

Digital and Local Potential-Based Tourism Village Development Strategy with Pentahelix Approach in Realizing Sustainable Tourism

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Abstract. The implementation of Law No. 12/2008 on Local Government has provided opportunities for local governments to manage and optimize the potential of their regions independently, including managing the tourism sector. Tourism village development is a planned change that requires the participation of local communities in a holistic manner. Sustainable development has become a global agenda in every development process. Therefore, all stakeholders including the government in various development sectors must apply the principles of sustainable development in every policy and development plan that will be implemented. In the Digital-Based Tourism Village Development Strategy and Local Potential in Realizing Sustainable Tourism in Sidoarjo Regency, the author will use descriptive qualitative research methods with a pentahelix approach.

Keywords: Tourism Village, Pentahelix, Sustainable Development

1 Introduction

A village is a human settlement that is relatively small, remote, and generally consists of a smaller population compared to cities or [1]. According to R. Bintarto, a village is a manifestation of geography that is generated by geographical, social, economic, political, and cultural elements contained in its relationship and mutual influence with other areas.[2] The result of a combination of activities of a group of people and their environment. Villages have various designations ranging from village, hamlet, or village. The name of the geographical designation of the village in each region is also different. In Aceh, the village is called gampong or meunah, in Tapanuli it is called huta, in West Sumatra it is called nagari, and West Java is often known as dukuh[3].

According to Law No. 10/2009, Tourism Village is a tourist destination or tourist destination that has integrated several elements comprehensively.[4] Tourism Village is the embodiment of a combination of attractions, accommodations and facilities that are packaged in community life that is integrated with tradition so that it becomes a tourist destination[5]. A tourist village is a village that has natural, social, cultural, or artificial potential that is developed as a tourist attraction, involving the local community as the main actor. The development of a tourist village is a planned change that requires the participation of local communities in a holistic manner.[6] Through the implementation of Law Number 12 of 2008 concerning the Second Amendment to Law Number 32 of 2004 concerning Regional Government has provided opportunities for local governments to manage and optimize the potential of their regions independently including managing the tourism sector. [7] In 2015 was the first year of the implementation of Law No. 6/2014 on Villages. [The presence of the Ministry of Villages, Disadvantaged Regions and Transmigration has a mandate to implement Jokowi-JK's Nawa Cita, especially the third Nawa Cita, namely Building Indonesia from the periphery by strengthening regions and villages. One of the major agendas is to oversee the implementation of No. 6/2014 on Villages in a systematic, consistent and sustainable manner by facilitating, supervising and assisting villages and rural areas. Minister of Tourism and Creative Economy Regulation No. 9 of 2021 regulates the Guidelines for Sustainable Tourism Destinations.[9] This regulation focuses on the development of sustainable tourism destinations, both at the local and global levels. Here are some of the key points of this regulation: Tourism Destination Development: This regulation provides guidance in developing tourism destinations. The focus is on synergy between tourist attractions, public facilities, and accessibility. Community empowerment is also a major concern, with a sustainable approach. Indonesia has many potential tourism destinations that need to be managed properly. Tourism Marketing: Tourism marketing development is key to attracting tourist visits. Indonesia's advantages

include significant foreign and domestic tourist markets, a positive image built through various important events, and adaptive media and information technology. Tourism Industry: The regulation also recognizes the potential of the tourism industry. Supporting factors include the wealth and diversity of tourism resources, infrastructure growth, and the potential of rural areas.[9][10].

The development of the tourism sector is one of the efforts to improve the community's economy both at the local and global levels. The purpose of developing tourism villages and the local potential of the village is to improve the community's economy both at the local and global levels, expand employment opportunities, thereby improving the welfare and quality of rural communities, and restraining the rate of urbanization [11]. The management of tourist villages based on local potential requires community awareness and participation to always innovate and be creative in developing village areas that are used as tourist villages.

Strategy is the determination of the long-term goals and objectives of a company and the direction of action and allocation of resources needed to achieve goals and objectives. Strategy is also a series of fundamental decisions and actions made by top management and implemented by all levels of an organization in order to achieve the organization's goals [12]. Tourism development strategy is a framework used to plan and manage tourism development by considering social, economic, and environmental impacts [13]. Sustainable tourism village development requires a holistic approach and focuses on the welfare of local communities, environmental preservation, and the utilization of local potential. The following are some strategies that can be applied to develop tourist villages in a sustainable manner by utilizing digital marketing and local potential. Digital marketing is a form of marketing products or services using digital technology, especially through the internet. Digital marketing includes various strategies and techniques such as SEO (Search Engine Optimization), SEM (Search Engine Marketing), content marketing, social media marketing, email marketing, and others. Community Based Tourism (CBT), or often referred to as community-based tourism, is an approach that places the community as the main actor in tourism development. [The basic principle of CBT is community empowerment through various tourism activities, with the aim that the benefits of tourism can be maximized for the welfare of the community [14], [15], [16]. Some basic principles in the CBT concept used as a local community development tool include: 1) Recognizing, Supporting, and Promoting Community-Owned Tourism: CBT values the existing tourism potential in the community and introduces it to tourists; 2) Involving Community Members From the Start: Active participation of the community in every aspect of tourism development, from planning to implementation; 3) Promoting Community Pride: CBT invites communities to take pride in their local potential and culture; 4) Improve Community Quality of Life: Tourism is geared to have a positive impact on community welfare: 1) Ensuring Environmental and Natural Resources Sustainability: CBT is mindful of environmental impacts and strives to maintain the sustainability of natural resources; 2) Preserving Unique Character and Culture: CBT respects local wisdom and cultural traditions; 3) Promotes Cross-Cultural Learning: Travelers are invited to understand and appreciate cultural differences. By actively involving the community, CBT can create employment opportunities, reduce poverty, and have a positive impact on preserving the environment and indigenous culture of the village. This concept prioritizes the benefits of tourism for the community and the environment and strengthens the identity of the local population [17]. [18]

Sustainable development has become a global agenda in every development process. Therefore, all stakeholders including the government in various sectors must apply the principles of sustainable development in every policy and development plan that will be implemented [19]. Maintaining the consistency of the community to continue the development of local tourism is not easy. Previous studies related to village tourism that sustainable tourism has been widely developed [12][20][21]. The author conducted this research using the concept of pentahelix[17][22] in the Digital-Based Tourism Village Development Strategy and Local Potential with a Pentahelix Approach in Realizing Sustainable Tourism in *Tanggulangin* District, Sidoarjo Regency. With the hope that the development of tourism villages and the local potential of the village can improve the community's economy both at the local and global levels, expand employment opportunities, thereby improving the welfare and quality of rural communities, and restrain the rate of urbanization.

2 Research Methods

This type of research is using qualitative research using empirical data that aims to describe and analyze phenomena in the field based on data obtained from observations, interviews, documents, or visual media. Qualitative research makes the researcher very dependent on information from objects or participants on a broad scope, general questions, data collection mostly from text or words of participants, and explaining and analyzing the text collected subjectively [23]. This research is located in *Tanggulangin* Sub-district, Sidoarjo Regency, especially in *Ganggangpanjang* Village (Inspiration Village version of Sidoresik 2023). Researchers hope that the Sidoresik program can be one of the instruments of a sustainable tourism village development strategy based on digital marketing and local village potential.

The type of data in this research is qualitative data in the form of observation results and FGDs (Focus Group Discussions) which will then be analyzed. The data source in this research is primary data. obtained by

means of observation in the field with key instruments. This means that data collection is carried out directly on the object/subject of research and sources/participants who can provide information as needed. And to obtain further data, researchers will carry out a series of activities including through conducting FGDs. This FGD is carried out with aim of exploring the views, experiences, and attitudes of participants on the topics discussed [24],[25],[26],[27],[28]. The resource persons for this research consisted of the *Tanggulangin* sub-district government, academics, namely representatives from Muhammadiyah University of Sidoarjo, the community and business activists in *Tanggulangin* sub-district, and the media.

The results of observations and FGDs will be analyzed using the Pentahelix analysis approach. The author will use the PENTAHELIX system that is currently being echoed by the Sidoarjo Regency Government to develop tourist villages in Sidoarjo Regency. Which consists of 5 (five) elements, namely: Government, Community, Private, Academia and Media [22]. The next stage is data triangulation used by researchers to ensure that research findings reflect the actual reality. By collecting data from various sources, using various methods, and comparing the results with existing theories, researchers can strengthen the validity and reliability of the research [29], [30].

3 Results and Discussion

Ganggangpanjang Village is one of the participating villages in the Sidoresik 2023 competition. With aim of making *Ganggangpanjang* Village one of the village tourism destinations in Sidoarjo Regency using the pentahelix system echoed by the Sidoarjo Regency Government, which involves five elements consisting of Government, community, private sector, academics, and media. *Ganggangpanjang* Village is one of 18 villages in *Tanggulangin* Sub-district, which is located in the northern part of *Tanggulangin* Sub-district and borders Candi and Tulangan Sub-districts. *Ganggangpanjang* Village consists of 3 (three) hamlets, namely Balepanjang, Luwung and Ganggangmalang where the area of *Ganggangpanjang* Village is 490 hectares consisting of 339 hectares of land and 151 hectares of rice fields. It is one of the villages traversed by the Kedungeling Kanan Avoer river and the Mbah Kepok Avoer tributary, the location of the avoer is right in the middle of the village along 3 kilometers and the avoer tributary along 2 where the river is 2 kilometers long in settlements and 3 kilometers of rice fields. The Village Government seeks to revitalize the function of the river independently of the community supported by the village government through APBDES and CSR from third parties as a destination for local tourist areas.

Sansevieria is one of the local commodities of *Ganggangpanjang* Village. This plant is cultivated and used as a livelihood for local residents. This sansevieria market segmentation starts from local to foreign countries. By using digital marketing through marketplaces on social media. Apart from sansevieria, *Ganggangpanjang* Village also has another advantage, which is known as klakat or what is also called a bamboo basket or bamboo steamer. This commodity also has an export market segment. According to the results of the research, the author received data that during the Covid-19 pandemic which occurred in 2020-2022 this commodity was not affected at all. This shows that local potential and digital marketing in *Ganggangpanjang* Village have been well applied by the local community.

In 2021 the Sidoarjo Regent socialized a new program to develop tourism in all villages in Sidoarjo Regency. This program is known as Sidoresik. This program uses a pentahelix system where 5 (five) elements of government, private, community, academia and media are expected. In 2023, *Ganggangpanjang* Village as a Sidoresik participant with a location at Punden Mbah Reco with the pentahelix concept succeeded in making this village tourism develop and be known to the wider community. In this Punden Mbah Reco tourism village, together with the village community, community and business world in *Ganggangpanjang* Village, supported by digital marketing and good cooperation with the media and academics, can change the face of the mystical punden into a punden as a place of recreation and enjoy a variety of local village culinary presented with the original scenery.

From previous research, the Development of the Kemiren Using Traditional Tourism Village through the Penta Helix Concept that two factors are very instrumental in the development of tourist villages, namely the Village Government and the Community. [31] and according to several sources that we compiled as follows:

Table 1. Role of Pentahelix

No.	Pentahelix Element	Role
1	Government	<p>Village governments have an important role in drafting and implementing regulations that support tourism development. Village governments make regulations that support environmental preservation, maintain local cultural values, and facilitate the ease of licensing for business actors in the tourism sector.</p> <p>Village governments are responsible for developing basic infrastructure such as roads, public facilities, and accessibility to tourist sites. Good infrastructure will improve comfort and safety for incoming tourists, as well as support the smooth operation of local businesses.</p> <p>The village government plays an active role in promoting the tourism potential of Punden Mbah Reco by cooperating with local and national media to increase visibility and attract tourists. In addition, the village government also takes the initiative to organize local events that attract visitors.</p> <p>The village government supports local businesses by providing training, mentoring, and capital assistance. This aims to improve the capacity and quality of services offered by local businesses, such as culinary, and handicrafts.</p> <p>The village government plays a role in empowering the local community, especially in aspects of cultural and environmental preservation. Local communities are involved in various tourism management activities, such as filling umkm. This not only improves the local economy, but also preserves cultural values and traditions.</p> <p>Village governments work with universities or research institutions to assess tourism potential and provide research-based solutions for better management. This collaboration can include studies on environmental carrying capacity, socio-economic impact analysis, and the development of innovative tourism products.</p> <p>7. Government village utilizing technology for improve tourism services and promotion in the form of creation of a tourism village website, use of social media.</p>
2	Business or Private World	<ol style="list-style-type: none"> 1. Assist in the construction of facilities such as making stands for MSMEs to sell, parking lots, etc. 2. Participants sold local village products, such as processed tofu, sansievieria, and klakat or steamer containers. 3. Collaborate with the government and community in promoting Mbah Reco Punden Village through social media, websites, and tourism events. 4. Help create a strong identity and branding for tourist destinations, thus attracting tourists from within and outside the region. 5. Support entrepreneurship programs that help local communities to start and grow tourism-related businesses that are welcoming environmental and sustainable to preserve nature and local culture.
3	Community	Local communities act as hosts and tourism ambassadors who provide tourists with authentic experiences.
4	Academics	Academics play a role in providing knowledge related to marketing strategies and the development of tourist villages, starting from how to market and develop tourist villages. how to communicate, collaborate, and manage the business of the tourism village.
5	Media	The media is very much influential in marketing tourist villages. With digital marketing-based media helps promote the latest developments in tourist villages.

In our research on the Tourism Village Development Strategy based on digital marketing and local potential with a pentahelix approach in realizing sustainable tourism, it is quite effective as follows:

A. Government

The village government in accordance with Law No. 6/2014 has several authorities, including authority based on the right of origin, village-scale local authority, and authority assigned by the government. Village authority can be used in organizing village governance, implementing village development, fostering village communities, and empowering village communities.[8] Village-scale local authority can include the management of village markets, irrigation networks, and village community settlements. The village can also carry out levies to increase the 's original income in accordance with the authority of the village and customary village.[32] Based on the authority of the village, the role of the Village Government in Pentahelix is described below. In carrying out its role, the government must always involve all types of activities, such as planning, implementation, monitoring, control, promotion, financial allocation, licensing and others. The government also acts as a coordinator for stakeholders who contribute to social change.[33] First, formulating and implementing regulations that support tourism development. Through the Village Consultative Meeting, the Village Government made regulations and established Punden Mbah Reco as a tourist village that supports environmental preservation, maintains local cultural values, and as a creative economic center in *Ganggangpanjang* Village.

Second, village governments are responsible for developing basic infrastructure such as roads, public facilities, and accessibility to tourist sites. Good infrastructure will increase comfort and safety for incoming tourists, as well as support the smooth operation of local businesses.

Third, the village government plays an active role in promoting the tourism potential of Mbah Reco Punden, namely by cooperating with local media (such as: local youtubers and influencers) and national (such as: times that are appointed as promotional media for the Sidoarjo Regency Sidoresik Program) to increase visibility and attract tourists. In addition, the village government has also taken the initiative to organize local events that attract visitors. Every day there is a live music performance at Mbah Reco Punden by the youth of *Ganggangpanjang* Village, and the village government does not charge any retribution or other fees for this activity.



Figure 1. Instagram view of Mbah Reco Cemetery

Fourth, the village government supports local businesses by providing training, mentoring, and capital assistance. This aims to increase the capacity and quality of services offered by local businesses, such as culinary, and handicrafts. To explore the local potential of *Ganggangpanjang* Village, the village government has conducted training and guidance on planting TOGA plants with a hydroponic system for PKK cadres. The village government also conducts financial management training and digital marketing promotion for the *Ganggangpanjang* village community and has become an exporter for sansiviera and klakat bamboo plants. The local business world of *Ganggangpanjang* Village also participates in the development of village tourism, for example: in *Ganggangpanjang* Village there are entrepreneurs making children's toys such as rabbit trains, swings, and others. The entrepreneur also participated by providing several toys and also helped fill the rabbit

train toys which made visitors to the mbah reco shrine increasingly crowded.

Fifth, the village government plays a role in empowering local communities, especially in aspects of cultural and environmental preservation. The local community is involved in various tourism management activities, such as filling umkm. This not only improves the local economy, but also preserves cultural values and traditions. In the mbah reco mound tourism area, there are 15 (fifteen) local village food and beverage stands. Sellers of local village food and drinks, in accordance with village regulations, must be native to *Ganggangpanjang* village. In addition to food vendors, the *Ganggangpanjang* village government also provides the widest possible space for the youth of the *Ganggangpanjang* village youth organization in parking management. With the slogan parking pay as you wish in 1 (one) day on average, the youth organization can get Rp. 800,000, - on weekdays and Rp. 1,500,000, - on holidays. The parking fund that goes to the youth organization's treasury is reported monthly on income and expenses to the Village Head.

Sixth, the village government cooperates with universities or research institutions to study tourism potential and provide research-based solutions for better management. This collaboration could include studies on environmental carrying capacity, socio-economic impact analysis, and the development of innovative tourism products. Currently, the village government has collaborated with Muhammadiyah University of Sidoarjo. The *Ganggangpanjang* Village Government continues to improve itself to continue to increase innovation in the development of tourism villages.

The village government utilizes technology to improve tourism services and promotion, namely in the form of creating a tourism village website, using social media. However, in digital marketing, the platforms used are only Instagram and Facebook. This is due to the lack of human resources who understand digital marketing. In 2025, the government will conduct training for digital marketing promotion.



Figure 2. Train Promotion at Mbah Reco's Mound

B. Business or Private World

Business in the form of an agency or business actor acts as an enabler that helps achieve goals in carrying out business processes to generate added value and maintain sustainable growth. [33] The results of the researcher's observations in the field, business actors play a role by assisting in the construction of facilities such as making stands for MSMEs to sell, parking lots, etc.

Participants sold local village products, such as processed tofu, sansievieria, and klakat or steamer containers.

Collaborate with the government and community in promoting Mbah Reco Punden Village through social media, websites, and tourism events.

Help create a strong identity and branding for tourist destinations, thus attracting tourists from within and outside the region.

Support entrepreneurship programs that help local communities to start and develop tourism-related businesses that are environmentally friendly and sustainable to preserve local nature and culture.

C. Community

The community acts as an accelerator.[33] Local communities act as hosts and tourism ambassadors who provide authentic experiences to tourists. The community in this case can be in the form of the umkm punden mbah reco community, where the people who are members are traders who sell in the punden mbah reco environment. There is also a youth community in charge of managing parking from visitors to the mbah reco punden. In addition, there is also a community consisting of PKK mothers who enliven the mbah reco punden on social media, such as tiktok, instagram, etc.

D. Academics

Academics act as conceptors who conduct research to identify potential and development opportunities.[33] Academics are also responsible for knowledge and skills capacity building because they are a source of knowledge that includes a collection of the latest concepts, theories, and development models that are relevant existing conditions in tourist villages.

So far, for the economic impact, according to the FGD results, the local community's economy has increased significantly. Apart from the economic impact, it must also be prepared for the environmental and security impacts. However, the impact of the environment, namely waste, needs attention, considering that the number of visitors to Mbah Reco Punden Tourism is every day.

E. Media

The media acts as an expander in supporting the publication of promotions of products and services produced by the community.[33] The media is very much influential in marketing tourist villages. With digital marketing-based media helps promote the latest developments in the punden mbah reco tourist village. The media involved are not only official media, but the community is more involved in digital marketing promotions for the mbah mound.

From the results of FGDs and deepening interviews conducted by researchers, there are challenges or several obstacles faced by the village government in order to create a tourist village in developing even at the beginning of the idea of this tourist village. some of the obstacles in question include:

Constraints and Challenges in Creating Mbah Reco Tourism Village in *Ganggangpanjang* Village, *Tanggulangin* Subdistrict

a. Infrastructure and Facility Limitations:

1. The access road to the village is still narrow and unpaved.
2. Lighting and internet network are not adequate.
3. Supporting facilities such as public toilets and tourist information centers are minimal.

b. Lack of Tourist Attractions:

1. Apart from Mbah Reco's grave, there are no other attractions that can attract tourists.
2. The natural tourism potential around the village, such as rivers and rice fields, has not been well developed.

c. Lack of Human Resources (HR):

1. The community is not yet familiar with the concept of a tourist village and does not have adequate skills in managing tourists.
2. Lack of tourism professionals, such as tour guides and homestay managers.

d. Socio-cultural Issues:

1. Villagers are not yet fully supportive of the concept of village tourism, due to concerns about changes in local traditions and values.
2. The existence of internal conflicts between residents that can hinder the development of tourist villages.

e. Limited Funding:

1. The village government has a limited budget for tourism village development.
2. It is difficult to attract investment from the private sector due to the lack of tourist attractions and adequate infrastructure.

f. Competition with Other Tourism Destinations:

1. There are many other more popular tourist destinations around *Tanggulangin*, so Mbah Reco has to compete to attract tourists.
2. It is difficult to compete with other tourist villages that have better infrastructure and attractions.

g. Environmental Impact:

1. An increase in the number of tourists can have an impact on the environment, such as an increase in litter and noise pollution.
2. There needs to be a good environmental management plan to maintain the sustainability of the tourism village.

The existing constraints and challenges can be overcome well by applying the pentahelix concept. The problem of vision and mission equality can be resolved thanks to FGDs and meetings at the local village level involving academics, businesses, communities and the media. The problem of large budgets is also resolved thanks to CSR from the business world in the surrounding environment, this has also changed the mindset of the community who previously only made a living as farmers now turn into exporters of sansevieria and bamboo clusters. However, the world's biggest issue today is the handling of world waste. The researcher hopes that Village Government and all stakeholders can pay equal attention to the handling of waste as a result of the tourist village. Hopefully this research will be useful for the Village Government *Ganggangpanjang* and all relevant stakeholders in the pentahelix element in *Ganggangpanjang* Village which has been running well.

4 Conclusion

From this research, it can be concluded that with the pentahelix concept involving 5 (five) elements, namely government, community, business or private sector, academics and media, it can help the development of the mbah reco punden tourist village in *Ganggangpanjang* Village, *Tanggulangin* District, Sidoarjo Regency, of course by using digital marketing methods adopted by the community and media that help its development. And with the support of the strength of the local community, this mbah reco tourist village looks different from other tourist villages in *Tanggulangin* District. Then the business world in *Ganggangpanjang* Village also participated in the development of its tourism. Academics also participate in contributing their thoughts regarding future concepts that will be accommodated by the village government with regulations. However, there are some things that should also be a concern is the problem of waste arising from village tourism.

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