

Readiness of Tourism Digitalization in Alas Sumur Bondowoso Tourism Village

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ABSTRACT

The COVID-19 pandemic that is still happening today has had various impacts in various sectors, one of which is the tourism sector. The government has taken various ways to minimize the impact of the pandemic in the tourism sector, such as the use of health protocols, and limiting the number of visitors at tourist attractions. However, the policy is considered still not effective in minimizing the impact of the pandemic in the tourism sector, forcing the government to temporarily close various tourist attractions in Indonesia. As an alternative to tourism, the government suggests that tourism managers can develop digital tourism. For this reason, this research was carried out with the aim of knowing how the readiness of digitizing tourism in Sumur Alas Village, Pujer District, Bondowoso Regency is to be prepared. Sumur Alas Village is a tourist village which was inaugurated in 2017. This village has the main tourism potential in the form of a lake, as well as other natural beauty such as caves, rivers, and agriculture. This research is a qualitative research in which the researcher conducts in-depth interviews with the perpetrators of the Alas Sumur tourism village tourism. This study shows that the community is still not ready to face the role of digitizing tourism in the tourist village of Alas Sumur. This is because the majority of the people lack knowledge related to technology and lack of personnel as managers who are able and master the field of information technology, as well as lack of network access.

Keywords: *Tourism Village, Tourism, Digitalization,.*

1. INTRODUCTION

Since the beginning of 2020 the world has been shaken by the presence of the Covid-19 virus (Coronavirus disease), a disease caused by the Sars-Cov2 virus. This disease, which is very easily spread, changes the order of life in global and national aspects. How not, all measures to minimize the spread of the virus must also be implemented by limiting people's mobility. In Indonesia, the government has implemented a large-scale social restriction policy. This is certainly very impactful, considering that most of the industrial sector must be carried out face-to-face.

The spread of the Covid-19 virus has reduced production and distribution activities and decreased visits to local tourist attractions in Indonesia. One of the sectors most affected by this virus is the tourism sector. In the Tourism Law Number 10 of 2009 Chapter II Article 4, it is stated that the impact of tourism development in Indonesia is very broad, ranging from the impact on the

community's economy, people's welfare, poverty to nature conservation. Because in tourism there are several benefits, namely adding the opportunity to do business for residents or also people living around tourist attractions and absorbing workers who can increase income or income and also the welfare of the surrounding population. Tourism itself is one of the sectors that is effectively increasing the country's foreign exchange earnings. In 2018, tourism in Indonesia recorded the highest growth and was ranked 9th in the world based on data from The World Travel & Tourism Council (WTTC)[22].

The tourism industry plays a significant role in the country's development[23]. In 2019, it is estimated that there were around 1.5 billion international tourist arrivals worldwide. Before the 2020 pandemic, international travel is expected to increase by more than three percent per year[14]. The tourism and hospitality industry can develop rapidly based on the pattern of visits and the efforts made by decision makers to attract visitors to

support the development of this sector. But due to the ongoing situation, travel restrictions are being observed at the national and international level. Travel bans, large-scale restrictions, event cancellations, quarantine requirements and fear of spread, have become challenges to the tourism and hospitality sector[8]. Therefore, the tourism industry is facing a serious crisis due to this virus. Initially, tourism activities could still run with the implementation of strict health protocols. However, because there is still a spike in cases, the government was forced to close tourism places. This certainly has an impact on tourism actors, including hoteliers, restaurants, travel agencies such as; air transportation, sea transportation, food handling, accommodation sector, entertainment and recreation and so on. Due to the adverse impact of tourism on the country's economy, it is very important to research how or what is the solution to this situation. Fortunately, with this problem the government did not remain silent. The government also suggested a solution for tourism actors, namely by implementing tourism digitization. Digital transformations in the tourism industry generate many opportunities that can be optimized by various parties, both private and government.

It is undeniable that everything has shifted towards digital so that interaction between humans and technology is inevitable. All daily basis needs are available digitally, from buying and selling, services, to payment transactions. Digitization of tourism itself is the transfer of all analog activities related to tourism to digital. This also includes access to information to virtual tours. In this increasingly advanced era, the Internet and tourism are increasingly inseparable because with widespread access it can open up opportunities for tourists and newcomers to find out the level of tourism potential. One type of tourism is village tourism. The tourist village is one of the tourism objects that is developing in the tourism sector. Indonesia is currently trying to invite all tourism actors, both managers and consumers, to take advantage of this digitalization for the common good. With digitalization, areas that may not be known will be known, and tourism managers can also easily spread their promotions widely and quickly.

Tourism villages are usually developed in rural areas which still have certain characteristics such as pristine natural resources, village uniqueness, traditions and culture of local communities. In Indonesia, there is enormous tourism potential considering the cultural diversity of the population and the beauty of the panorama that exists in almost all of its territory. If maximized, this tourism potential can be useful to support the economy of the community and the state. There are 74,954 villages of which 1,902 are currently being developed into tourism villages. Through Law Number 6 of 2014 concerning Villages, the Government of Indonesia has given the highest authority to villages to manage assets and increase village economic

independence. Based on the Village Law, villages can form Village- Owned Enterprises (BUMDes) which can improve community welfare[21]. In the development of tourist villages using tourism digitization, which will have an impact on the community, there are problems, namely, although digitalization of information has spread rapidly and widely, it does not guarantee that it can have an impact on all levels of society, especially for residents of tourist villages who have access to remote locations. from the city center.

One of the developing tourist villages is Alasumur Tourism Village. Alasumur Village is a tourist village located in Pujer sub-district, Bondowoso Regency and was inaugurated in 2017. This village has the main tourism potential in the form of a lake equipped with rides for children, teenagers, and adults, as well as other natural beauty such as caves, rivers, and agriculture. Since the opening of this tour, the number of tourists who are interested in visiting is quite high, reaching 500 people and increasing on holidays. However, with the presence of Covid-19, this tourist area was forced to close. This is certainly an obstacle in itself, so that innovation is needed so that tourists can still visit, but virtually. Therefore, digitizing tourism can be one solution for the development of Alasumur Tourism Village.

The Covid-19 pandemic has indeed changed the entire routine of every individual, group, to the system of the tourism industry. There needs to be a new breakthrough on a regular basis in order to survive. One way to improve the tourism industry is to take advantage of advances in information and communication technology. The emergence of government policies related to digital tourism is certainly a ray of hope for tourism players so that this industry can survive. However, this form of digitizing information has a high usability value. Considering the fact that digital tourism is an important addition for the industry not only during the COVID-19 crisis but also for future tourism [25]. The digitalization readiness of the industry could be the key to tourism success. With the presence of digital technology, it can be used in the tourism sector or tourist village as a marker of technological progress such as the availability of a website, to provide information and be very helpful in the field of promotion as a clear promotional tool. This is considered to be the best solution for all parties. Apart from that it can bring about a better tourist experience, the welfare of the population, increase the effectiveness - competitiveness - of business objectives and will further lead to overall competitive sustainability.

Based on these problems, we want to know how digitalization has an impact on the community, especially the residents of the tourist village of Alasumur Bondowoso. This research focuses on how the

community is prepared in the digitization process in the daily life of the local community.

2. LITERATURE REVIEW

2.1. *Tourism Village*

Village tourism is a form of tourism in which a small group of tourists live in or near traditional life or in remote villages and study village life and the local environment[7]. The tourist village also includes the integration of attractions, accommodation, and supporting facilities that are presented in a structure of community life that blends with the prevailing procedures and traditions. It can be concluded that a tourist village is a village that has unique potential, ranging from the characteristics of the natural environment to the social and cultural life of the village community that is managed well so that it can have a potential to be developed and beneficial for the regional economy[17]. In the 2013 research on Pengembangan desa wisata berbasis partisipasi masyarakat lokal di Desa Wisata Jatiluwih Tabanan Bali, Dewi also stated that the tourist village is a form of implementing community-based and sustainable tourism development. Through the development of tourist villages, it is hoped that there will be equity in accordance with the concept of sustainable tourism development. The success of developing a tourist village depends on the level of local community acceptance and support. Local communities play an important role in the development of tourist villages because the resources and unique traditions and culture inherent in these communities are the main driving elements of tourism village activities. Local communities act as hosts and become important actors in the development of tourist villages in all stages from the planning, monitoring, and implementation stages [5].

The tourist experiences offered by tourist villages in Indonesia can be an attraction for tourists who love rural tourism or tourism activities that are thick with rural activities such as nature-based activities, agriculture, and rural lifestyles. The criteria for a village can be developed into a tourist village, if it has several supporting factors, including: (1) Has product potential and a unique attraction. It aims to attract tourists. This attraction can be in the form of tourism activities with nature-based activities, agriculture, and rural lifestyles (2) Having the support of human resources. Initiatives and support from the community are needed in the process of developing tourism villages related to tourism (3) Strong motivation from the community (4) Having adequate support for facilities and infrastructure (5) Having supporting facilities for tourism activities (6) Having institutions that regulate tourism activities and (7) Availability of land/area that is possible to be developed into a tourist destination[28].

The components of tourism development are: (1) Tourist attractions and activities which can be in the form of arts, culture, historical heritage, traditions, natural wealth, entertainment, services, and so on. This form of attraction as much as possible becomes a characteristic of an area because it can be a reason for public interest to visit. (2) Accommodation in the form of local residents' residences. (3) Institutional or institutional elements and human resources. Because in the development of tourist villages, competent institutions are needed in their fields. (4) Tourism support facilities. In the form of communication facilities. (5) Other infrastructure, such as drainage system (6) Transportation to facilitate access (7) Natural environmental and socio-cultural resources (8) Community support to maintain environmental cleanliness, security, and provide hospitality, and (8) domestic market and overseas [3].

2.2. *Tourism Digitalization*

Digital technology has brought about a significant transformation in the tourism industry, revolutionizing tourism companies, products and experiences, business ecosystems and destinations. Digitization has also changed the traditional roles of tourism producers and consumers, with the emergence of new roles, relationships, business models and competencies. The emergence of digital platforms has increased the variety and volume of tourism products, services and experiences, with on-demand functionality that accelerates the speed of economic transactions, market awareness and feedback. Many things are given by the digital world in advancing a field and tourism is one example.

This shift has created new opportunities, as well as challenges, for tourism SMEs as they seek to meet consumer demands, and reach new markets. Coordinated efforts to foster an innovative digital culture in tourism SMEs can ensure a globally competitive destination. The diversity and complexity of the tourism sub-sector, the different challenges in urban, rural and island destinations, and the different challenges manifesting in different institutional systems, present capacity building and regulatory challenges for the digital tourism ecosystem.

Today's tourism destinations must be digitally capable[6]. Digital competencies are cross-functional competencies in processes, practices, and customer relationships supported by digital media and infrastructure. Through the capabilities of digital technology, the destination will receive and manage in real-time big data from the past, as well as predictions of future usage of the facility. Another important factor resulting from the digitalization is the connectedness of customers, not only to businesses but also to other customers. The exchange of information needs to take place in two ways, with the destination and its

stakeholders as suppliers and tourists as customers. There are four dimensions of using digital technology in tourism, namely: (1) Provision of information about Tourist Attractions, travel, and the provision of maps for tourist movement, accommodation and tourist facilities. (2) Ability to share information. The ability to share information must come from two sources, namely from tourism providers as suppliers and also from tourists as consumers (3) Context awareness. Context awareness is awareness of digital tourism culture for the community, so that attractions or facilities are available, clear information and instructions on tourist sites with digital technology. (4) Marking ability, namely the ability to document tourist activities for tourists for sustainable tourism activities[7].

Today's customers demand high involvement in creating their experience in real time, which can be easily materialized by digital platforms[20]. The application of technology in tourism activities allows tourists to get information, communicate, and interact better regarding a particular tourist spot. This activity can also support and support tourism development, so that it will get more competitive value in the eyes of tourists. By using the internet, it can provide complex facilities in the world of marketing a product, ranging from specific target consumers, special messages, interactive capabilities, access to information, creativity, wide exposure and speed[1]. In this 4.0 era, tourism digitization is considered to be able to support the government's efforts in implementing new normal policies so that it can limit the movement of people, but can still see tourist destinations virtually. In this case, new media or social media can be an effective information tool as a promotional tool with fast access, wider reach and low costs compared to other promotional tools [15].

3. METHODOLOGY

The method used in this research is qualitative with a case study approach. Qualitative research seeks to understand and interpret an event of human behavior interaction in certain situations according to the researcher's own point of view[27]. The subjects used in this study were residents of the village of Krajan, Alas Sumur, Bondowoso who were selected randomly. The researcher used the villagers of Krajan, Alas Sumur, Bondowoso as the object of research because in that village there was a tourist village destination that had just developed rapidly and was hampered by the outbreak of the pandemic. The data collection technique used in this research is to use the technique of observation (observation), interviews, documentation and field notes. The main data sources in qualitative research are words and actions, the rest are additional data such as documents and other literature[16]. Researchers used two data sources to find and collect data sources in this study, namely primary data and secondary data. Primary data is data taken directly by researchers to the source without

any intermediary. In this case, the researchers conducted direct observations and interviews with the people of Dusun Krajan, Alas Sumur, Bondowoso through a combined effort of seeing, hearing and asking questions. While secondary data is an indirect data source that is able to provide additional and strengthen research data. Sources of data in this qualitative research apart from interviews and observations can also be obtained through library research using books and the internet to support analysis and discussion. The data analysis techniques are data collection, data reduction, data presentation, and drawing conclusions[26].

4. RESULT & DISCUSSION

Digital theory is always closely related to the media, because the media continues to develop along with technological advances from old media to the latest media, making it easier for humans in all related fields[12]. In a study conducted by Anang Sugeng Cahyono with the title 'The influence of social media on social change in society in Indonesia' in 2016 revealed that the presence of new media caused by technological advances also has an impact on its users[4]. One of these impacts is that social media affects social life in society. Previously, people had to interact face-to-face, now it can be done through gadgets which are considered more efficient. If applied in the promotion of tourist villages, only one post on social media can reach all levels of society who use the same media.

This is certainly very profitable, because the costs used for promotion are more efficient. This efficiency is also supported in the research of Muliawanti & Susanti[15] which states that new media or social media can be an effective information tool as a promotional tool with fast access, wider reach and low costs compared to other promotional tools. With these various benefits, if it is related to how digitalization is ready in the community, researchers look at factors that can be used as several references regarding digital readiness that exists in the Alas Sumur Village community, including through community knowledge, the use of digitalization media, and the context of using media of the tourism potential.

4.1. Public Knowledge

In the Big Indonesian Dictionary (2014), knowledge is something that is known to be related to the learning process. This learning process is influenced by several internal factors, such as motivation and external factors in the form of available information facilities, as well as socio-cultural conditions. To know a knowledge, it can be seen from various perspectives. This perspective will later provide an understanding of what is being done. Knowledge is a state of mind. Which means knowledge to develop their personal knowledge and apply that knowledge as needed. In addition, knowledge is also a

process. One will take action based on that knowledge[24].

In the Alas Sumur Village community, knowledge is seen as a process, where the community itself will take action based on that knowledge. However, in the process of searching for data or conducting interviews with the community, there is a limited knowledge of the community itself. Where knowledge is what hinders the process of further knowledge, so that what is done is based on the knowledge that is received.

4.2. Digital Media Usage

In the Big Indonesian Dictionary, the use of media has the meaning of a process, a way of doing something, or using it (KBBI, 2002). Use is an activity in using or using something such as facilities or goods. The use of media can be seen from the type of media, frequency of use, and duration[2].

Based on the results of interviews, researchers found that the majority of residents of the tourist village of Alassumur still use monochrome cell phones without internet access. They think that monochrome cellphones are sufficient in communicating with their families and they have difficulty learning cellphones with internet access. The form of information exchange related to village activities is held face-to-face by sending invitations or visiting the village hall directly. Meanwhile, there are also some residents who already use Android phones, and use social media as well. However, this is a new obstacle due to the lack of knowledge and ability of citizens to use the media as promotional media.

4.3. Lack of Community Ability in Using Gadgets as Tourist Facilities

The purpose of audiences in consuming media messages has become an interesting research topic in the last decade. This is evidenced by research conducted by Imran (2013) related to 'Patterns of Use of Communication Media'[10] where the term needs is the equivalent of the word "need", which in psychology is also used as the equivalent of the words: "motives". "wants". "desires", and others. The use of the word "wants" as the equivalent of "needs" which is defined as the forces that initiate and encourage behavior about the choices made by the audience in consuming media messages. The assumption formed from this theory is that in consuming media, the active audience has a goal to fulfill their needs or urges to consume the media.

Based on the results of interviews conducted by researchers, the majority of the Alassumur tourism village community who use social media only use it as a medium to express and show their existence. It is not used

to carry out promotional efforts related to tourist rides at that location.

5. CONCLUSION

Significant changes are sure to be needed for the tourism Industry in order to build a bigger impact on potential tourists. By leveraging technological advances, technological developments have significantly inspired many commercial fields and sectors in the COVID-19 outbreak. The results of the study suggest that the village community of Alassumur Bondowoso is still not ready to welcome the digitization of tourism. In fact, with the spread of digital technology and digitization, the transformation of tourism into tourism digitization has the potential to be implemented, especially in the midst of a pandemic that is spreading so that the tourism industry continues to run without taking casualties. Although the government has designed a tourism digitization program, the unpreparedness of the community in welcoming this new era has become an obstacle in itself. Constrained by the lack of knowledge of the Alassumur village community regarding the use of digital technology is the main reason.

It can be concluded that in realizing the digitization of tourist villages there are inhibiting and driving factors. The inhibiting factors are the limited knowledge of the community about digital technology, limited learning resources, and the lack of government's role in managing the alassumur tourist village. While the driving factor is the Alassumur tourist village has a strategic location and the people are willing to learn new things. While the ability to achieve what is desired is very limited, there is a gap between the ability and desire of the Alassumur village community to realize the digitization of tourist villages. For this reason, good cooperation or collaboration is needed between the community, government, and stakeholders in developing the Alassumur tourist village.

The form of efforts that can be made by the government to empower tourism activists is through providing online guidance, assisting the use of social media for promotions and reservations, optimizing digital platforms such as social media and blogs as a means to create stories about tourist destinations as a form of communication. promotions, as well as digital guides that can facilitate tourism service providers who do not yet have online services. When these activities have been mastered, it will be easier for the development of tourist villages such as for example virtual tours. Thus, with the rapid development of technology in the tourism sector and the creative economy, we continue to strive to move quickly to keep up with these developments. So that it can create new tourism trends after the COVID-19 pandemic. After the development of digital access is successful, and utilizes it well so that it

can compete in a healthy manner with other countries in promoting its tourism throughout the world.

This research is expected to be a reference for further research. For further research, it is recommended to examine public acceptance of community digitalization, both in the process of transacting, communicating, and interacting.

AUTHORS' CONTRIBUTIONS

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