

## Eco-tourism Development Strategy Based on Local Potential in the Forest of Akebalanda Village, Moya Village, Ternate City

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### ABSTRACT

The concept of eco-tourism connects nature tourism trips that have a conservation mission that is carried out simultaneously with forestry development in forest areas that is applied to social forestry schemes. The scheme focuses more on empowerment in a participatory manner to increase the community's ability to manage the potential of forest resources in the vicinity. The purpose of this study; 1) Knowing the potential of Akebalanda Village Forest in Moya Village, 2) Develop a strategy for the development of Forest Eco-tourism in Ake Balanda Village, Moya Village. The method in this study is to observe and inventory the potential of vegetation. Field observations were carried out to determine the location of data collection and obtain actual data regarding the potential of village forests and the eco-tourism development strategies used, and continued with structured interviews with group administrators and related parties, then the data will be analyzed using SWOT analysis. The results showed that the flora potential in the eco-tourism area of Gamalama Forest, Akebalanda Village in Moya Village, was very diverse. This is indicated by the discovery of 31 types of plants developed in the area. In addition to the potential of flora, there is also another potential as an attraction for the development of Gamalama Eco-tourism, namely natural potential. Based on the calculation of scores on the EFAS and IFAS matrices, the Gamalama ecotourism development in the forest of Akebalanda village is in quadrant I (0,16 - 0,94). Quadrant I is a very favorable situation in doing business. This position has opportunities and strengths from two factors, namely internal factors and external factors that can be utilized by KUPS and LPHD. The strategy that must be applied in this condition is to support an aggressive growth policy (Growth Oriental Strategy).

Keywords: ecotourism, conservation, social forestry

### ABSTRAK

Konsep ekowisata menghubungkan antara perjalanan wisata alam yang memiliki misi konservasi yang dilaksanakan secara bersamaan dengan pembangunan kehutanan pada kawasan hutan yang diterapkan dengan skema perhutanan sosial. Skema tersebut lebih menitikberatkan pada upaya pemberdayaan secara partisipatif untuk meningkatkan kemampuan masyarakat dalam mengelola potensi sumberdaya hutan di sekitarnya. Tujuan penelitian ini meliputi: 1) Mengetahui potensi Hutan Desa Akebalanda di Kelurahan Moya, 2) Menyusun strategi untuk pengembangan Ekowisata Hutan Desa Ake Balanda Kelurahan Moya. Metode dalam penelitian ini yaitu dengan melakukan observasi dan inventarisasi potensi vegetasi. Observasi lapang dilakukan untuk menentukan lokasi pengumpulan data dan memperoleh data aktual mengenai potensi hutan desa dan strategi pengembangan ekowisata yang digunakan, serta dilanjutkan dengan wawancara terstruktur terhadap pengurus kelompok dan para pihak terkait, selanjutnya data akan di analisis menggunakan analisis SWOT. Hasil penelitian menunjukkan bahwa potensi flora pada kawasan ekowisata Gamalama Hutan Desa Akebalanda di Kelurahan Moya sangat beragam. Hal tersebut ditandai dengan ditemukannya 31 jenis tanaman yang dikembangkan pada kawasan tersebut. Selain potensi flora, juga terdapat potensi lain sebagai daya tarik pengembangan

Ekowisata Gamalama yakni potensi alam. Berdasarkan perhitungan skor pada matrik EFAS dan IFAS pengembangan ekowisata Gamalama pada hutan desa Akebalanda berada pada posisi kuadran I (0.16 - 0.94). Kuadran I merupakan situasi yang sangat menguntungkan dalam berusaha. Posisi tersebut memiliki peluang dan kekuatan dari dua faktor yaitu faktor internal dan faktor eksternal yang dapat dimanfaatkan oleh KUPS maupun LPHD. Strategi yang harus diterapkan dalam kondisi ini adalah mendukung kebijakan pertumbuhan yang sifatnya agresif (Growth Oriental Strategy).

Kata kunci: ekowisata, konservasi, perhutanan sosial

## INTRODUCTION

Strong and sustainable economic development in an area is an effective collaboration between the use of available resources, community groups and the government. In this context, the government as a regulator plays a strategic role in opening up wide opportunities for local communities to fully participate in every economic activity (Handayani, 2016). One of the efforts to optimally utilize local resources is to develop local potential with environmental insight with the concept of eco-tourism (Satria 2009). In this case, the tourism concept applied has an inseparable value with efforts to develop forest conservation, community empowerment and participation, economic movement, social capital and encourage the preservation of local culture.

Syahrir & Darwanto (2015) states that the community is required to participate in the development of social capital-based tourism in the community. The social capital is based on the reciprocity between norms and trust between communities or between community groups in a network that will optimize the utilization of the potential of natural resources that exist in the community as a form of public awareness in preserving the environment.

Increasing public awareness of the environment is considered a principle and contribution to the development of quality and environmentally sustainable tourism. These principles are expected to maintain environmental quality, culture, and provide economic benefits to local communities, regions and governments (Hidayat 2016; Viren *et al.*, 2015). Damanik and Weber (2006) stated that the basic idea of sustainable development is the preservation of natural and cultural resources. These ideas are then translated into the concept of eco-tourism in a sustainable manner.

The concept of ecotourism connects nature tourism trips that have a conservation and education mission (Cesario 2015; Yoeti 2016). The concept is implemented simultaneously with forestry development in forest areas which is applied under a social forestry scheme. Indonesia's forestry development with social forestry schemes focuses more on participatory empowerment efforts to improve the community's ability to manage the potential of surrounding forest resources (Ardiansyah, 2017; Kamaluddin, 2019).

Policy formulation in forestry social forestry continues to develop and is slowly leaving the state-based forest management pattern which has had serious social and economic impacts. Conflict and poverty are still symptoms that appear in communities living in and around forests, as well as tenure conflicts. The state is slowly providing opportunities for the community to manage the potential of forest resources, followed by development and empowerment programs.

The social forestry approach through Village Forests (HD) as part of a development strategy is carried out by the community through the government's role in issuing standard policies by

issuing the Minister of Forestry Regulation Number P.83/2016 concerning social forestry (Djauhari et al., 2018; Martin, 2020). But of course, with the implementation of the policy, it will have an impact on community participation, area management and the condition of the forest resource itself. The impacts caused by these policies are quite complex and interrelated.

Social, economic and policy issues will of course also affect sustainable forest management, especially in the development of ecotourism (Erwin, 2013). In the development of ecotourism in social forestry areas, not only the community is directly involved, but various forms of participants also intervene in forest management such as the Government, NGOs, Cooperatives, BUMN, Universities and community institutions as part of the formulation of strategies for developing the potential of existing forest resources (Kamaluddin, 2019).

The city of Ternate has a variety of potentials, both natural and cultural potentials, but the diversity of these potentials has not been widely utilized by the community. Eco-tourism development in forest areas can be an alternative strategy with support from the government in developing tourism in the area. In addition, the existence of an ecotourism area will allow for the protection (preservation) of nature because one of what is offered from ecotourism is the beauty of an area where the existence of an ecotourism area will make people always protect the environment from damage that can occur.

## METHODOLOGY

This research was conducted in the Village Forest (HD) Akebalanda, Moya Village, Ternate City. The location selection was carried out intentionally or *purposive sampling* with the consideration that the location was an eco-tourism development area in the social forestry area, Akebalanda Village Forest Management Institute (LPHD). Field observations and interviews are the approaches used in this study. Field observations were carried out to determine the location of data collection and obtain actual data on the potential of village forests and the eco-tourism development strategies used, and followed by structured interviews with group administrators and related parties. The groups chosen as respondents were the management and members of the Village Forest Management Institute (LPHD) as many as 15 people and the parties who were actors who were considered to know (*experts*) about the research as many as 5 *experts* (Tamrin 2016). Among them are (1) Government/Agency: consisting of Forestry Service 1 *expert*, Tourism Office 1 *expert*, KPH 1 *expert*, Pokja PPS 1 *expert*. (2) Academic: University of Khairun Ternate 1 *expert*.

Inventory of vegetation potential by calculating the number of species and the number of individual plants per hectare according to the area of land cultivated by the community. The sampling plots were taken using method approach *systematic sampling with random start* with a total number of sample plots as many as 20 plots from a total of 2 ha observations. *circular plot* with an area of 0.1 ha (radius 17.85 m). The circle measuring plot is used because it is easier to set up the *borderline tree* than other shapes, after all in its manufacture only the center point of the plot and the radius of the circle are needed. Shiver and Borders (1996) in Tamrin (2015). The distance between the measuring plots is 100 m.

Strategic analysis of eco-tourism development is carried out using a SWOT analysis (*strengths, weaknesses, opportunities and threats*). This step was carried out to analyze the strategy of developing Eco-tourism in the Ake Balanda Village Forest as follows:

1. SWOT analysis (*strengths, weaknesses, opportunities, threats*) is used to identify internal and external factors systematically.

2. The SWOT matrix is an analysis that clearly describes how external opportunities and threats are faced and adjusted to the strengths and weaknesses of the community to formulate development strategies.
3. The SWOT matrix is an important analytical tool that can be used in developing four different strategies.

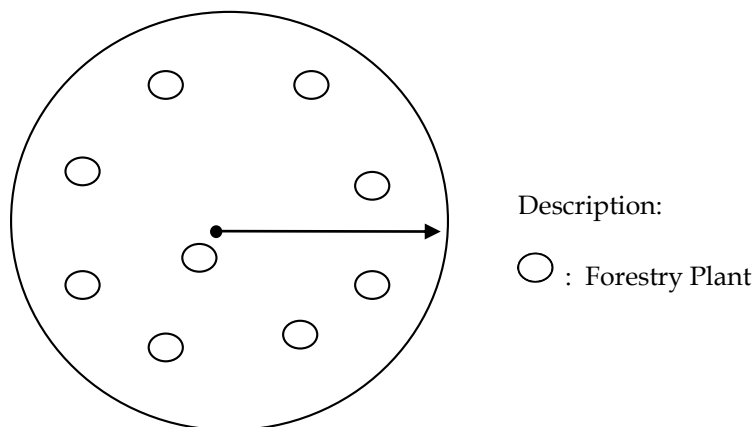


Figure 1. Design of measuring plots

The SWOT matrix is built based on the results of the analysis of external and internal strategic factors compiled by four main strategies (Rangkuti 2006), namely: SO, WO, ST, WT.

Table 1. Matrik SWOT

	Internal	<i>STRENGTHS</i> (S)	<i>WEAKNESSES</i> (W)
External	<i>Opportunities</i> (O)	STRATEGY (S-O) Strategies that use strengths to take advantage of opportunities	STRATEGY (W-O) Strategies that minimize weaknesses to take advantage of opportunities
	<i>Treats</i> (T)	STRATEGY (S-T) Strategies that use strengths to overcome threats	STRATEGY (W-T) Strategies that minimize weaknesses and avoid threats

(Hunger & Wheleen, 2003)

## RESULTS AND DISCUSSION

### Vegetation Potential in Akebalanda

Village Forest The Akebalanda Village Forest area has eco-tourism potential that can be developed as ecotourism. One of these potentials is the potential of flora. This location has a fairly diverse flora potential because the forest includes mountain forest formations in convertible production forests. Types of potential flora found in the location include Aren (*Arenga pinnata* Merr), Walnut (*Canarium indicum*), Sengon (*Albizia chinensis*), Jabon (*Anthocephalus macrophyllus*), Bamboo (*Bambu soideae*), Banyan (*Ficus benjamina*) Clove (*Eugenia aromaticum*), Nutmeg (*Myristica fragrans*), Cinnamon (*Cinnamomum verum*), banana (*Musa*

*paradisiacal*), and several types of agricultural and medicinal plants were developed at this location. Potential flora can be seen in Table 2 below.

Table 2. Composition of plant in Forest Village Akebalanda

No	Type Plant	Latin Name	Number Individual / 2 ha	Percentage (%)
1	Aren	<i>Arenga pinnata</i> Merr	137	11.53
2	Benoang	<i>Duabanga moluccana</i>	3	0.25
3	Walnuts	<i>Canarium indicum</i>	18	1.51
4	Lantoro	<i>Leucaena leucocephala</i> L.	3	0.25
5	Gofasa	<i>Vitex cofassus</i>	7	0.58
6	Jabon	<i>Anthocephalus macrophyllus</i>	36	3.03
7	Banyan	<i>Ficus benjamina</i>	6	0.5
8	Sengon	<i>Albizia chinensis</i>	18	1.51
9	Bamboo	<i>Bamboo soideae</i>	8	0.67
10	Cocoa	<i>Theobroma cacao</i>	35	2.94
11	Nutmeg	<i>Myristica fragrans</i>	141	11.86
12	Coconut	<i>Cocos nucifera</i>	49	4.12
13	Cloves	<i>Eugenia aromaticum</i>	149	12.54
14	Cabe	<i>Capsicum frutescens</i> L.	90	7.57
15	Tomato	<i>Solanum lycopersicum</i>	85	7.15
16	Eggplant	<i>Solanum melongena</i>	60	5.05
17	Cassava	<i>Manihot utilisima</i>	21	1.76
18	Mango	<i>Mangifera incica</i>	23	1.93
19	Durian	<i>Durio zibethinus</i>	9	0.75
20	Banana	<i>Musa paradisiacal</i>	128	10.77
21	Papaya	<i>Carica papaya</i>	6	0.5
22	Jackfruit	<i>Artocarpus heterophyllus</i>	6	0.5
23	Belimbing wulu Averhoa	<i>bilimbi</i> L.	5	0.42
24	Lime	<i>Citrus limon</i>	6	0.5
25	Rambutan	<i>Nephelium lappaceum</i>	12	1.01
26	Gelugur	<i>Garcinia atroviridis</i> G.	4	0.33
27	Meniran	<i>Phyllanthus niruri</i> L.	22	1.85
28	wungu leaves	<i>Graptophyllum pictum</i>	26	2.18
29	Turi	<i>Sesbania grandiflora</i>	17	1.43
30	Cat Whisker	<i>Orthosiphon Stamineus</i>	3	0.25
31	Cinnamon	<i>Cinnamomum verum</i>	55	4.62
<b>Total</b>			<b>1188</b>	<b>100</b>

(Primary data after processing, 2020)

Based on the data above, it can be illustrated that the flora potential in the Gamalama eco-tourism area, Akebalanda Village Forest in Moya Village, is very diverse. This is indicated by the discovery of 31 types of plants developed in the area. In addition to the potential for flora, there are also other potentials as an attraction for the development of Gamalama Eco-tourism, namely natural potential including natural scenery and akebalanda springs.

### Natural Scenery

Gamalama eco-tourism location with an altitude of 750 meters above sea level offers a beautiful panorama of the city. At this height the city of Ternate can be seen in full. This ecotourism location also has views of five islands at once, namely Maitara Island, Tidore Island, Halmahera Island, Moti Island and Makian Island as well as a beautiful and soothing atmosphere that makes this object the main attraction. In addition, the location offers beautiful evening and night views. The beautiful scenery is one of the potential attractions of the Gamalama ecotourism which is currently being developed by the village forest management agency (LPHD) Akebalanda, Moya Village.



Figure 2. Natural scenery

### *Akebalanda Springs*

Springs is the main icon of this ecotourism location. The name of the ecotourism location is taken from the name of the Akebalanda spring. The springs are currently being used by members of the forest farmer group as a source of drinking water and other visitors' needs which are flowed through bamboo and bolted pipes by group members independently.



Figure 3. Akebalanda Spring

### Eco-tourism Development

Strategy In general, strategy is a tool used to achieve goals (Rangkuti 1997 in Tamrin 2015). The formulation of the eco-tourism development strategy of Gamalama Hutan Desa Akebalanda



was compiled based on the variables determined to obtain alternative development strategies through internal-external matrices.

### Internal

Internal factor analysis is the first step in formulating a development strategy, this analysis is carried out to identify factors that are the strengths and weaknesses of the business. The results of the identification of the strengths and weaknesses of a business can be used as a basis for determining business development strategies so that opportunities can be utilized properly (Rangkuti 2006). Identification of the location by involving several *experts* who are considered to know about the development of Gamalama ecotourism, the assessment of the weight and rating of internal factors is displayed on the internal strategy factor matrix. The results of the analysis of internal factors for the development of Gamalama ecotourism, there are 5 strength factors and 5 weakness factors. The following lists the internal factor strategy in Table 3.

Table 3. Internal factor strategy

Variable	Weight	Rating	Score
<b>Strength</b>			
1. Availability of social forestry permits	0.16	4	0.57
2. Formation of village forest management institution (LPHD)	0.18	3	0.53
3. Availability of land resources	0.26	4	1.05
4. Local wisdom is still maintained	0.2	3	0.6
5. Savings guarantee for management group	0.2	4	0.7
Total			3.44
<b>Weaknesses</b>			
1. The capacity of group members is still low	0.16	4	0.57
2. The minimum participation of group members	0.23	3	0.68
3. Lack of group knowledge about eco-tourism	0.2	4	0.7
4. Road access to eco-tourism locations is inadequate	0.21	4	0.74
5. Inadequate visitor facilities	0.2	3	0.6
Total			3.29

### External

External factor analysis aims to identify factors that are opportunities and threats faced by LPHD. Opportunity is a business that is built profitably while threats are challenges that arise due to environmental changes that can reduce the profits of a business (Kotler 2002).

Table 4. Strategy external factors

Variable	Weight	Rating	Score
<b>Opportunity</b>			
1. An advisory PS	0.21	4	0.73
2. The high interest in nature-based tourism	0.25	3	0.75
3. Opening up cooperation with partners	0.29	4	1.17
4. Availability of assistance with flying fox tools and productive economic tools	0.25	3	0.75
Total			3.4
<b>Threats</b>			
1. Land conversion	0.33	2	0.67
2. Uncertain weather	0.42	3	1.06
3. Population growth	0.24	3	0.73
4. Gamalama volcano is still active	0.46	3	1.37
Total			2.45

**Internal and External Matrix Analysis**

Table 5. SWOT matrix of Gamalama eco-tourism development strategy

INTERNAL	<i>STRENGTHS (S)</i>		<i>WEAKNESSES (W)</i>	
	<ol style="list-style-type: none"> <li>1. Availability of social forestry permits</li> <li>2. The establishment of a village forest management institution (LPHD)</li> <li>3. Availability of land resources</li> <li>4. Local wisdom is still maintained</li> <li>5. Savings guarantee for management group</li> </ol>	<ol style="list-style-type: none"> <li>1. The capacity of group members is still low</li> <li>2. The minimum participation of group members</li> <li>3. Lack of group knowledge about eco-tourism</li> <li>4. Access roads to eco-tourism locations are inadequate</li> <li>5. Inadequate visitor facilities</li> </ol>		
EXTERNAL	<i>OPPORTUNITY (O)</i>		<i>STRATEGY (S-O)</i>	
	<ol style="list-style-type: none"> <li>1. There is PS assistance</li> <li>2. High interest in nature-based tourism</li> <li>3. Open collaboration with partners</li> <li>4. There is assistance with flying fox tools and productive economic tools</li> </ol>	<ol style="list-style-type: none"> <li>1. Utilizing PS licenses and assistance for the development of Gamalama eco-tourism to achieve PS goals, namely sustainable forests for prosperous communities (S1, S2, S3, S4, S5, O1, O2, O3, O4)</li> <li>2. Improving the management capabilities of LPHD and KUPS members in managing eco-tourism businesses and being proactive in seeing opportunities for high interest in nature tourism (S2, S4, S5, O2, O4)</li> <li>3. Utilizing the presence of partners to build an environmental service business (eco-tourism) by developing a joint partnership pattern (S1, S2, S3, S4, S5, O1, O2, O3, O4)</li> <li>4. Maintain the form of local wisdom by maintaining the form of resource utilization in moderation for the sustainability of the eco-tourism business (S3, S4, O1)</li> <li>5. Maximizing the use of eco-tourism support facilities and productive economic tools to increase the income of group members as part of managing household savings (S1, S2, S3, S4, S5, O1, O2, O3, O4)</li> </ol>	<ol style="list-style-type: none"> <li>1. The need to increase the capacity of group members by utilizing the presence of assistants in the field directly in order to carry out the accompanying function in building eco-tourism businesses (W1, W2, W3, O1, O2, O3, O4)</li> <li>2. Increase active participation of group members in building a joint business (W1, W2, O, 1, O2, O3, O4)</li> <li>3. Carry out field guidance and counseling activities as well as open access to information about business opportunities in the field of environmental services as a whole to all LPHD members in order to increase knowledge and abilities and experience in managing forests as a new source of income from the environmental services sector (W1, W2, W3, W4, W5, O1, O2, O3, O4)</li> <li>4. It is necessary to build access roads to eco-tourism locations and other visitor support facilities and to maximize the use of productive economic tools so that production can be marketed at eco-tourism locations that have been built (W1, W2, W3, W4, W5, O1, O2, O3, O4)</li> </ol>	
<i>THREATS (T)</i>		<i>STRATEGY (S-T)</i>		<i>STRATEGY (W-T)</i>
<ol style="list-style-type: none"> <li>1. Land conversion</li> <li>2. Unpredictable weather</li> <li>3. Population growth</li> <li>4. The Gamalama volcano is still active</li> </ol>		<ol style="list-style-type: none"> <li>1. Socialization of environmental awareness and understanding of the benefits of managing environmental services as a source of community income (S1, S2, S3, S4, T1, T2, T3, T4)</li> <li>2. Make an information board (<i>send board</i>) about disaster mitigation at every point of the Gamalama ecotourism location (S1, S2, S3, S4, T1, T2, T3, T4)</li> <li>3. Strengthening KUPS institutions so that they are able to carry out all aspects of ecotourism development that have been built (S1, S2, S3, S4, S5, S6, S7, S8, T1, T2, T3)</li> </ol>		<ol style="list-style-type: none"> <li>1. It is necessary to evaluate the effectiveness of group members' work to increase the group's ability and progress in doing business (W1, W2, W3, W4, T1, T3)</li> <li>2. Efforts to assess and divert excessive use of land resources in a wise and prudent use pattern (W1, W2, W3, W4, T1, T2, T3, T4)</li> </ol>



The selection of alternative strategies is adjusted to the existing conditions so that they can create a SWOT matrix. The SWOT matrix was built based on the results of the analysis of external and internal strategic factors arranged in four main strategies, namely: SO, WO, ST and WT. The calculation of the score on the EFAS and IFAS matrices of Gamalama eco-tourism development in the Akebalanda Village Forest is in the position of quadrant I (0.16 ; - 0.94). Quadrant I is a very favorable situation in doing business. This position has opportunities and strengths from two factors, namely internal factors and external factors that can be utilized by KUPS and LPHD.

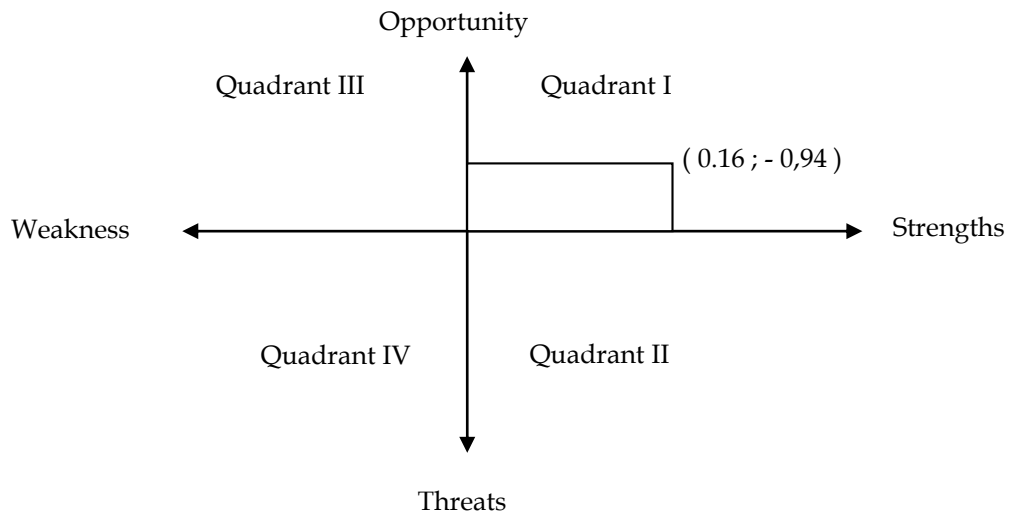


Figure 4. Diagram SWOT

Based on the SWOT diagram image above can be described the condition of eco-tourism objects in a very advantageous position because they have strengths and opportunities, if the group can use them well. The strategy that must be applied in this condition is to support an aggressive growth policy (*Growth Oriental Strategy*). Even though the Gamalama Eco-tourism business actually has several weaknesses and threats, it can still take advantage of existing strengths and opportunity to make the business development in a sustainably manner.

## CONCLUSION

The results of the study indicate that there is a diverse flora potential in the Gamalama ecotourism area, Moya Village. This is evidenced by the discovery of 31 types of plants developed in the area. In addition to the potential for flora, there is also natural potential that is developed as an attraction for Gamalama Eco-tourism. matrix score calculation Internal Strategic Factors Analysis Summary and External Factors Analysis Summary the development of Gamalama eco-tourism potential in Akebalanda Village Forest is in quadrant I (0,16;-0,94). The quadrant describes a very favorable situation because it has strengths and opportunities from internal and external factors that can be utilized by KUPS and LPHD.

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