tourist Attraction

Marketing carried out by tourism managers during the pandemic includes: (1) Creating a tourist environment that is in accordance with Sapta Pesona guidelines, (2) Adding tourism facilities at locations, (3) Reducing entrance ticket prices, (4) Not increasing the number of employees, (5) Maintaining visitor safety during a pandemic, offline marketing, and (6) online marketing.

Marketing of tourist attractions is aimed at increasing tourist interest in coming to tourist attractions. The Sapta Pesona guidelines are regulated in the Decree of the Minister of Tourism, Post and Telecommunications Number. 5/UM.209/MPPT-89 which includes seven elements, namely safe, orderly, clean, cool, beautiful, friendly, and memorable.

3.3.1. Safe

The Sido Luhur Coffee Bunker educational tourist attraction can be categorized as safe, although not completely. Based on the results of direct observations at the location and through interviews with tourist attraction managers, safe conditions are indicated by the presence of a tourist park business permit which has been placed at the back of the bathroom. Apart from that, safe conditions are also demonstrated by the absence of interference from outside such as buskers or residents. There were also no cases of fights or acts of violence against visitors. Apart from that, tourists who come have never experienced pickpockets. The feeling of insecurity is shown by the absence of supervisors, especially at the swimming pool. Apart from that, the lack of supervision from parents has resulted in several cases of children drowning.



Figure 6. Swimming Pool (Adult and Children)
Source: Research Results (2022)



Figure 7. Recreation Park Business Permit
Source: Research Results (2022)

3.3.2. Orderly

Orderly is the environmental condition of a tourist attraction that reflects a disciplined attitude demonstrated by physical quality and orderly and efficient services. Based on the results of observations, the Sido Luhur Coffee Bunker Tourist Attraction is included in the orderly category. This is shown by the existence of regular services with posters about the obligation to buy tickets before entering the tourist attraction. Apart from that, visitors have also parked their vehicles in the parking lot provided by the tourist attraction management.



Figure 8. Poster: Visitors Must Buy Tickets
Source: Research Results (2022)



Figure 9. Parking Lot
Source: Research Results (2022)

3.3.3. Clean

Clean is a condition that indicates an atmosphere that is clean and free from rubbish. The cleanliness of the Sido Luhu Coffee Bunker Tourist Attraction is demonstrated by the absence of rubbish at the research location. This indicates that the tourist attraction owner has maintained the cleanliness of the tourist attraction every day. The tourist attraction has also provided rubbish bin facilities.



Figure 10. Front Reception Room
Source: Research Results (2022)



Figure 11. Trash can in front of the bathroom
Source: Research Results (2022)



Figure 12. Clear Water in a Swimming Pool
Source: Research Results (2022)

3.3.4. Cool

Coolness can be reflected through the creation of an environment that is completely green, fresh, neat, comfortable, and peaceful both indoors and outdoors. This condition is what tourists are looking for. Based on observations, the Sido Luhur Coffee Bunker can be said to be cool. This is shown by the many shady trees with other views of rice fields. The presence of a gazebo at this tourist attraction can create a comfortable and cool atmosphere.



Figure 13. Trees and Gazebo
Source: Research Results (2022)

3.3.5. Beautiful

Beautiful conditions are indicated by the presence of environmental conditions that can attract tourists to come to a tourist attraction because of its beauty. The Sidoluhur Coffee Bunker Tour has shown unique aspects of artificial beauty in the form of bamboo stairs and bamboo ladders.



Figure 14. Photo Spot
Source: Research Results (2022)

3.3.6. Friendly

A friendly attitude is shown by smiling, greeting, being polite, polite towards other people. In tourist destinations, a friendly attitude must be shown by the management and the local community to provide comfort to tourists at the tourist attraction.

Sincere hospitality has been shown by the people around the Sido Luhur Coffee Bunker tourist attraction, the people always show a smile. Not only that, but the tourist attraction management has also shown a friendly attitude and provided good service to every visitor. As according to (Rosalina,

2017), the growth of tourism sometimes creates a tendency to maintain contact between local residents and tourists. Therefore, a friendly attitude from tourist attraction managers is important for tourism sustainability.

The management has also provided a tour guide (especially for educational tour packages) who will show you directly the coffee processing process which begins with various stages including: (1) Land processing, (2) Seeding, (3) Planting, (4) Maintenance, (5) Harvest, (6) post-harvest.

3.3.7. Memory

Activities that can be done during a coffee tour include exploring coffee plantations, observing coffee plants, observing the view around the coffee plantation (shady trees), taking photos, seeing orchids, seeing lanceng beehives, interacting with coffee farmers harvesting coffee, processing coffee, enjoying processed coffee. Alone. Visitors can get souvenirs by buying coffee powder or buying coffee beans that have been roasted.



Figure 15. Roasted coffee
Source: Research Results (2022)



Figure 16. Tawon Lanceng Farm
Source: Research Results (2022)



Figure 17. Orchid Flower Garden
Source: Research Results (2022)

Furthermore, marketing is carried out by the tourist attraction management to overcome the impact of the pandemic, namely by adding tourism facilities at the location. The tourist attraction management stated that they plan to add tourism facilities, namely on the empty land at the bottom where lodgings will soon be built and add more gazebos accompanied by an internet connection via

WiFi. Apart from that, facilities in the form of a prayer room will also be added soon. Considering that currently income in the tourism sector is still low, the tourist attraction management stated that construction will be carried out in stages starting from increasing the number of gazebos, then increasing the number of orchids and selling them as tourist souvenirs and creating a lanceng wasp farm in the lower land.

Furthermore, the marketing carried out by the management of the Bunker Kopi Sidoluhur tourist attraction to overcome the impact of the pandemic is by reducing the entrance ticket price, which was previously IDR 12,000 to IDR 10,000. Affordable entrance ticket prices and good tourist facilities make visitors satisfied and happy at the tourist location at Bunker Kopi Sidoluhur.

Apart from that, the marketing carried out by the tourist attraction management to overcome the impact of the pandemic is by not increasing the number of employees. The management of the Sidoluhur Coffee Bunker tourist attraction stated that currently, there are many people around the tourist attraction who have registered to work at the tourist attraction. Currently there are only a few permanent employees at the tourist attraction who have worked in the coffee processing sector.

Furthermore, the marketing carried out by the management of the Bungker Kopi Sidoluhur tourist attraction is to overcome the impact of the pandemic, namely by maintaining visitor safety during the Covid-19 pandemic, especially by reminding visitors regarding the Covid-19 health protocol which includes (1) Always wear a mask except when swimming, (2) Maintain a distance of 2 meters, (3) Always wash your hands and use hand sanitizer, (4) Use your own equipment (swimsuit, glasses, towel).

Next, namely offline marketing which is carried out by "word of mouth", or introduction of tourist attractions carried out by visitors to the tourist attraction itself, as well as from the manager of the Bunker Kopi Sidoluhur tourist attraction. The management of the Sidoluhur Coffee Bunker tourist attraction is intensively carrying out online marketing, which includes marketing via YouTube, Instagram, and websites.

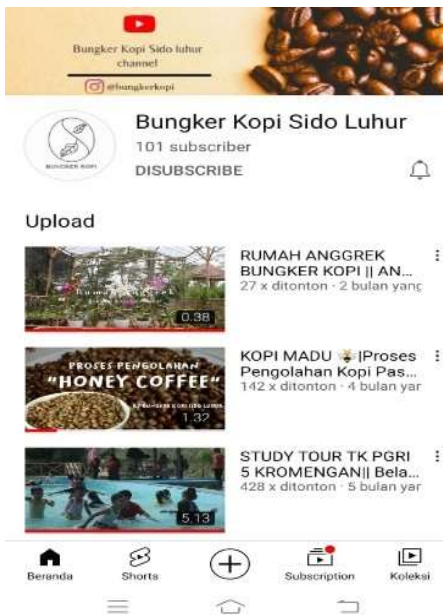


Figure 18. Marketing Via YouTube
Source: Research Results (2022)

Marketing via social media via Instagram is carried out continuously by the management of the Sidoluhur Coffee Bunker tourist attraction, often making minivlogs of visitors who come to the location. Taking interesting pictures and videos makes your Instagram display look "eye-catching" and can attract visitors to come back.



Figure 19. Marketing of the Sidoluhur Coffee Bunker Tourist Attraction via Instagram
Source: Research Results, 2022

The disadvantage of marketing that has not yet been carried out by the management of the Sidoluhur Coffee Bunker Educational Tourist Attraction is related to the lack of directions to the location. This makes it quite difficult for visitors to find this location. Apart from that, the lack of marketing also lies in the absence of signs in the parking lot. Another drawback is that the location of this tourist attraction is quite far from the main road and its location is in the middle of a dense

4. Conclusion

The Sidoluhur Coffee Bunker Educational Tourist Attraction, which is in Blado Hamlet, Kromengan District, is able to give a pleasant impression with the presence of a new atmosphere in the form of coffee learning accompanied by coffee processing attractions and the existence of additional attractions that are able to make this tourist attraction still able to move in the midst of the Covid-19 pandemic. 19, although the impact of the Covid-19 pandemic is still being felt by the management of the Sidoluhur Coffee Bunker tourist attraction, including (1) a decrease in the number of visitors and (2) reduced income. Marketing carried out by tourism managers to survive the Covid-19 pandemic includes: (1) Creating a tourist environment that is in accordance with Sapta Pesona guidelines, (2) Adding tourism facilities at the location, (3) Reducing entrance ticket prices, (4) Not increasing the number of employees, (5) Maintaining visitor safety during the pandemic, offline marketing, and (6) online marketing.

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