

## Utilization of Tourism Potential in Improving the Economy in The City of Bontang Region to Support Economic Stability

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### Article History:

Received: 13 Desember 2022

Revised: 30 Desember 2022

Accepted: 31 Desember 2022

**Keywords:** Bontang Kuala, tourism, economic

**Abstract:** *This study aims to determine the management and utilization of Bontang Kuala tourism and its economic impact. This study uses a qualitative approach. The informants for this study were the Head of the Bontang City Tourism and Sports Youth Service, the Head of the Tourism Sector, the Head of the Development Section, Tourism Object Development & Creative Economy, Bontang Kuala Village Head, Culinary Business Owners, the community around the tourist attraction, and tourists were determined using purposive sampling. Data collection techniques used are observation, interviews, and documentation. Data analysis was carried out through five stages of activity, including preparing and organizing data, exploring and coding data, building descriptions, representing and reporting findings, interpreting findings, and validating the accuracy of conclusions. Well, they start from the provision of facilities and infrastructure, promotion and marketing strategies, as well as cooperation with various parties. In addition, Bontang Kuala tourism is also utilized in cultural heritage, nature, and cultural tourism, which has a good impact on the community's economy. Finally, this also affects regional economic stability.*

## INTRODUCTION

Economic growth is one of the success indices of development which plays an essential role in increasing the nation's welfare, including state income (Sukarnoto et al., 2020). The economy in Indonesia is currently experiencing growth through development and development efforts so that it can be more advanced through several aspects. To increase Indonesia's economy, a sector is developed that utilizes the potential of its natural wealth. In Indonesia, there are many resources and possibilities that, if used optimally, will become a source of state and regional income, especially in the tourism sector. The government, in this situation, takes advantage of the tourism sector by making various policies in the development of the tourism sector as a support for the state and regional economy.

One of the strategic sectors that can be used to support the regional economy is the tourism sector. The rapidly growing tourism sector can significantly affect other economic sectors (Viren, Vogt, Kline, Rummel, & Tsao, 2015). The development of the tourism sector can stimulate the improvement of other sectors such as trade, transportation, hotels, UMKM, etc. Seeing the very

high benefits from the development of this sector, many regions in Indonesia are competing to develop the tourism sector to advance their areas according to the potential of the part they have as people will choose tourism destinations based on local people who are friendly and have local specificities (Nuraeni, Arru, & Novani, 2015).

The existence of geographic, cultural, and resource differences makes each region have different potential from the other areas. Developing the tourism sector based on the potential possessed by the areas can improve people's lives (Roddin, Yusof, & Sidi, 2015). Indonesia has an extraordinary abundance of natural wealth. There are many natural and cultural tourism potentials that can be developed from the thousands of islands that Indonesia owns. One of the great potentials owned and utilized is marine tourism and cultural wealth.

Bontang Kuala is a sub-district in North Bontang District, Bontang City, East Kalimantan Province. Bontang Kuala is the oldest sub-district which became the forerunner to the birth of Bontang City. A total of 4,696 residents live and settle in this village. Compared to the sea area owned by the City of Bontang, the relatively small land area makes Bontang Kuala a floating residential area with considerable potential for marine resources. Residents' houses in Bontang Kuala have the characteristics and characteristics of a homogeneous place, namely standing on the beach and supported by ironwood. The majority of the population work as fishermen (Hermansyah & Sunaryo, 2016).

Bontang Kuala is a tourist destination for the people of Bontang City, regional tourists, and foreign tourists. It has natural potential that is not owned by other regions. Bontang Kuala is famous for its beautiful sunrise, which is the main attraction for tourists. There are two categories of tourism in Bontang Kuala: marine tourism and socio-cultural tourism. Marine tourism includes sea elephant tourism, Dutch river mangrove, and desert sea tourism. Meanwhile, socio-cultural tourism consists of tours of residential areas and historical buildings, which are still preserved in their originality, the social life of people with very close brotherhood, and the culture of sea parties. Seeing these conditions, the Bontang Kuala area can be utilized as a promising potential for marine and socio-cultural tourism to support economic stability.

In its utilization as one of the tours in Bontang City, synergy and collaboration are needed in its management between the community, government, and other stakeholders. They are starting from providing facilities and means of transportation to driving economic activities such as culinary and souvenir businesses. When efforts to create tourist destinations are successful, they can form reliable tourist destinations to improve the economy of the community and local economy. The purpose of this paper is to find out how the management and utilization of Bontang Kuala tourism are to improve the community's economy so that it can support economic stability.

## **METHOD**

This study uses an inductive approach with qualitative methods. The type of data in this study uses primary data obtained from informants. The data are from observations, interviews, and documentation with sources. The informants or informants in this study were the Head of the Bontang Youth Sports and Tourism Office, the Head of the Tourism Sector, the Head of the Development Section, Tourism Object Development & Creative Economy, the Bontang Kuala Village Head, Culinary Business Owners, the community around the tourist attraction, and tourists. To determine the informants in this study using a purposive sampling technique, namely the sampling technique of data sources with specific considerations. In this case, the informants who experience and know best about the information expected, namely the parties involved in the

management and utilization of Bontang Kuala tourism. Documentation is taken through data from the web and previous research on Bontang Kuala.

After collecting various data, the data is analyzed using descriptive analysis techniques, meaning that the researcher tries to re-describe the collected data. Data analysis in the research that will be carried out consists of several stages that end in concluding. The locations of data analysis used analysis techniques by (Creswell, 2015), namely 1) preparing and organizing data, 2) exploring and coding data, 3) developing descriptions, 4) representing and reporting findings, interpreting findings, and 5) validating the accuracy of findings.

## **RESULT AND DISCUSSION**

Bontang Kuala is the oldest village in Bontang City, with promising tourism potential. This is proven by the existence of towns that still maintain the originality of the layout and shape of the buildings, which can revive tourism activities and impact the local community's economic growth. Moreover, it is supported by various tourism potentials for arts and culture, culinary, UMKM, souvenirs, adventure, creative economy, and education. Utilize the Bontang Kuala tourist attraction. Of course, it is carried out by the tourism object community, and there is support from government and private institutions. The management and utilization of Bontang Kuala tourism can be seen from the aspects of the facilities provided, the various tours offered, and the processed products that are traded.

### **A. Management and Utilization of Bontang Kuala Tourism**

The management and utilization of the Bontang Kuala tourist attraction is undoubtedly one unit. Various aspects are considered to support the running of tourism activities that impact the local community's economy. The following are things that were developed to support Bontang Kuala tourism.

#### **Facilities and Infrastructure**

Facilities and infrastructure are essential components in a tourist area. This case includes roads, electricity, clean water, and waste management. As for the road access to the tourist area of Kampung Laut Bontang Kuala, it is known that there is only one main road. The condition of the road is still excellent and well-maintained. Tourists can surround the village area above the sea by motorbike or on foot through the streets made of ironwood. In addition, there are also tourist motorbike tricycles that can take visitors to the tourist area. However, visitors usually use private vehicles to get to this tourist area.

Then, electricity facilities are well available in this tourist area. The electricity supply is sourced from the local PLN. Likewise, clean water is also open and sourced from PDAM. The existence of electricity and clean water also supports other facilities in the tourist area, for example, cafeterias or restaurants, lodging, souvenir shops, etc (Andastry & Idajati, 2016).

There are many cafes, restaurants, and rows of food vendors at the end of this tourist area (Hardiyana, Ernawati, & Astrini Wulan, 2017). Most of these restaurants and culinary centers sell Bontang City specialties, namely sambal gammi, bawis fish, and other seafood preparations. Meanwhile, homestay or lodging facilities in the tourist area of Bontang Kuala are in the middle of the sea with a unique and attractive architectural design. Tourists can enjoy the atmosphere of unity with the wind and sea waves. Four homestays include Villa Mini Cafe Samudra, Dream House Homestay, Chung Family Homestay, and D'Villa Homestay. This homestay can be ordered online via the manager's WhatsApp.

Furthermore, like other tourist attractions, Bontang Kuala also provides an information

center for tourists. Moreover, when there are tourists from abroad, they can provide directions and information so they can enjoy Bontang Kuala. This information center building is a donation from a company in Bontang City as part of Community Development by Badak LNG. Remember that there are various souvenir shops or souvenirs lined up in front of the gate of this tourist area.

### **Promotion and Marketing**

Promotions to introduce Bontang Kuala are through social media such as YouTube and Instagram. In addition, also through television shows related to tourism. If the City of Bontang organizes an event, a video is also shown as a welcome for the guests. As a result, many people watch and know about Bontang Kuala tours. Not only that but a promotional video about Bontang Kuala tourism was also shown on the Videotron, located at a strategic point in the city that is busy being passed by the public and immigrants (Fransiska, 2022). Bontang Kuala also participated in the 2022 Indonesian Tourism Village Award (ADWI) held by the Ministry of Tourism and Creative Economy (Kemenparekraf). Bontang Kuala has occupied the top 300 positions out of 3,419 tourist villages participating in ADWI 2022 from 34 provinces. This certainly supports the promotion and marketing of Bontang Kuala because it is published in the national news and the jadesta website or tourism village network by the Ministry of Tourism and Creative Economy.

### **The Role of Community, Government, and Private**

The development of Bontang Kuala tourism is undoubtedly carried out with the collaboration and cooperation of various parties, namely the community, government, and the private sector (Mukti, Rosyid, & Indro, 2020). The community plays a role in running the wheels of the economy in Bontang Kuala tourism. From providing parking services and becoming tour guides for tourists to forming tourism awareness groups (Pokdarwis) to take advantage of all the potential. Without the role of the Bontang Kuala tourism community, it cannot run optimally in its management and utilization.

Meanwhile, through the Department of Youth, Sports and Tourism (Dispopar) of Bontang City, the government provides its support by educating the surrounding community to be aware and develop tourism. Training is often offered for pokdarwis and business groups in tourist areas. The training is related to entrepreneurship, product processing to product marketing. In addition, the government also includes developing and procuring facilities such as repairing bridges, building gates, and installing internet networks (wifi) in tourist areas. This is done to support tourism activities that will impact the regional economy.

In addition, the private sector, namely one of the companies in Bontang City, Badak LNG, also contributed and played a role in the development and utilization of Bontang Kuala tourism. Through the services of the CSR assistance program, Badak LNG assists. There are two types of assistance provided, namely assistance in the form of donations and capacity building. Assistance in the form of grants, namely physical short-term aid and community needs, such as infrastructure assistance (workshops) for group production, marketing and networking help, health assistance, etc. Meanwhile, in capacity building, Badak LNG provides service and training through programs implemented to preserve the environment and increase the long-term carrying capacity of nature. After that, the increase in people's welfare will increase along with the improvement in the quality of the environment. The positive impact of CSR activities on the aspects of nature, well-being, economy, social is very high. These include improving the quality of the environment, exploiting natural potentials, increasing people's income, alleviating poverty, increasing UMKM self-reliance, exposure to community culture, and high levels of community satisfaction with the Badak LNG CSR program.

### **B. Utilization of Bontang Kuala Tourism**

The potential possessed by the tourist area of Kampung Laut Bontang Kuala includes good landscapes and natural panoramas, excellent coastal and underwater potentials such as the presence of various coral reefs and mangrove conservation with various endangered species in it. It was coupled with good marine products such as seaweed, various types of sea fish, sea cucumbers, and others that can be reprocessed. As a result, Bontang Kuala offers a variety of tours like the following.

### **Cultural heritage**

Cultural heritage is an integral part of the process of preserving the socio-cultural values of the local community. In practice, this tour emphasizes the principles of cultural conservation, including introducing the history or origins of the Bontang Kuala settlement, for example, introducing Bontang Kuala sites or buildings that still exist today, such as the shape of residential buildings, the first district office in Bontang and the first police station in Bontang. The sub-district office was built in 1923 in this settlement. A Dutch architectural style wooden house building that can be seen from the shape of the doors and windows (Source of the Book). It not only introduces the history but also the socio-cultural life of the people of Bontang Kuala, such as ethnicity, religion, race, social and cultural values that are upheld, as well as the location of the first settlement in Bontang.

Apart from that, there is also the Cultural Heritage of the Old Al Wahhab Mosque, which keeps the history of Islamic development in the City of Bontang, established in 1789. The shape of this mosque looks distinctive in parts of the mosque, namely the mihrab, pulpit, minarets, domes, entrances and mosque windows, porches, as well as the gate of the mosque. The styles contained in the shape of the Old Al-Wahhab Bontang Mosque include the ancient Javanese mosque on the mihrab, liwan/prayer room, and foyer), and pre-existing Hindu religious temple building styles (entrance and windows of the mosque). , the style of the ancient Kalimantan mosque (minaret or minaret), the type of the traditional house of the Banjar tribe of South Kalimantan (outbuilding walls and the walls of the arch columns), the Jepara motif style (pulpit podium), and the Indian style of the dome (the dome roof of the mosque's arch). The reason why the style of the Old Al-Wahhab Bontang mosque can be realized as it is in terms of culture is that there was continuous development carried out on the architectural interior of the Old Al-Wahhab Bontang Mosque from 2001 AD to 2018 AD, as well as acculturation ( mixing of two or more cultures that meet and influence each other) culture in the community around the mosque and the city of Bontang in general.

### **Natural tourism**

Bontang Kuala is a maritime tourist spot that attracts the most interest from tourists, providing various tourism services such as mangrove tours, circling the Dutch river, and snorkeling on Segajah Island (Rahma, 2021). Karang Segajah, Bontang City has a unique island, that is, if the tide is low, the island will appear when the tide is low. The name Karang Segajah was taken because this island used to be a collection of sand like an elephant's back. This tour is one of the mainstay tours in Bontang City, which is well-known by local tourists. Karang Segajah, which has underwater panoramas, is no less beautiful than other areas in Indonesia which have popular marine tourism areas, such as Bunaken, Derawan, and others.

Not only Karang Segajah but there is also another snorkeling spot, namely Geladi. Rehearsal stands for Eternal Sea Bubble. This spot is for snorkeling and many marine tourism destinations in Bontang Kuala. The trial is about 20 minutes away. Geladi here means Eternal Sea Bubbles. This is because many tiny bubbles always appear from the ocean floor. This place is very suitable as a spot for snorkeling or diving. The waters in this place are rich in coral reefs that are still very

natural. When snorkeling, tourists will not only see colorful fish and coral reefs.

There is also a Dutch mangrove tour, one of the rivers in Bontang Kuala with natural beauty. Apart from the clear water, there are also mangrove trees over 30 years old in this river. The Dutch River has historical value for the people of Bontang Kuala because, during the Dutch colonial era, this river was used as a hiding place for the community to avoid the threat of Dutch colonialists. In addition, to the right of this river, there is also the Shrimp River which is no less exotic than the Dutch River. Apart from keeping many historical stories, tourists can witness the expanse of mangroves and various types of fauna there. This Dutch river is also a place for people to make a living by fishing for fish, shrimp, and other sea animals. Guided by an experienced tour guide, tourists along the way down this river can see various mangrove vegetation, fauna, and views of a clean sea free of garbage.

### **Culture tour**

Not only natural tourism, but Bontang Kuala also offers cultural tourism. One of them is the sea party. This sea party is a traditional party that is carried out as a form of gratitude to the Creator for the marine products that the fishermen get (Purba, Sri Murlianti, & Nanang, 2017). This sea party is also a custom or tradition still being carried out today to preserve Indonesia's cultural heritage. As a society that conserves the environment and is a sign of giving thanks for the marine products they get, the people of Bontang hold a sea feast ceremony every year. In this sea feast, the people of Bontang revive the memory of maritime customs from their ancestral land. This sea party displays various events starting from traditional cooking competitions, such as types of fish, shellfish, sea cucumber, and others.

Apart from that, there is also the Bebalai Tradition, a media ritual for mass treatment carried out by village shamans. The Bebalai tradition is carried out for 4 (four) days and can be witnessed by many residents. Every year, a sea party ritual is held in Bontang Kuala. The ritual leader starts this ritual, and the Hall is made of yellow bamboo and is equipped with various offerings decorated with coconut leaves. As the ritual leader, the leader sits down and begins to recite an incantation asking the almighty, and then he stands up and dances according to the music being played from the sound of gongs and drums. The louder the sound of the music, the faster the dance leader and the beat. This indicates that there is contact with the ruler (possession). In a trance, he began to treat the people who came to him, and when he was done, water that was considered holy was sprinkled on the people who were being treated.

### **UMKM and the Creative Economy**

Various UMKM and the creative economy are developing in this tourist area. One of them is processing marine products such as salted fish, coin paste, skipjack tuna, dried seaweed, dried shrimp, fish crackers, and other marine preparations. This product is Bontang Kuala's flagship product. When entering this tourist area, tourists will be greeted by a row of UMKM selling this product. Besides, there are souvenir shops such as accessories, bags, necklaces, bracelets, hijab connectors, and shell brooches. All products are packaged neatly and arranged in a window that attracts visitors' attention. These products are produced by the Kuala Abadi Tourism Awareness Group (Pokdarwis), which empowers its members and residents.

Then there are also many culinary businesses such as restaurants, cafes, to restaurants. The mainstay culinary in this tourist area is gammi sambal. Sambal gammi is a typical Bontang Kuala chili sauce cooked in clay mortar and served while still hot. There are various choices of this gammi sauce, such as bawis fish, squid, chicken, eggs, and shellfish. Also, multiple snacks are available at the Bontang Kuala culinary center such as clam satay, noodles, cheese bananas, and different cold drinks. Usually, people enjoy the sunrise in the afternoon while enjoying multiple culinary

delights.

Meanwhile, in the creative economy, the community develops tourist motor tricycles (BMW) for tourists. This vehicle is a modification of a motorbike into local transportation, allowing visitors to get around or to tourist destinations. This tourist motor rickshaw can be ordered online through contacts on Bontang Kuala social media or directly when it arrives at the tourist arrival gate. Apart from that, many people also become racing boat craftsmen. This boat is used for racing (sea race) as entertainment that is cultured in the Bontang coastal community.

### **C. The Economic Impact of Utilizing Bontang Kuala Tourism**

The impact that is felt by the community, in this case, is that with the increase in the tourism sector, related industries that are closely related to the tourism sector include culinary, handicrafts, accessories, and trade goods where tourists need consumption, so that has an impact on the things below.

#### **Creation of Jobs in the Tourism Sector**

Communities always innovate or are creative in taking advantage of opportunities that exist around tourist areas so that they can generate money or be able to provide for their economy. In this condition, the community opens various businesses around Bontang Kuala. They sell clothes, food, accessories, and other companies. Besides that, the provision of other services also provides new job opportunities. For example, tourist motor rickshaw services, boat services to go along the Dutch river, tour guides, and many others. Through the creation of these jobs, it can absorb labor and increase regional income, which will lead to economic stability (Rahmadanik & Ria, 2022).

#### **Reducing the Number of Unemployed**

Taking advantage of the tourism potential of Bontang Kuala can reduce the number of unemployed people, especially people in Bontang Kuala. With the utilization they do this by opening various types of businesses or by other means of utilization which th will later have an impact on reducing the number of unemployed people who exist and will undoubtedly have an impact on the income they earn. This is like the effect of creating jobs so that labor can be absorbed and reduce the number of unemployed.

#### **Multiplier Effects**

Tourism can be part of the integration of economic development in a country if it can drive other development sectors. For example, homestays in the middle of the sea require food ingredients such as rice, vegetables, fish, and meat provided by local farmers and fishermen. In addition, reaching the homestay requires transportation using a boat that requires fuel. As a result, boat services and fuel providers will also receive income in this process.

When this relationship goes well, or there is a symbiotic relationship, economists call it the multiplier effect. When this multiplier effect is carried out with a suitable mechanism, it is believed to increase the welfare of the community and the regional economy. Many various kinds of businesses that are in the tourist area of Bontang Kuala cannot be separated from several sectors. One example is processed seafood in the Bontang Kuala tourist area: salted fish, coin paste, shredded cakalang, dried seaweed, dried shrimp, fish crackers, and processed seafood. The product processing process involves many people, from fishermen and artisans to collectors and sellers. This symbiotic relationship will have an impact on increasing the welfare and economy of the community.

#### **The emergence of additional income in the surrounding community**

Community income is supported by the large number of visitors who come to tour Bontang Kuala. Most of the community's income comes from the marine product processing business sector. The community's economic situation has improved by opening various types of businesses which

in the end can create their own jobs. The community opens multiple types of companies to obtain income which will later be used to meet their daily needs and other needs so that there is an increase in the community's economy (Shabrina, 2022). Not only the product business, but there are also businesses in tourism services such as tour guides, boat services, and so on.

Moreover, when the annual sea party event is held, many tourists make the government add booths for residents who want to trade, especially seafood knick-knacks, Bontang exceptional food, clothing, and other accessories. As a result, through this event, people's income also increases. The role of the company's CSR program also impacts the opening of the business group's product market through the exhibitions it participates in, thereby increasing revenue (Utama, Sunaryo, & Badak NGL, 2017).

## CONCLUSION

Based on the description above, Bontang Kuala has tourism potential that can be managed and utilized to advance the regional economy. Its natural beauty and cultural wealth offer promising tourism. This tourism can be used as cultural heritage, nature, and cultural tourism. In supporting this tour, management is carried out by providing good facilities and infrastructure. In addition, promotions and marketing are carried out so Bontang Kuala can be known and attract many tourists. This is also supported by collaboration and cooperation by various parties, namely the community, Government, and local companies. Finally, this tour has a positive impact on the economy, namely the creation of jobs in the tourism sector, reducing the number of unemployed, the multiplier effect, and increasing the income of the surrounding community. As a result, this tour can drive the local community's economy, impacting regional economic stability.

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