

Development of a Tourism Village Efforts to Empower the Community's Economy from an Islamic Economic Perspective: A Case Study of West Lombok's Kebon Ayu

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Abstract

The tourism sector in the world economy has a role to play as a contributor to employment and economic growth. In the current era of regional autonomy, villages are given the authority to regulate wider community interests, aiming to accelerate the realization of community welfare through service, empowerment, and the role of village communities, as well as increasing regional competitiveness by taking into account the principles of equity and justice. The development of tourism villages is a new idea related to the utilization of village potential, which is expected to be packaged into tourism products that can preserve local wisdom, where community empowerment becomes a public concern and is considered one of the appropriate approaches in overcoming the problem of poverty. So that empowerment can form an economically self-sufficient society. This study aims to find out how to implement the economic empowerment of the people of Kebon Ayu Village through the Tourism Village Program and what obstacles are encountered in this implementation. The research method used is qualitative research with data collection carried out using observation, documentation, and interviews. Data analysis techniques are carried out by reducing, presenting, and drawing conclusions. The results of the study show that community economic empowerment through the Tourism Village program has a positive impact on increasing people's income and creating employment opportunities through training and providing business facilities. The main obstacles faced were the lack of business capital, lack of public awareness, and inadequate promotion and marketing media.

Keywords: *Tourism Village, Community Economic Empowerment, Sharia Economics*

Abstrak

Sektor pariwisata dalam perekonomian dunia memiliki peran terhadap kontributor lapangan kerja dan pertumbuhan ekonomi. Era otonomi daerah saat ini, desa diberikan kewenangan dalam mengatur kepentingan masyarakat yang lebih luas, bertujuan untuk mempercepat terwujudnya kesejahteraan masyarakat melalui pelayanan, pemberdayaan dan peran masyarakat desa, serta meningkatkan daya saing daerah dengan memperhatikan prinsip pemerataan dan keadilan. Pengembangan Desa Wisata menjadi gagasan baru terkait pemanfaatan potensi desa diharapkan mampu dikemas menjadi produk wisata yang dapat melestarikan kearifan lokal, dimana pemberdayaan masyarakat menjadi concern public dan dinilai sebagai salah satu pendekatan yang sesuai dalam mengatasi masalah kemiskinan. Sehingga pemberdayaan mampu membentuk masyarakat secara ekonomi dapat mandiri. Penelitian ini bertujuan untuk mengetahui bagaimana implementasi pemberdayaan ekonomi masyarakat Desa Kebon Ayu melalui Program Desa Wisata serta kendala apa saja yang dihadapi dalam pengimplementasian tersebut. Metode penelitian yang digunakan adalah penelitian kualitatif dengan pengumpulan data dilakukan dengan cara observasi, dokumentasi dan wawancara. Teknik analisis data dilakukan dengan cara mereduksi, menyajikan dan menarik kesimpulan. Hasil penelitian menunjukkan bahwa pemberdayaan ekonomi masyarakat melalui program Desa Wisata memiliki dampak positif terhadap peningkatan pendapatan masyarakat dan terciptanya lapangan kerja melalui pelatihan dan pemberian fasilitas usaha. Kendala utama yang dihadapi adalah kurangnya modal usaha, kurangnya kesadaran masyarakat serta media promosi dan pemasaran yang belum memadai.

Kata Kunci: Desa Wisata, Pemberdayaan Ekonomi Masyarakat, Ekonomi Syariah

INTRODUCTION

Growth and are factor related to development, especially in the economic sector in the tourism sector, not only directly increasing economic growth, but also encouraging growth in other fields. Tourism plays a major role in the economy, tourism is also very important for developing countries where foreign exchange earnings are a constraint on imports of raw goods and investment for industrialization (Nafi, 2021).

Currently, the tourism industry must be revived because it indirectly affects people's welfare, on the other hand, the tourism sector can also create jobs and stimulate the growth of the tourism industry so that economic growth grows significantly. For this reason, economic recovery in the tourism sector requires planning that is integrated between all elements, starting from elements of the community, elements of the government, and elements of the private sector or third parties (Gokovali, 2010).

West Nusa Tenggara Province has a lot of tourism potential, one of which is the Kebon Ayu Tourism Village, Kebon Ayu Village is one of 60 Tourism Villages in West Lombok Regency based on a Regency Government Decree in 2022, located in Gerung District, West Lombok Regency. Various village potentials that can be enjoyed include rural panoramas that present the beauty of flora and fauna, surrounded by green hills which are camping ground locations, agricultural tours cultivating golden melon and crystal guava, traditional culinary tours typical of Kebon Ayu, art tours such as traditional music and recitation. , tours of typical Kebon Ayu weaving crafts as well as tours around the suspension bridge which is a historic building from colonial times.

This tourist destination used to be a slum place, but with the accuracy of the Kebon Ayu Village government and the support of the local community in seeing opportunities for a place that was once slum then it was turned into a tourist destination by the Tourism Awareness Group (Pokdarwis) and the local community so

that a new tourism brand was formed which became a favorite destination for families to enjoy the holidays. Previously, farming and trying their luck abroad as migrant workers were the livelihood and source of income for the residents of Kebon Ayu Village before turning to the tourism sector.

With the many tourism potentials above, Kebon Ayu Village was designated by the West Lombok Regency Government as one of the developing tourist villages and has become a new tourism icon in West Lombok Regency. Based on the phenomenon and the purpose of this writing, the formulation of the problem in this writing is; First, how is the implementation of the economic empowerment of the Kebon Ayu Village community through the Tourism Village program based on an Islamic economic perspective? Second, what are the obstacles encountered and the supporting factors in implementing the tourism village program for the economic empowerment of the Kebon Ayu village community?

Human Resources (HR) is the basic capital of national development, therefore the quality of human resources must always be developed, directed, and empowered to achieve the expected goals. The purpose of empowerment refers to the conditions or results to be achieved by a social change, namely, people who are empowered, have power or knowledge, and have the ability to meet their physical, economic, and social needs including self-confidence, being able to convey aspirations, having a livelihood, participate in social activities and be independent in carrying out their life tasks (Hasbi et al., 2022).

This is following the theory of empowerment initiated by Jim Ife which states that citizens are given resources, opportunities, knowledge, and skills to increase their ability to determine their future and contribute to community life. Community empowerment must always be linked to the implementation of

a better economy and increasing their dignity as better human beings. (Zubaidi, 2013).

Empowerment programs that can stimulate community self-reliance are programs that are participatory, planned, implemented, supervised, and evaluated by the community. One of them is the tourism village development program which is a new idea related to the utilization of all rural potential where the community is directly involved in all activities contained in the tourist village, this is expected to be able to be packaged into tourism products that can preserve the local wisdom of the community and the environment (Atmoko, 2021).

A tourist village is a village that has the potential for uniqueness and a distinctive tourist attraction, both in the form of the physical characteristics of the rural natural environment as well as the socio-cultural life of the community which is managed and packaged attractively and naturally using tourism support facilities, in a harmonious environmental arrangement and management. good and planned so that they are ready to receive and mobilize tourist visits to the village, besides that they are also able to drive tourism economic activities to improve the welfare and economic empowerment of the local community (Adinugraha et al., 2018)

Tourism Village is usually synonymous with empowering all the local potentials contained in the village. The purpose of the existence of this Tourism Village is to increase the position and role of the community as important actors in the development of the tourism sector and to be able to synergize and partner with relevant stakeholders in improving the quality of tourism development in the area to build and foster a positive attitude of support from the village community as the host through the embodiment of Santa charm values for growth. The sharia tourism village or halal tourism village is a thought or idea about the integration between tourism villages, sharia tourism, local wisdom, the characteristics of

resources, and the uniqueness of a particular village (Nurohman & Qurniawati, 2021).

The village community plays an important role in the formation of the Halal Tourism Village because of natural resources and the uniqueness of traditions and culture based on local wisdom attached to them and this is the main driving element for Halal Tourism Village activities which have Islamic values. The process of community empowerment can theoretically be carried out through an emancipatory process, namely from the community, by the community, and for the community, and supported by the government. Of course, to achieve this, the community must be involved in all activities related to the formation of the Tourism Village.

RESEARCH METHODOLOGY

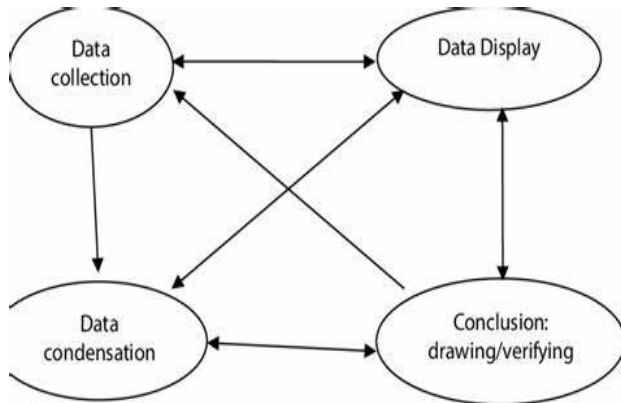
This type of research uses qualitative methods using a descriptive analysis approach. Descriptive analysis is a research method that utilizes qualitative data used to analyze phenomena or social situations descriptively (Kertajaya, Hermawan, 2006). The type of research used in this study is qualitative research (Qualitative Research). This qualitative research model is a research process that produces descriptive data in the form of written or spoken words from people and observed behavior. Data and information are presented in a deductive manner, namely trying to explain each variable in the problem formulation from general to specific, so that a generalization is taken as a conclusion.

The type of data in this study is primary data, namely the acquisition of data derived from sources. The primary data source of this research is the results of interviews. While the secondary data from this study were obtained through books, theses, and journals. The data collection techniques carried out are through observation, interviews, and documentation. While the data analysis technique used is through data reduction, data presentation, and conclusion. Data collection techniques used are observation, interviews, documentation, and literature study.

To ensure the accuracy and credibility of the results of this study, data triangulation, member checking, and auditing were carried out. Data analysis was also used in this study by way of reduction, presentation, and conclusion or verification (Lubis, 2018).

The following is the component flow in the data analysis of the Miles and Huberman model.

Figure 1. Qualitative Research Flow Structure



Source: Miles, 2013

RESULTS AND DISCUSSION

Implementation of Community Economic Empowerment Through the Kebon Ayu Tourism Village Program

Tourism Village is a form of community-based and sustainable tourism development. Through the development of tourist villages, it is hoped that they will have a good impact on the local community, besides that the development of tourist villages is expected to make tourist objects owned by villages more valuable to the community or tourists so that they can be maintained and preserved, which then have an impact on the economic activities of more advanced communities.

Community empowerment should lead to the formation of a better cognitive community, achieve community independence requires a process, one of which is by providing moral motivation. As for the identification related to the patterns of implementation of the economic empowerment of the people of Kebon Ayu Village through the Tourism Village

program based on the results of the research, there are two things as follows:

1. Providing Business Training

The purpose of this training is to provide a more thorough and actual insight so that it can foster motivation in the community, besides being expected to know entrepreneurial techniques in various aspects. Through this training, it is expected to be able to observe certain tips that must be carried out, to minimize failures in developing entrepreneurial activities.

The form of economic empowerment in Kebon Ayu Village begins with coaching and training aimed at the people of Kebon Ayu Village who will later become actors in the empowerment process. This training was initiated by the West Lombok Regency Government through the Industry and Trade Service and the West Lombok Regency Tourism Office, while the forms of training provided were entrepreneurship and culinary training. With this training, the community gains more thorough and actual insights to foster motivation for the community in their efforts to process and produce culinary products with various variants to improve their economy and standard of living. The existence of this training has a good impact on the community, where this training is a stage of transforming knowledge and skills in the community.

2. Capital Assistance

The provision of capital or business facilities was first given by the Village Government to the culinary business group after completing the pieces of training provided. After the training was held, the participants then received facility assistance in the form of establishing booths to market their products in the Tourism Village. The provision of business facilities was considered more effective than the provision of cash. the economy is direct, but if the provision of business capital is given in the form of money then it is feared that it will be used for other purposes. The economic benefits associated with the existence of this Tourism Village have changed the community's point of view to improve welfare both individually and in

groups. The synergies that have been built are identified from various efforts in developing Tourism Villages as a way of empowering the community.

To empower the economy of the people of Kebon Ayu Village there is a balance between abstract capital and concrete capital, where in abstract capital the community is given the training to improve skills, given motivation, and a sense of trust that can support this empowerment process properly. Meanwhile, for abstract capital, the community is given business facilities in the form of building stands for culinary businesses, weaving machines for groups of weaving craftsmen, and tents for golden melon farmer groups.

The Impact of Economic Empowerment Through the Kebon Ayu Tourism Village Program

The economic impact felt by the people of Kebon Ayu Village began with training for the community which then formed groups who wanted to improve their skills and capabilities through various local potentials which became one of the sources of entrepreneurship. It can be seen that community empowerment efforts through the Tourism Village program have a significant impact on the people of Kebon Ayu Village.

Reducing the number of poor people. The existence of community economic and empowerment has an impact on all efforts to minimize the poor population in Kebon Ayu Village, this is reflected in the increasing number of visitors who come to the Tourism Village where the average number of visitors is a thousand people in one month. This increase in the number of visitors does not only have an impact on entrepreneurial activities in the Tourism Village arena, but this also has an impact on the weaving craftsmen in the Kebon Ayu Village weaving center which of course provides income because every visitor who comes there buys woven products. that was generated. The development of this Tourism Village can be a breath of fresh air to meet every

community need, this is indicated by the increasing productive business of the community by optimizing existing potential and the ability of the community to manage it.

The development of efforts to increase income is carried out by residents of poor communities by utilizing available resources. Empowerment programs carried out in Kebon Ayu Village can provide distinct benefits for the people who carry them out, this is reflected in increasing people's income through various entrepreneurs facilitated in Tourism Villages. For the culinary business, the community feels the benefits in a short time, because the community only needs to market their processed products at the stands provided by the manager.

Increased public awareness of efforts to improve the welfare of poor families in their environment. With the benefits felt by the people of Kebon Ayu Village, the community is increasingly trying to continue to develop the business they are running so that other people can benefit from this empowerment program. this indicates that there is a concern for people who have not benefited from this empowerment. This effort is seen from the community's efforts to develop various entrepreneurs where people who have received training in Kebon Ayu Village then channel their knowledge to people who have not received training, especially mothers so that they can create a product that can then generate income for themselves.

Increased group independence as indicated by the growing productive businesses of members and groups, stronger group capital, more organized group administration systems, and a wider range of group interactions with other groups in society. With the existence of economic empowerment through the Kebon Ayu Tourism Village program, currently, Community economic forums are growing. the existence of a business group formed is very helpful, the community can take advantage of the potential and resources that exist in the village.

Increased community capacity and income distribution as indicated by an increase in the income of poor families who can meet their basic needs and basic social needs. At this time income distribution can already be felt by some people who take part in the empowerment program through the Kebon Ayu Tourism Village. This is reflected in the increased employment opportunities and the reduced number of unemployed, this is because some people already have jobs through entrepreneurship. Economic empowerment through this Tourism Village implements an equal distribution system in carrying out its program where in each activity usually participants will be taken from all hamlets in Kebon Ayu Village.

Development of a Tourism Village Program from an Islamic Economic Perspective

Economics is part of the Islamic order which places the economy in a middle position and a fair balance, meaning that in the economic field balance is applied in a balanced way between capital and business, between production and consumption, between producers and consumers, and between groups and society. The economic empowerment program in Kebon Ayu Village is built on principles that are following Islamic teachings.

The Principle of Concern

In the economic empowerment program for the people of Kebon Ayu Village, every process is also part of worship so it is the obligation of the community and every Muslim to always carry out God's commands and stay away from his prohibitions. In practice, the Kebon Ayu Tourism Village also applies rules that are based on religious shari'a, whereas for culinary businesses the standards must be following Islamic shari'a. The food provided is guaranteed to be halal from the production system, distribution, to consumption. Apart from that, complete Islamic prayer facilities are also provided, so that visitors have no trouble when they have to carry out worship.

The process of economic empowerment which cannot be separated from sharia principles certainly further fosters the spirit of the people of Kebon Ayu Village, where the majority are Muslim. This is reflected in the people who continue to work to change themselves to become a better and empowered society, the Kebon Ayu people try to take part in the empowerment programs given because they realize that something will not just happen without some effort from themselves first. As Allah says in surah Ar-Rad, verse 11.

إِنَّ اللَّهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّىٰ يُغَيِّرُوا مَا بِأَنْفُسِهِمْ ۗ وَإِذَا أَرَادَ اللَّهُ بِقَوْمٍ سُوءًا فَلَا مَرَدَّ لَهُ ۗ وَمَا لَهُمْ مِنْ دُونِهِ مِنْ وَالٍ

Meaning: Indeed, Allah does not change the condition of a people until they change what is in themselves. And if Allah wills bad for a people, then no one can refuse it; and there is no protector for them besides Him. (Q.S Ar-Rad: 11).

Principle of Equality

The people of Kebon Ayu Village help each other and work hand in hand in improving the standard of living of people who are still powerless, by running empowerment programs through Tourism Villages, so that with this principle they can become strong in economic, social, and cultural aspects which will then make they are more prosperous and harmonious. As explained in Surah Al-Maidah ayat 2

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ ۖ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ
 ۗ وَاتَّقُوا اللَّهَ إِنَّ اللَّهَ شَدِيدُ الْعِقَابِ

Meaning: And help you in (doing) virtue and piety, and do not help each other in sin and enmity. Fear Allah, verily Allah is very severe in punishment. (Q.S Al-Maidah: 2).

Obstacles and Challenges of Community Economic Empowerment Through Kebon Ayu Village

Regarding community economic empowerment activities through the Kebon Ayu

Tourism Village program, it shows that there are several obstacles and challenges faced in implementation. First, capital assistance in efforts to empower the economy of the people of Kebon Ayu Village is indeed more of an abstract capital, such as providing training to improve skills and knowledge so that people can further develop themselves to become an independent and empowered community. Meanwhile, in terms of concrete capital, the community is provided in the form of business facilities that can support the running of their business for the better, this is because if the capital is given in the form of money, they are afraid that the capital will be used for other things. But even so, the data in the field shows that the people of Kebon Ayu Village are still enthusiastic about running their businesses with their capital or loans. This is based on the existence of needs that must be met by the community and the existence of job opportunities to meet these needs to improve the standard of living of the community.

The second is public awareness. Apart from capital being an inhibiting factor in the implementation of community empowerment through the Kebon Ayu Tourism Village program, another inhibiting factor is community awareness. although in the stages of the economic empowerment of Kebon Ayu Village, has been carried out in the early stages, namely socialization and deliberations for the people of Kebon Ayu Village, still some people do not understand well what is conveyed in the socialization, besides that this is of course will be an internal obstacle community empowerment.

Third, Promotional and Marketing Media Promotional media that is also expected by the people of Kebon Ayu Village is the endorse method, and this is of course a recommendation that currently in carrying out promotions usually by taking photos together with tourists informing them via social media. Apart from that, currently, the Village Government, Village Facilitators, Managers, and Pokdarwis are trying to build cooperation with several travel agents so that in the future they can

create tour packages that will certainly increase the number of visitors to the Tourism Village.

Supporting Factors in the Economic Empowerment of the Kebon Ayu Village Community

There are several supporting factors in the implementation of community economic empowerment in Kebon Ayu Village. The first is Human Resources (HR). The economic empowerment of Kebon Ayu Village is carried out by involving all levels of society. The high participation of the people of Kebon Ayu Village with the existence of economic empowerment through the management of the Tourism Village can be seen from the enthusiasm in participating in the various programs provided, this is evidenced by the community implementing the knowledge obtained from the training attended previously, namely by participating in the management of the Tourism Village, involved in tourism and entrepreneurial activities.

Both Natural Resources (SDA). Natural resources are one of the most important development resources in the process of economic empowerment that can be used to meet needs and improve the standard of living of the community. To identify the attractions themselves, based on the results of direct observations, the researchers visited weaving business centers, culinary businesses, and golden melon farming businesses. Data in the field shows that for the aspect of attractions in the Kebon Ayu Tourism Village, it is ideal to start by receiving visiting tourists, then explaining or edu-tours about planting golden melon, direct visits to the weaving center and cultural center of Kebon Ayu Village to all culinary banquets. what has been done is ideal, the interaction that is established is very good between the community and visitors.

The existence of an attitude of ta'awun and good cooperation between the community, administrators, Pokdarwis, and the open village government makes the program to be implemented transparent, where the attitude of kinship and cooperation is still very strong in this village. The people of Kebon Ayu Village still

prioritize the attitude of helping each other and good cooperation between people because that is one of the dominant factors in realizing community economic empowerment. In addition, the role of Pokdarwis is also very helpful in the implementation of community empowerment, where Pokdarwis can accommodate by continuing to innovate and continue to carry out socialization so that they can realize the initial goal of economic empowerment through this Tourism Village, namely to increase the standard of living of the community.

CONCLUSIONS

Kebon Ayu Village as one of the Tourism Villages in West Lombok Regency makes efforts to empower the economy of its people through several programs in the Tourism Village based on local wisdom, namely: Providing business training to the community, where in this training the community is given an understanding of entrepreneurial concepts by any problems and how to solve them. Providing business capital in the form of abstract capital and concrete capital to the community. Abstract capital provided is in the form of business training to improve skills, while concrete capital is in the form of business facilities.

The obstacles faced in implementing the economic empowerment of Kebon Ayu Village are: First, the lack of capital to start a business and to develop the Tourism Village. Second, the awareness of the community itself in understanding the importance and impact of this empowerment. Third, there are no conceptual promotional and marketing media for products produced by the people of Kebon Ayu Village.

Supporting factors the implementation of community economic empowerment through the Kebon Ayu Tourism Village program are: First, the existence of human resources which is an important indicator in the implementation of this empowerment. Second, the existence of abundant natural resources in Kebon Ayu Village is certainly a plus point in carrying out economic empowerment and developing

Tourism Villages. Third, the existence of transparency in the management of Tourism Villages is also a supporting factor for the realization of good economic empowerment.

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