

THE ROLE OF STAKEHOLDERS IN THE STRATEGY OF DEVELOPING LOCAL CULINARY AS A TOURIST ATTRACTION IN THE DIENG HIGHLANDS OF WONOSOBO, CENTRAL JAVA

Melati Sukma Klara

Universitas Udayana, Indonesia

E-mail: melaticalara@gmail.com

ABSTRACT

Dieng as a tourist area in Central Java with mountainous tourist attractions, the history and culture they have have great potential in the attraction of culinary tourism. The variety of local culinary owned by Dieng has the potential to become a new culinary tour. Culinary produced by utilizing local agricultural ingredients and processed with traditional recipes for generations. The problem that needs to be analyzed is how the role of stakeholders in the development of culinary tourism and the right strategy to support their potential. This qualitative study collects data through observation, interviews, literature studies, documentation and questionnaires. The theories used for data analysis are stakeholder theory and tourism development theory. The analysis shows that all stakeholders have a positive perspective on the development of Dieng's local culinary. The success of the development of Dieng's local culinary tourism is due to the merger of the roles of all stakeholders. They are already in their respective roles and are already doing well with several culinary programs that are being run. The IE strategy produced in this study shows that the x and y points are in the first quadrant or cell I. This strategy shows that the existing potential is very strong and can be developed with the strategy produced in the SWOT analysis.

Keywords: Role of Stakeholders, Development Strategy, Local Culinary, Tourist Attraction

Introduction

Central Java as a paradise for culinary lovers, in addition to the diversity of types of food and beverages, generally these places also offer enchanting tourist attractions, one of which is the Dieng Wonosobo area with highland and mountainous topography. This area is located between two volcanoes namely Mount Sumbing and Mount Sindoro. (Agustiana & Atmanti, (2013) argue that Wonosobo regency is one of the potential areas, but has not been managed and developed optimally. Tourism potential in Wonosobo mostly still relies on natural resources, this is supported by the many plants growing luxuriantly in Wonosobo.No wonder the local culinary of the Dieng area is also very

identical to plants that can only grow in the Dieng area, this is a characteristic of local Dieng culinary that does not necessarily exist elsewhere (Kurnianti, 2018).

Culinary in Dieng Wonosobo received a prestigious national award at the 2021 Creative Regency / City Determination Peak event which was held at Swissbellroom Samarinda, East Kalimantan on Tuesday, November 30, 2021. Two of the leading culinary of Dieng Wonosobo region, namely carica and onglklok noodles became icons of culinary tourism in Dieng Wonosobo with the receipt of this award, the Wonosobo regency government hopes that it will attract other export actors to develop together. In the tourist area Dieng has a lot of diversity of interesting traditional foods besides carica and mieongklok (Prabandari, 2022). Many Dieng Wonosobo culinary that attracts tourists by having Dieng characteristics that are not widely known by tourists. This should be an interesting culinary tourism attraction in the Dieng Wonosobo highlands area (Ardiansyah & Silmi, 2022). Traditional foods owned by Dieng such as onglklok noodles, carica, purwaceng, Dieng arabica coffee, Sagon, Segu Megono, Dieng beans, Gepuk jerky, Geblek, Tempe Kemul, Soto Golak and Opak cassava and ketang Dieng.

In a cultural event held by the government with the Dieng Pandawa Pokdarwis made event that has been held since 2010 called the Dieng Culture Festival is an event that combines the concepts of culture and natural tourism to empower the economy of the Dieng community. This activity, it becomes a moment that can be an opportunity to introduce various culinary flavors of Dieng Wonosobo to the community. However, people do not understand the importance of local wisdom, especially in local cuisine, which is part of tourism development (Harsana, 2018). Traditional food should be an attraction for tourists. The attractiveness requirements according to Damanik (2006) have been fulfilled in traditional foods, including having uniqueness, originality, authenticity, and diversity. In addition, the results of the study show that culinary originating from tourist areas that still maintain local culture and develop the hawker food industry as souvenirs for tourists can lift the image of Indonesian tourism (Zahrulianingdyah, 2018). In Dieng itself, there have been no researchers who have researched traditional food owned by Dieng. The research in Dieng is more about history, socio-cultural, destination potential, and marketing strategies (Damiasih & Kurniawati, 2022). Therefore, researchers raised the topic of local culinary research in the Dieng Wonosobo Highlands as a tourist attraction and can increase the number of tourist visits in Dieng Wonosobo and examine from the stakeholder side in the development of culinary tourism (Masrurun & Nastiti, 2023).

Research Method

Data in this study with a qualitative method approach were obtained using instruments in the form of interview guidelines, recording devices and cameras that support primary data collection. The results of interviews and observations formed a SWOT strategy that can be applied to the development of local Dieng culinary (Ramdhani & Andriana, 2023). This SWOT was formed from a study of the role of stakeholders that researchers

previously studied (Maria, 2021). Quantitative data contained in this study using questionnaires that help process data about IE matrix strategies

Result And Discussion

Research Site Overview

Dieng is a village in Kejajar sub-district, Wonosobo regency, Central Java Province. Dieng Village is about 9km from the sub-district or 26 km from the capital Wonosobo. The entire area of this village is in the Dieng Plateau Area (Putri & Manaf, 2016). Its altitude is 2,115 with a population of 2,054 inhabitants. Dieng Village area is located at an altitude of 2,090 to 2,150 mDpl (from Sea Level). Dieng Village is a mountainous topographic area known as the Dieng plateau is located surrounded by mountains including Mount Parahu, Mount Pngonan, Mount Sipandu and Mount Pakuwojo (Nheu & Sugiarti, 2020). Dieng is also an active volcanic area and can be said to be a giant volcano with several craters. The average altitude is about 2,090 to 2,150 m (asl) above sea level.

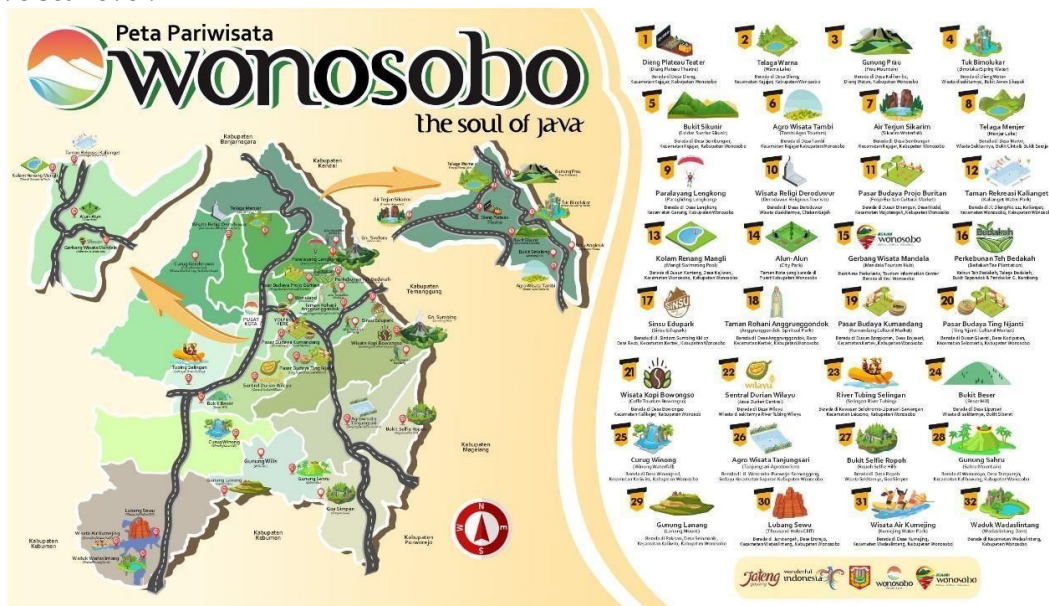


Figure 1 Tourism Map Wonosobo

Source: Wonosobo Regency Tourism and Culture Office (processed, 2021)

Tieng Village has a tropical climate with two seasons in one year, namely the dry and rainy seasons. Temperatures range from 12–20 °C during the day and 6-10 °C at night. In the dry season (July and August), temperatures can reach 0°C in the morning and produce frost (Frozz) which locals call *bun upas* ("poison dew").

Dieng Village is also a prima donna tourist destination in Central Java Province, and the year tourist visits always show a significant increase. Besides the natural scenery that is so beautiful and beautiful combined with cultural heritage objects / relics of antiquity. In the form of Batu kelir, tuk bimo lukar, pengilon color lake, semar cave, well cave, Dieng Plateau Theater (A film screening about nature and culture of the Dieng highlands

with a duration of 25 minutes), Wana / Agro tourism plot 9, Golden Sun rise Mount Prahua, Mount Paku waja, religious tourism Makom syeh Ngabdullah Syelomanik and Makom Manggolo Yudho, Makom the Dutch. Traditional arts also thrive like mushrooms in the rainy season in order to succeed Dieng as a tourist destination such as annouk, kuda kebraid, lengger, PKK drum band, tek-tek and Kubro siswo and Dreadlocks who become living legends that further add to the beauty and uniqueness of Dieng Village.

In the economic sector, Dieng Village has many stalls / shops and food stalls because Dieng is a tourist destination. Many Homestays / Inns are also established by the community. The world of tourism is the leading alternative target of community income after agricultural business. Home industry Carica syrup, Carica chips, and potato chips began to stand.

Dieng's Culinary Potential

Dieng Wonosobo plateau is a tourist destination in Central Java that is rich in natural, historical and cultural tourism potential. In addition, Dieng Wonosobo has various types of local culinary that can be a new culinary attraction for tourists visiting Dieng. The taste and type of food in Dieng Wonosobo is produced from weather conditions and plantation products in Dieng Wonosobo which are commonly consumed by the people here.

From the observations of researchers, there has been no research that discusses local culinary in Dieng. Therefore, researchers look for secondary data through online social media such as online news and blogspots as an overview and comparison of researchers on direct observations in the field. The data obtained about the list of local culinary in Dieng Wonosobo with field observations are as follows.

Table 1 List of Local Culinary in Dieng Wonosobo, Central Java 2023

No	Local Culinary Name of Dieng	Types of Local Cuisine
1	Ongklok Noodles	Food
2	Carica	Drink
3	Sagon	Food
4	Purwaceng	Drink
5	Cassava Opak	Food
6	Tempeh Kemul	Food
7	Mushroom Chips	Food
8	Dieng Beans	Food
9	Megono Rice	Food
10	Gepuk Jerky	Food
11	Pepe Wonosobo Cake	Food
12	Cenil	Food
13	Soto Golak	Food
14	Dieng Pancake	Food
15	Geblek	Food
16	Arabica Coffee	Drink

Source: Author's documentation, 2023

Several types of local culinary that researchers found from an interview with one of the stakeholders, Mr. Alif as an activist in the local community of Dieng Pandawa where he is a native of Dieng. This local food is a food that the people of Dieng usually consume since ancient times with traditional flavors and local food ingredients from their plantations.

According to Mr. Alif Faozi there are truly authentic foods from Dieng and some were brought by immigrants in the colonial period which are now typical Dieng foods. Dieng specialties are purely the result of Dieng farmers' crops such as *mondrengan*, *waluh vegetables*, *vegetables (young bamboo)*, *gendot chili screws*, *Dieng beans*, *jipang*, *tempe kemul*, *soto golak*. While the food brought by immigrants is like ongeklok noodles and ongeklok noodles (Ilham et al., 2021). Ongklok noodles which are innate ethnic Chinese and carica brought by Dutch colonizers where this carica fruit comes from the United States. "I never count, usually I can only convey what is usually made by the people in the village from the old days when I was a child. Carica is actually not from Dieng which is from America brought by the colonizers because in Dieng is more into cuisine. Mondrengan, don't worry, there is a fat chili seng typical of Dieng and there is also don't dude". (Interview with Alif, Chairman of the Pandawa Pokdarwis, March 1, 2023).

Mondreng

Regional specialties often emerge as part of local culinary traditions. Locals often create dishes based on ingredients available in their environment, including climate factors and natural resources. Local cuisine usually uses the main ingredients available in the area. Singkonng as the main ingredient of mondreng is a common agricultural commodity in the Dieng area located in the mountains. The large number of agricultural products, especially cassava, makes the people of Dieng make several processed foods using existing ingredients. In addition to being the basic ingredient of starch noodle soup or fried geblek, cassava is processed into mondreng.

The process of making mondreng by steaming cassava and then sprinkled with grated coconut and sugar to add flavor to this steamed mondreng. This food is usually enjoyed with Dieng tambi tea or Dieng robusta coffee to warm the body in the cold Dieng weather. Until now, mondreng still exists in Dieng village and can be found in the morning market. Over time, mondreng was defeated by other foods that were more interesting and modern.



Figure 2 Steamed Cassava Mondreng

Source: Author's documentation, 2023

Vegetable Waluh

Waluh is a term for yellow pumpkin which is one of the many plants growing in Dieng. Waluh Dieng has certain characteristics that distinguish it from ordinary yellow pumpkin varieties, which are due to the climate and soil in the unique Dieng area. The resulting fruit is smaller compared to yellow pumpkins grown in other regions. The flesh produced by this pumpkin is harder and sweeter than other pumpkins.

Waluh is often a traditional dish processed by the community with their traditional recipes. Usually this waluh is made sweet food but in the Dieng area it is usually processed vegetables similar to vegetable lodeh. They enjoy it for their own home dishes.

Until now, this waluh vegetable is still consumed by the people of Dieng but is not traded in stalls or restaurants in the Dieng area.



Figure 3 Yellow Waluh Vegetable
Source: Author's documentation, 2023

Vegetable Dude

or young bamboo is one of the ingredients that is often processed by the people of Dieng into home cooking. This is a young bamboo bud that is usually processed using coconut milk or stirred with Dieng chili. Dieng area has various types of bamboo including one of turmeric bamboo which is often used for traditional food processing. This processed vegetable can be found in several warteg-type rice stalls in the Dieng Wonosobo area. However, nowadays it is very difficult to find a vegetable menu at food stalls. This preparation is usually still enjoyed as a home-cooked dish in villages where they are easy to find raw materials (young bamboo).



Figure 4 Vegetable Dude

Source: Author's documentation, 2023



Figure 5 Young Bamboo Dude

Source: Author's documentation, 2023

Oseng chilli Gendot

Dieng chilli or often called gendot chili by the people of Dieng. This chili has its own characteristics and is often a local agricultural commodity known by the surrounding community. This chili thrives in the land of Dieng with the support of climate and soil conditions that make this gendot chili known as a very spicy chili. This gendot chili is widely sold in local markets in Dieng and has now become one of the products sought after by tourists as a typical food souvenir (Krisnadi, 2018).

The people of Dieng used to process it to cook their various dishes. One of the processed chili gendot is processed by stir-frying with onions (Brahmanto, 2022). The creativity of the community by processing various types of processed food ingredients from their agriculture by combining with their traditional recipes makes the menu and types of local Dieng culinary more diverse (Krisnadi & Natalia, 2020).



Figure 6 Oseng Chili Gendot Dieng

Source: Author's documentation, 2023

The Role of Stakeholders

Government

- a. Providers of facilities and infrastructure such as rehabilitation, construction of tourist attractions, or road repair.
- b. Human resource development by holding workshops or training to improve the ability of the community as tourism actors.
- c. Tourism promotion introduces Dieng, especially the "local culinary tour" program that is being carried out.
- d. Decision making in all tourism programs run.
- e. Provide retribution to pokdarwis or business actors.
- f. Rule makers about good culinary standards.

Media

- a. Get involved in promoting "local cuisine" through social media.
- b. As an important actor who is able to help increase local culinary enthusiasts in Dieng.
- c. Together with the government of the Wonosobo Tourism Office in organizing a culinary event program that has been carried out from early January 2023.

Local Community (*Pokdarwis Pandawa*)

- a. As an actor who coordinates between stakeholders

- b. Organizing various events such as Dieng Culture Festival.
- c. Helping to promote Dieng, especially culinary on social media owned by pokdarwisa pandawa.
- d. Contribute funds allocated to the village including training activities provided by the government.

Academics

- a. Working with MSME owners to process Dieng agricultural products such as carica into more diverse and innovative products.
- b. As a researcher in various programs that can provide the right strategy for the development of local Dieng culinary.
- c. Academics who assist in standardizing nutrition and hygiene of local Dieng culinary.
- d. Researchers who provide advice and input for agricultural care in order to get good yields for local culinary raw materials.

Businessman

- a. As a direct actor engaged in the culinary field.
- b. Maintaining the identity of local culinary flavors from generation to generation.
- c. Collaborating with academics in the development of more varied processing of local culinary products.
- d. Cooperate with the government in all culinary activities or events held by the government.

Swot Analysis and IE Matrix

IFEM (The Internal Factor Evaluation Matric)

After obtaining internal strategy factors about strengths and weaknesses, a questionnaire was given regarding the giving of weights and ratings (*rating*) to the variables of strengths and weaknesses then weighting with the *paired comparison matrix* method. The ranking and weighting results can be seen in table 6.1

Table 2. IFEM Matrix Analysis

IFE MATRIX (Internal Factor Evaluation)			
Strategic Factors	Weight	Rating	Score
Strength			
Dieng is a complete tourist destination	0,10	3	0,30
Community friendliness	0,1	3	0,3
Beautiful natural scenery especially sunrise	0,14	3	0,42
A variety of local culinary that is synonymous with community culture	0,11	3	0,33
Weakness			

IFE MATRIX (Internal Factor Evaluation)			
Strategic Factors	Weight	Rating	Score
No beach	0,10	3	0,3
Inadequate accommodation facilities	0,13	3	0,39
Remote locations	0,11	3	0,33
Less promotion	0,10	3	0,3
The government does not support the development of Dieng tourism	0,11	3	0,33
Low HR quality	0,12	3	0,36
Total IFE	1,00		3,00

Source: Author's Documentation, 2023

EFEM (The External Factor Evaluation Matrix)

The EFEM matrix is used to determine external factors related to threats and opportunities that are considered important. After obtaining these external strategy factors which include opportunities and threats, the next stage is the same as the IFE analysis stage. Look for ranking and weighting results as follows (Juliana, 2019):

Table 3. EFEM Matrix Analysis

EFE MATRIX (External Factor Evaluation)			
Strategy Factors	Weight	Rating	Score
Opportunity			
Creating new tourist destinations with their culinary potential	0,12	4	0,48
The opportunity to dominate the market is still open (domestic and foreign)	0,11	4	0,44
Development of technology and information	0,13	3	0,39
Have a good travel brand image	0,11	3	0,33
Dieng has many event programs and can involve culinary in it	0,10	3	0,3
Threat			
Many new destination competitors are more exciting	0,10	3	0,3
Damage and deterioration in the quality of historical buildings and destination facilities	0,11	3	0,33
Many more interesting modern culinary menus	0,12	3	0,36
Low interest in local cuisine in the younger generation	0,1	3	0,3
Prone to natural disasters	0,13	3	0,39
Total EFE	1,00		3,62

Source: Author's Documentation, 2023

IE Analysis

The IE matrix produced in this study is a combined result of the results of the total

weight score of IFE on the x-axis and the EFE weight score on the y-axis. The result of the IFE score is 3.62 which is located in cell I of the strong category. The score on the y-axis of EFE 3.00 berate lies in cell I high. Therefore, the IE cell in this study regarding the development of local culinary as a tourist attraction is in cell I. This explanation can be seen in table 5.6 as follows:

Table 4 IE Analysis

	Average 2.0 to 2.99		
	Strong 3.0 to 4.0	Average 2.0 to 2.99	Weak 1.0 to 1.99
High 3.0 to 4.0	I	II	III
Medium 2.0 to 2.99	IV	V	VI
Low 1.0 to 1.99	VII	VIII	IX

Source: Author's Documentation, 2023

SWOT

Based on the results of research in analyzing internal factors (strengths and weaknesses), as well as external environmental factors (opportunities and threats), it can be explained in the following SWOT matrix (Alia et al., 2018):

Table 5. SWOT Matrix The Role of Stakeholders in Local Culinary Development Strategy as a Tourism Attraction in Dieng Wonosobo Highlands, Central Java

	IFAS	Strength	Debilitation
EFAS		1. Dieng Complete Tourist Destination	1. Inadequate accommodation
		2. Community friendliness	2. Remote location within reach
		3. Beautiful natural scenery especially sunrise	3. Lack of Promotion
		4. A variety of local culinary that is synonymous with community culture	4. Low HR quality
			5. It's getting harder and harder to find local cuisine
Chance	SO Strategy		WO Strategy
1. Create a culinary tourism destination	a.	Opening local culinary tourism destinations in every Dieng tourist destination	a. The government conducts trainings on tourism, especially in the culinary world in each village.
2. The opportunity to dominate the market is still open (domestic and foreign)	b.	The government focuses on promoting	b. The government focuses on funding

3. Development of technology and information	social media about local culinary tourism by combining	tourism development for adequate building facilities and accommodation
4. <i>Good travel</i> brand image	natural, cultural and historical attractions	c. Increasing homestay accommodation with good hospitality standards
5. There are many event programs and can involve culinary in it.	c. Providing opportunities for culinary MSMEs in every event in Dieng d. Involving the community to be directly involved in the development of culinary tourism	
Threat	ST Strategy	SW Strategy
1. More exciting new destination competitors	a. Revitalize the old destination area that is almost dead without changing the characteristics of the destination	a. Create training on digital marketing in every local culinary MSME
2. Damage and deterioration of building quality in DTW	b. Pay attention to and maintain the quality of buildings in every historical heritage building	b. Working with culinary influencers in the Dieng area to introduce them to their social media
3. The abundance of modern culinary menus that are more interesting	c. Pay attention to interesting local culinary packaging	c. Educating every tourist destination manager about handling natural disasters
4. Low interest in local cuisine in the younger generation	d. Educating and introducing various local culinary flavors to tourists and the younger generation	
5. Prone to natural disasters	e. Serving instagramble local cuisine with interesting places	

Source: Author's Documentation, 2023

Alternative strategies that can be applied to the development of local Dieng culinary as a tourist attraction

Based on the SWOT matrix, several alternative strategies were produced in the

development of local cuisine as a tourist attraction in Dieng, namely as follows:

Strength Opportunities (SO) Strategy

- a. Creating local culinary tourism destinations in each tourist destination
- b. The government focuses on promoting social media about local culinary tourism by combining natural, cultural and historical attractions.
- c. Providing opportunities for culinary MSMEs in every event in Dieng
- d. Involving the community to be directly involved in the development of culinary tourism

Weakness Opportunities (WO) Strategy

- a. The government conducts trainings on tourism, especially in the culinary world in each village.
- b. The government focuses on funding tourism development for adequate building and accommodation facilities.
- c. Increasing homestay lodging accommodation with good hospitality standards.

Strength Threats (ST) Strategy

- a. Revitalize old destination areas that are almost dead without changing the characteristics of the destination.
- b. Pay attention and maintain the quality of buildings in every historical heritage building.
- c. Pay attention to interesting local culinary packaging.
- d. Educating and introducing a variety of local culinary flavors to tourists and the younger generation.
- e. Serving instagramable local cuisine with interesting places.

Weakness Threats (WT) Strategy

- a. Create training on digital marketing in every local culinary MSME.
- b. Working with culinary influencers in the Dieng area to introduce them to their social media.
- c. Educating every tourist destination manager about handling natural disasters.

Conclusion

The local culinary development strategy produced in this study with IE SWOT analysis resulted in an IFE score of 3.00 and an EFE score of 3.62 thus the x and y axis points are in cell I. Cell I or quadrant I describes that position grows and develops. This strategy shows that the existing potential is very strong and can be developed with the strategy produced in this SWOT analysis.

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