

The Communication Strategy through Brand Image at Batik House as Batik Educational Tourism of Sidomulyo Jember

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Abstract

This research purposes to analyze the Communication Strategy through Brand Image at Batik House as a Batik Educational Tourism of Sidomulyo". Sidomulyo tourist village is an educational tourist attraction which has several interesting educational tourist destinations, including Sidomulyo batik tourism. Behind these advantages, all Sidomulyo tourist villages have quite significant problems ranging from internal and external problems. In this research, the researcher aims to find out what brand image strategy is carried out by the management of Sidomulyo tourist village in promoting it as an educational tourism village in Jember. The research method used is a qualitative descriptive research method. The data collection technique was carried out in several stages, namely interviews, observation, surveys and documentation. The data analysis technique is carried out through the stages of data reduction, data presentation, and drawing conclusions. It is hoped that the results of this research will be that the management of Sidomulyo tourist village has implemented an appropriate brand image strategy. As a result, this will create a brand image for Sidomulyo tourist village as an educational tourism village in Jember, East Java. Moreover, there are several appropriate criteria for the four stages of brand image strategy that have been proposed by the Cutlip and Center theory, namely, defining the problem (situation analysis), planning and programming (strategy), taking action, communicating and evaluating the program.

Keywords: Brand Image Strategy; Tourism Village; Educational Tourism.

Abstrak

Penelitian ini bertujuan mengkaji Strategi Komunikasi Melalui Brand Image pada Rumah Batik Sebagai Wisata Edukasi Batik Sidomulyo". Desa wisata Sidomulyo merupakan salah satu objek wisata edukasi yang memiliki beberapa destinasi wisata edukasi yang menarik, salah satunya adalah wisata batik Sidomulyo. Dibalik keunggulan tersebut, semua desa wisata Sidomulyo memiliki permasalahan yang cukup signifikan mulai dari permasalahan internal maupun eksternal. Dalam penelitian ini, peneliti bertujuan untuk mengetahui strategi brand image apa saja yang dilakukan oleh pihak pengelola desa wisata Sidomulyo dalam mempromosikannya sebagai desa wisata edukasi di Jember. Metode penelitian yang digunakan adalah metode penelitian deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui beberapa tahap yaitu wawancara, observasi, survei dan dokumentasi. Teknik analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan simpulan. Hasil dari penelitian ini diharapkan pihak pengelola desa wisata Sidomulyo telah menerapkan strategi brand image yang tepat. Dengan demikian akan tercipta brand image bagi desa wisata Sidomulyo sebagai desa wisata edukasi di Jember Jawa Timur. Selain itu, terdapat beberapa kriteria yang sesuai untuk keempat tahapan strategi Branding image atau citra merek yang dikemukakan oleh teori Cutlip dan Center, yaitu mendefinisikan masalah (analisis situasi), merencanakan dan memprogram (strategi), mengambil tindakan, mengomunikasikan dan mengevaluasi program.

Kata Kunci: Strategi Brand Image; Desa Wisata; Wisata Edukasi.

INTRODUCTION

Jember is one of areas that has the potential for cultural diversity, one example of which is the typical Sidomulyo batik. Apart from that, Jember also has quite interesting tourist attractions for tourists to visit. Of course, in this case, marketing in the tourism sector is being intensified to attract visitors. One of the marketing activities carried out by the government is tourism branding, starting from promoting creative tourism at the Jember Fashion Carnival (JFC) to being included in Wonderful Indonesia.

Tourism development cannot only depend on the government. Many parties are involved in developing Indonesian tourism. This is proven by the rise in social media accounts that contain tourism-based content. Unlike personal social accounts, social media and tourism-based content accounts will be more credible because the focus of these accounts is of course different from social media accounts whose content is slightly focused on other things. Tourism marketing in the digital era is based on social media content that labels tourism as the main source of information for potential visitors. This often happens because tourists share their experiences on social media which they upload (Sjaida et al, 2021). One of the social networks that is in great demand for finding information on tourist destinations is Instagram and TikTok. The social media is very influential and effective for disseminating tourist information because viewing it can stimulate interest in finding out about tourist attractions in Indonesia. Promotions carried out on digital media have great potential because they can influence the level of tourist visits. The Ministry of Tourism states that around 70% of digital media plays a major role in disseminating information about tourist destinations and tourist accommodation (Kompas Perjalanan, 2017).

This tourism marketing communication strategy is often carried out to accurately analyze market segmentation and understand the conditions of the target market. In this case, the company's role is to inform the public and the essence of marketing communications is to sell goods and services to the public so that they are better known and in demand. Likewise, Sidomulyo tourist village emerged with one of its local wisdoms, namely batik educational tourism. The initial step taken is to choose the right strategy to reach information to the public so that there will be an increase in the number of tourists.

In its branding, Sidomulyo village government also provides more access to social media networks because in this case the information available on social media is able to provide non-commercial information, and is more complete because there are photo, image or video features. In this case, there is a real case, namely Kampung Majapahit tourist village in Mojokerto, after carrying out significant improvements and optimization, tourist's visits increased when images of the unique village were shared via social communication media. This shows that social media has an important role in

attracting tourist interest. In general, from a community perspective, the role of social communication media is to help provide information and make it easier to find information related to tourist visit locations.

The presence of new media in this communication can be categorized as efforts to show the existence of tourism destinations to the public, namely publicizing Sidomulyo village government as a tourist destination, which has its own typical Sidomulyo batik destination. The branding activities of Sidomulyo tourist destination communication media is not only aimed at building brands but also maintaining trust, understanding and image of Sidomulyo village to the wider public/community so that they know more about the village's potential. Branding itself is an information notification to the general public about a brand/product that is owned.

Hadiwijoyo (2012) stated that this is one of the triggers for tourism, namely tourism that is engaged in scientific experiences and activities. Educational tourism is the concept of activities or travel for recreational purposes with emphasis on education, experience and practice. This shows that every tourist can do this and enjoy the beauty tourism offers, as well as get lessons or information provided by educational tourism providers. In recent years, educational tourism has become popular in Indonesia, and many art-based educational tours have emerged from Indonesian culture. One of the arts and culture-based educational tours is Sidomulyo batik educational tour which is located in Jember district. In this case, the formation of a tourism management group in the community makes educational tourism play an important role in improving the community's economy. One of the benefits of this educational tourism is promotion to encourage people to love and recognize the arts and culture of the Indonesian ancestors for character building, shopping tours and exhibitions of Indonesian arts and culture for local and foreign tourists.

What is unique, according to the chairman, Mr. Sudarmaji, as the person in charge of Sidomulyo batik business, is that the batik from Sidomulyo Village has reached market share even abroad, one of which is in New York. This business was founded in 2017, initially Sidomulyo batik was formed from Sidomulyo youth movement which had six members. There are many innovative and creative people in the community. They took the initiative to hold creativity training in special batik making classes, the aim of which was to improve the community's market economy by building a batik business in Sidomulyo village. The characteristic of Sidomulyo batik lies in the motif depicting coffee and pine which is an authentic depiction of Sidomulyo as the largest robusta coffee producing village in Jember and is surrounded by pine forests. Here visitors can learn to be creative, namely making batik and drawing according to their wishes and the results can be taken as souvenirs to take home.

The reason the researcher chose communication through branding image as a means to increase the intensity of the Sidomulyo batik educational tourist destination is

because this problem is very interesting to study. In this case public relations is really needed because the communication process is carried out through a branding image strategy by using social media networks such as Instagram or TikTok having a wide user reach so it can increase the branding of tourism destinations. Sidomulyo batik education destination also has interesting potential to study so that economic development and existing potential can be recognized and further developed and can be managed better in the future as a business for Sidomulyo village community. Therefore, the researchers will examine the role of communication media in improving the branding of batik educational tourism in Sidomulyo village. In this case, the author is interested in conducting a research with the title: "Communication Strategy through Brand Image at Batik Houses as Sidomulyo Batik Educational Tourism".
in communication strategies through brand image.

LITERATURE REVIEW

According to Kotler, the definition of image is "the attitude, thoughts and feelings of a person for a particular thing or object", that is, an image is defined as a person's attitude, thoughts and feelings for a particular thing only. The definition of image according to the KBBI (Indonesia Dictionary) is the image that many people have about a person or company or product. Image itself is the impression given by an agency to the public so that a positive opinion arises about the agency. The word brand contained in the KBBI is a loan word from the Dutch language which means brand, brand is a brand, a sign in the form of an image, letter or alphabet or a combination of elements which constitute a differentiator which is usually used as a differentiating element in trade or similar services.

Brand image is closely related to what people think and feel about a particular brand, so that the brand image itself has more psychological factors than the physical factors of the brand. An agency that has advantages compared to other sellers is a sign of a good brand image received by its customers. A brand ideal here is not easy to build, it takes a long period of time and promotion to be conveyed to the minds of customers. There are 3 parts of brand image, namely: (1) Corporate image, which is something that consumers perceive in a company that creates products or services, for example the company's credibility, the network it has. (2) User image, namely something that consumers perceive as users or those who use the products or services offered by the agency, for example social status, life style. (3) Product image, namely a consumer's perception of the product offered, for example product benefits, guarantee for use.

Many companies in Indonesia carry out brand communication strategies to create awareness of the products produced by these companies. Brand communication is related to brand expression, which is a form of brand communication through a visual

process or brand visualization so that a brand can be easily understood and remembered by consumers quickly. According to Cutlip and Center, there are 4 main processes related to the communication planning process which serves as a reference for ongoing implementation, namely: (a) Fact Finding. This first step is related to assessing and monitoring knowledge, opinions, attitudes and behavior related to agency actions and policies. This initial step determines "what happens now?" (b) Planning (Planning), Information related to the first step is used as public decisions, targets, actions and communication strategies and group goals. In this second step, it is answered, "in this case, study the situation based on what, what must be changed, done or said. (c) Communication (Communication). This third step relates to program implementation of actions and communications that have been designed to achieve concrete and specific goals for the public in order to achieve the right program targets. The question at this step is, "who will run and notify this program, as well as when it will be implemented, where, and how". (d) Evaluation. The final stage in this process is related to value preparation, implementation and results of the program. The adjustments here have been adjusted to programs that have been implemented previously, based on evaluation feedback regarding how the program was successful or not. The program can be continued or stopped based on the question "How are we doing or how have we done".

In this research, the researchers used brand image communication theory and Cutlip and Center theory, which is entitled "Communication media strategies in increasing branding of Sidomulyo batik educational tourism destinations". In this theory, we can understand the communication planning process which becomes a reference for the ongoing implementation of communication through brand image in Sidomulyo batik educational tourism. Not only that, using brand image communication theory can make it easier to create awareness of the products produced by the company.

METHODS

This research uses a descriptive qualitative research methodology. The qualitative descriptive method is a data processing method by analyzing factors related to an object with more in-depth data on the research object. Bogdan and Taylor (Lexy. J. Moleong, 2007) in their book define qualitative research methods as research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. Then examine objects that reveal existing phenomena contextually through collecting the data obtained, by looking at the elements as interrelated units of study objects and then describing them. This research requires more in-depth information regarding Sidomulyo batik education tourism village. The researchers chose to use descriptive qualitative research methods to determine how to study, process and analyze the data resulting from the research. This research was

carried out using interviews, observation, documentation and literature study approaches. It is expected that by using the qualitative descriptive method, the data collected can be appropriate and detailed to support branding image design to increase brand awareness.

This research uses descriptive qualitative research methods. Data analysis is carried out from data collection to the data evaluation stage. Miles and Huberman (1992) explained that data analysis techniques consist of data reduction, data presentation and drawing conclusions. This research technique will facilitate an overview of communication strategies through the brand image of Sidumulyo village as a batik educational tourism to increase branding image to the community.

1. Data Reduction

Reducing data means summarizing. Reduction is defined as the process of selecting, focusing attention or simplifying, abstracting and transforming rough data obtained from notes in the field. Data reduction will take place continuously as long as the research is carried out and will continue after the field research. Apart from that, data reduction is a form of analysis that sharpens, categorizes, directs, removes what is not necessary, and organizes it in such a way that conclusions can be drawn. At this stage the researcher reduces the data to be studied as a reference for communication strategies through brand image.

2. Data Presentation

After the data is collected, the researcher then groups the same things into documents or categories to make it easier for the researcher to take samples and make it easier to draw conclusions at the next stage.

3. Drawing Conclusions

Drawing conclusions is an activity carried out by drawing conclusions from the presentation and understanding of the data obtained by the researcher to test and determine the authenticity, suitability and correctness of the data. Reviewing the data that has been obtained by the researcher is a measuring instrument and produces relevant data. At this stage, the researcher matches the data that has been obtained with data from subject interviews and research which aims to draw conclusions as a reference

RESULTS AND DISCUSSION

Sidomulyo village is the ninth village in Silo sub-district. Sidomulyo village has been a fraction of Garahan village since 1990 and became a definitive village in 1994. At first glance, Sidomulyo village area consists mostly of dry land and mountainous areas. Sidomulyo Village itself is a commodity center for coffee plantations, avocados and petai. Sidomulyo Village, like the general population of Jember, is predominantly

Madurese and some Javanese, and also consists of Arab and Chinese ethnicities. As in this village, there is a very close family relationship in terms of religion. From the results of observations made, Sidomulyo community has two different religious populations, namely Islam and Christianity, however, the majority of the population is Muslim. Sidomulyo Village is divided into 7 Hamlets, 6 Definitive Hamlets and 1 Preparatory Hamlet:

- a. Curah Manis
- b. Krajan
- c. Curah Damar
- d. Gunung Gunitir
- e. Tanah Manis
- f. Garahan Kidul
- g. Persiapan Sidodadi

Not only that, Sidomulyo village is often in the spotlight because it offers various kinds of tourism in the form of education, industry, arts and nature. They are the coffee educational tour, *Raja Domba* educational tour, Making Batik Sidomulyo tour, *Rumah Akar* craft tour, Sendang Tirto Gunitir tour, and Café *Sawah*.

This communication strategy through the Sidomulyo village brand image has several designs in the communication concept, one of which is branding image. The aim is to make it better known and the public understands the potential of Sidomulyo village which has the concept of an educational tourism village in Jember district. It has several strategies, namely by increasing the performance quality. One of the tourist visits that can be visited is Sidomulyo batik house educational tour, which provides various education about the science of batik and presents the experience of learning authentic batik, which is really fun. However, as time goes by, there are several obstacles experienced by batik groups in several communities, namely the decline in the selling value and uniqueness of original batik. This is proven by excerpts from interviews with sources, namely the manager of Sidomulyo batik house named Mrs. Putri and the batik craftsman from the batik house named Mrs. Dwi and Wirda as a visitor to the batik house. The researcher asked what communication strategies there were through branding the image of the batik house as a Sidomulyo batik education tourism village. And he answered, here is the quote:

"Every month, this batik house always holds activities, such as taking part in festivals, exhibitions, and sponsorships. Apart from that, this batik house has a person in charge of social media promotions such as on Instagram, Facebook. , TikTok which is held by Ms. Kartika as the Marketing"

Then the researcher asked for more details from the previous question, namely what the marketing communications through the branding image of the batik house are, here is the quote:

"To introduce more to the public, we often take part in festival events, one of which we took part in last year's JFC event by showing Sidomulyo kids batik parade, Sidomulyo batik fashion show with our own models, as well as a batik exhibition, and we also took part in the Gus and Ning celebrations. As a sponsorship, we provided men's and women's batik clothes with typical Sidomulyo batik patterns and there we were very happy because many people were interested and curious about Sidomulyo batik. In addition, we also usually follow exhibition event in the square by offering free batik training for interested people who want to learn how to make batik, usually every time we take part in an offline exhibition we always have a lot of interested people, then they would invite us to come to their sub-district or village. Not only that, every time participating in festivals of batik products, our batik sold out. Since then, we become more enthusiastic and advance the potential of our own village. Usually, we also take part in sponsorship at various fashion shows. We even went to Kalimantan, Surabaya and Malaysia. Apart from that, we also often hold competitions or events, usually we hold them every month, such as on batik day, we hold a batik design competition which is participated in by elementary school children. Last week, the Sidomulyo women's batik group and I also held various giveaways of takjil (Ramadhan food). For marketing, we have reached Malaysia. At that time our product was brought by a friend and marketed in Malaysia. We also marketed it in various cities apart from Jember."

From the interview excerpt from Mrs. Putri as the manager of Sidomulyo batik house above, the researcher can conclude that Sidomulyo batik house has several communication strategies that are based on forms of brand image, such as promotional branding on Instagram social media by displaying several activities from Sidomulyo batik house, as well as TikTok social media account which displays several activities and content created for branding image to increase the intensity of Sidomulyo educational tourism visitors. Not only that, the batik house also carries out promotions at various events, they also carry out promotions on several of their social media accounts in an effort to get deep good impression and positive side in the eyes of consumers. By using sales on e-commerce and social media as media for sales, consumers can directly buy batik products without coming directly to Sidomulyo village. These various efforts were also carried out with the aim of positive steps by improving the quality of batik production and attracting tourists who are interested in batik educational tourism in Sidomulyo village. Apart from social media and promotion, the batik house also often takes part in several events held in Jember district and fashion shows in several cities by displaying the beauty and characteristics of Sidomulyo batik motifs, attracting more Sidomulyo batik enthusiasts and tourists, which is a special attraction. They also hold marketing events, as every month they hold several event activities such as batik design competitions and several other activities. Not only that, they took part in several sponsorships held, such as when they took part

in the Gus and Ning event in Jember which received a positive response from the public, thus attracting several people who were interested in Sidomulyo batik and visited Sidomulyo batik house to learn batik and buy their batik products.

The researcher also asked Mrs. Dwi, a batik maker who has worked at Sidomulyo batik house for a long time, what impacts were experienced while carrying out several communication strategies through branding image on the existence of the batik house as a batik educational tourism in Sidomulyo village, here is the answer from Mrs. Dwi:

"The impact we feel is the increasing number of visitors and enthusiasts who are interested in Sidomulyo village, especially in batik education at this batik house. Every month we usually have guests who want to learn and know about batik. Once we were also visited by University students and learn about batik education from this batik house. Last month, students from a university in Surabaya conducted research and did several activities like "membatik" here. Basically, we are happy to welcome any guests and teach them how to make authentic batik correctly from the drawing stage to the coloring stage, because our goal is to preserve and introduce batik to the general public. "Therefore, this batik group, which is attended by women from Sidomulyo village, will continue to improve the quality and make promotions attractive to communities outside Sidomulyo."

The obstacle that occurs is the current market share for batik, because nowadays batik is not only stamped batik or written batik, but with the development of many batik producers who produce printed batik, the authenticity of traditional batik begins to decline, especially in Pekalongan district, which is the share of batik. The batik market is the majority, and thank God there are still not many people producing printed batik in Jember. The obstacle is the lack of support from the Jember government itself to introduce the potential of Sidomulyo village to the general public. From several of these findings, the researchers can draw conclusions, namely the impact of the communication strategy carried out through brand image, which has a great influence on the intensity and value of the image in the eyes of the public regarding Sidomulyo batik educational tourism. And there are several obstacles experienced by Sidomulyo batik house, one of which is that current developments have an impact on the selling value of the authenticity of batik as well as the lack of support and assistance from the Jember government itself.

CONCLUSION

Communication Strategy Through Brand Image at Rumah Batik as a Sidomulyo Batik Educational Tour. Sidomulyo tourist village management has implemented an appropriate brand image strategy. Thus, creating a brand image for the Sidomulyo tourist village as an educational tourism village in Jember, East Java. And there are several appropriate criteria for the four stages of brand image strategy that have been proposed by the cutlip and center theory, namely, defining the problem (situation analysis), planning and programming (strategy), taking action, communication and program evaluation. This communication strategy through the Sidomulyo village brand image has several designs in the communication concept, one of which is branding image, the aim here is to make it better known and the public understands the potential of Sidomulyo village which has the concept of an educational tourism village in Jember district, of course it has several strategies, namely by increasing the quality of performance for the public and has an impact on the intensity of visitors who visit and learn new knowledge in Sidomulyo village, one of which is the tourist visit that can be visited, namely the Sidomulyo batik house educational tour, which provides and provides various education about the science of batik and presents the experience of learning authentic batik which is really fun. However, as time goes by, there are several obstacles experienced by batik groups in several communities, namely the decline in the selling value and uniqueness of original batik.

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