



Potential Economic Study of Mentaraman as a Tourist Village of Malang District

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Abstract. Malang Regency is one of the areas that has a plan to minimize community poverty through various stages, one of which is through the potential of Malang Regency villages and hamlets. The tourism potential of villages and hamlets includes natural potential, arts, culture and crafts carried out by the people of an area. Mentaraman Hamlet as one of the locations in Malang Regency has natural, artistic and cultural potential which is the capital for branding as a Tourism Village. The development of hamlets as tourist hamlets was carried out in Malang Regency in order to minimize the poverty rate of the community. This research aims to analyze the potential of Mentaraman Hamlet as a tourist village capital with a qualitative approach applying intrinsic case study research. The research analysis concluded that Mentaraman Hamlet has diverse and unique tourism potential, especially distinctive cultural arts which can increase the attraction of tourists which has the prospect of being developed as a tourist village. With its various economic potentials, it is necessary to manage it thoroughly by all stakeholders so that the welfare improvement impact through income generation can be carried out in a sustainable way.

Keywords: Tourist Village, Economic Potential, Attractiveness.

1 Introduction

Tourism is a sector that plays a high role in improving the economy, both for the government and society. Tourism is a potential sector because currently the need for a "vacation" has become important for many people. Therefore, in recent years, every government has increased local tourism in each region. Malang Regency is one of the regencies in Indonesia that has plans to increase local tourism in its area. The plan is to develop villages or hamlets as tourist destinations as tourist villages or hamlets. Kabu & Lau (2022) define that a tourist village is a unity between attractions, accommodation and supporting facilities that exist in community life and is integrated with the procedures and traditions that apply in the area. Priasukma & Mulyadin (in Sari, et al (2021)) state that a tourist village is a village that provides all the potential of the village itself, both socio-cultural, customs, daily life, architecture and distinctive spatial structures and activities. socio-economic society. Therefore, villages or hamlets can be branded as tourist destinations if they have the potential to attract tourists to visit tourist destinations.

Indonesia Law No. 10/2009 defines tourist attraction as everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that become the target or destination of tourist visits. The potential of a village and hamlet is also a tourist attraction. Therefore, the potential of a village and hamlet must be well developed. Mentaraman Hamlet is one of the hamlets in Malang

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Regency that has various potentials. The hamlet holds tourism potential, including artistic potential, cultural potential, natural potential, and entrepreneurial potential. The hidden potential in Mentaraman Hamlet needs to be developed in order to provide various positive impacts through branding as a tourist village, especially related to improving the regional economy, and increasing community welfare. However, Mentaraman Hamlet is not as popular as other tourist hamlets in Malang Regency.

Achieving a cultural tourism village, it is necessary to look at the potential in areas rich in cultural heritage that play an important role in the local and national economy. The economic phenomena associated with cultural tourism villages are diverse and can have far-reaching impacts on various aspects of the economy. Here, we can explore some of the key economic aspects and phenomena associated with cultural tourism villages. Cultural tourism villages can generate significant revenue through entrance fees, guided tours, cultural events, and the sale of local handicrafts and products. These revenues contribute to the local economy by providing income to residents and funding for the preservation of cultural sites. The establishment and functioning of cultural tourism villages creates employment opportunities for local residents. Available jobs range from tour guides and artisans to hospitality and transportation services, thus helping to reduce unemployment and stimulate economic growth.

Cultural tourism villages often promote local businesses, including food stalls, lodge and shops. This stimulates entrepreneurship and encourages the growth of small and medium-sized enterprises (SMEs), leading to increased economic activity in the area. To cater to tourists, governments and private investors can invest in infrastructure development, including roads, transportation, and utilities. These investments can improve the overall economic environment in the region. Cultural tourism villages can be an effective way to diversify the local economy. These villages reduce dependence on traditional sectors and provide a source of income even in areas where agriculture or manufacturing may be in decline. Cultural tourism villages often rely on the preservation and restoration of historic sites, which not only protects cultural heritage but also generates economic activity linked to conservation efforts. The economic success of cultural tourism villages can empower local communities, improve their quality of life and help maintain the authenticity and sustainability of cultural experiences. Sustainable tourism practices are becoming increasingly important in cultural tourism villages to ensure the long-term economic and environmental health of the region. Balancing economic growth with environmental and cultural preservation is essential.

Unfortunately, Mentaraman Hamlet is still not as popular as other tourist hamlets in Malang Regency. This happens because Mentaraman Hamlet has not been branded as a Tourism village that has various potentials and has not been widely introduced through various media. So, in developing Mentaraman Hamlet as a Tourism village, every stakeholder in the hamlet is needed to develop the potential owned by Mentaraman Hamlet. This research aims to analyze the potential of Mentaraman Hamlet as a development capital as a tourist visit option that has prospects in the future.

2 Literature Review

2.1 Tourism Village

Law No. 10/2009 defines tourism as a variety of tourist activities supported by various facilities and services offered by the community, entrepreneurs, Government, and Local Government. Local tourism in an area in recent years has been designed to develop in order to have a positive impact on the government and society, namely through tourist villages or hamlets. Lestari & Azis (2022) define a tourist village as a village that has the potential for uniqueness and has a unique attraction, both through socio-economic life, socio-culture, customs, village layout that is managed attractively and naturally through the development of various tourism support facilities. Parantika, et al (2020) defines a tourist village as a rural area with various special and unique characteristics to become a tourist destination.

Villages with various potentials can be branded as tourist villages if the village fulfills various characteristics of a tourist village. Aryana et al (2023) stated the characteristics of tourist villages, including 1) The village has an interesting tourist attraction, such as natural scenery, unique places, unique culture and art, 2) Having a transportation route to a tourist village that is easy and good for everyone to pass and has ease in getting to the potential tourist village, 3) Residents and the Village Government must support tourism activities in the village through hospitality in welcoming tourists, 4) Presenting security and comfort for tourists, 5) good communication and transportation facilities, 6) A cool and cold climate is one of the favorites of all tourists, 7) The availability of lodging in the form of clean and good homestays.

The village certainly needs to fulfill the characteristics of a tourist village to be considered a tourist village. Cooper (in Lewan, et al (2023)) also states that tourist villages need to pay attention to various facilities in the form of needs and services for tourists and need to be supported by four components. The four components are referred to as 4A, namely attraction, accessibility, amenities, and ancillary.

2.2 Tourism Potential

Potential is an element that must be owned by a village or hamlet to become a tourist destination in an area. Potential is any ability, strength or attraction that can be developed to be greater (Madji, in Dewi (2022)). The potential of a village can be an attraction for tourists so that tourists have an interest in being able to visit a tourist village. Pendit (in Dewi, 2022) states that tourism potential is a variety of resources in an area that can be developed as an attraction that can be utilized in economic interests by paying attention to various important aspects in it. Guerrero, et al (2021) stated that tourism potential can be defined as supply, demand, competition, market, and a characteristic of an area for tourism activities. Guerrero, et al (2021) also defines tourism potential as the various capacities of regional tourism products to be able to meet the various interests of tourists so that they can attract tourists.

Based on the definition of tourism potential, the potential of a tourist destination is an important element to be able to increase the attractiveness of tourists to be interested in visiting a tourist village. The potential of a tourist village includes the potential of nature, arts, culture, and crafts. The potential of a tourist village also needs to be developed by various parties in the village, including the community, government, and other parties who can develop the potential of a village.

3 Research Methodology

This research was conducted in Mentaraman Hamlet, Pagelaran Village, Pagelaran District, Malang Regency. This research is a study with qualitative research with the type of intrinsic case study research. This research aims to analyze the potential of Mentaraman Hamlet as a Tourism Hamlet. In this study, data collection was conducted through in-depth interviews, observations, and documentation on informants who understand in detail Mentaraman Hamlet. Data collection is also done through literature review, both through journals, and books as an addition to the research results. Research analysis was carried out through the Miles and Huberman data analysis method and through the Spradley data analysis method. Sugiyono (2018) stated that data analysis according to Miles and Huberman was carried out with several stages, namely data collecting, data reduction, data display, and data verification and conclusions. Data analysis through Spradley was carried out through domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis.

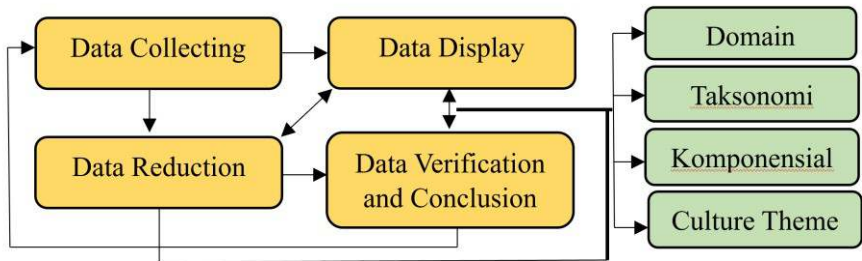


Fig 1. Research Data Analysis

Domain analysis is an analysis that gets an overview of an object and social situation. The domain was obtained through the results of interviews and initial observations, namely Malang Regency planning the development of a hamlet as a tourist hamlet. Taxonomic analysis is carried out through an observation that focuses on the data that has been obtained and grouped into certain categories. Componential analysis was conducted through an observation that focused on the contrasting results obtained in the research. Cultural theme analysis is an analysis that seeks to find a relationship between an element or domain to form a holistic relationship.

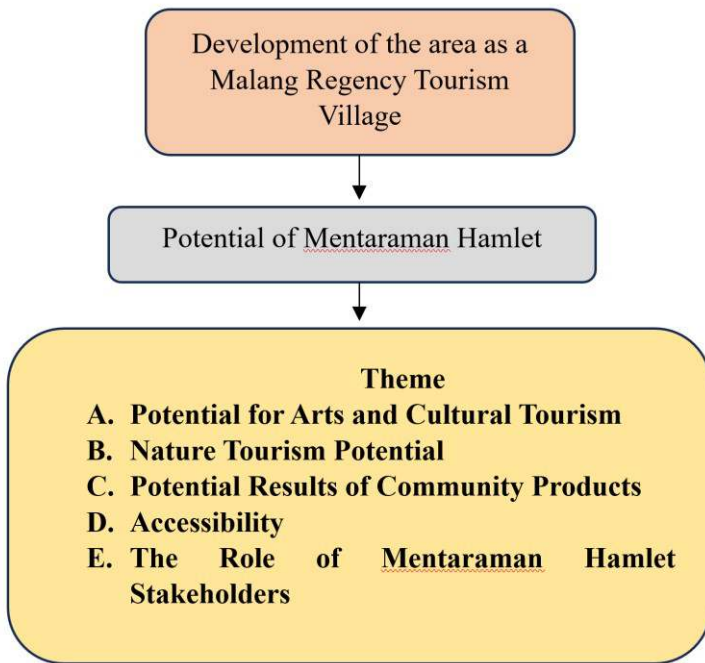


Fig 2. Cultural Theme Analysis

4 Results and Discussion

4.1 Brief Overview of Dusun Mentaraman

Mentaraman Hamlet is located in Pagelaran Village, Pagelaran Sub-district, Malang Regency. Pagelaran Sub-district is one of the sub-districts that is about 24 KM from Malang City square, and has a distance of about 6 Km from Gondanglegi. In Pagelaran Sub-district there are 10 villages, 52 RW, 394 RT, and 24 hamlets. One of the villages in Pagelaran Sub-district is Pagelaran Village. Pagelaran Village has an area of 423,850 hectares. The area is divided into several hamlets, including Sumber Gempol Hamlet, Mentaraman Hamlet, Krajaan Hamlet, and Sipping Hamlet.

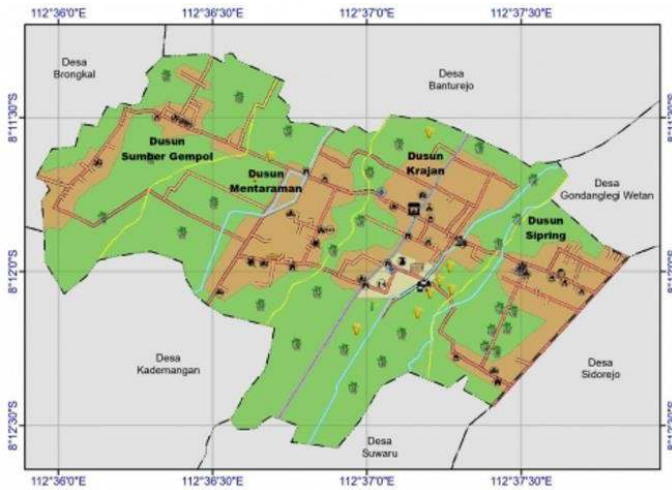


Fig 3. Map of Pagelaran Village

The four hamlets in Pagelaran Village have diverse potentials. Mentaraman Hamlet is located in Pagelaran Village, Pagelaran Subdistrict, Malang Regency, which has various interesting potentials as a tourist attraction. Mentaraman Hamlet can be reached by everyone well because accessibility, namely the road to Mentaraman Hamlet, has been well paved. Mentaraman Hamlet consists of a large number of people from the elders to the younger generation. Mentaraman Hamlet consists of the older generation to the younger generation who have the desire to be able to preserve the potential of nature, arts, and culture.

4.2 Analysis of the Potential of Menataraman Hamlet as a Tourism Hamlet

Tourism potential is everything that exists in a tourist location that becomes a driver and attraction for everyone to travel to tourist destinations (Choliq, in Saputra, et al (2023)). Saputra, et al (2023) also defines tourism potential as a natural, cultural, and man-made asset that is unique and attracts tourists to visit and can be developed as a service business that can benefit the community. Tourism potential owned by an area makes an area do tourism business. Mentaraman Hamlet is one of the hamlets with various potentials. The potential of Mentaraman Hamlet is so diverse and classified as follows:

Arts and Culture Tourism Potential. Mentaraman Hamlet is a hamlet that is famous for its arts and culture in community life. The kinship in the Mentaraman Hamlet community is one of the important assets to be able to preserve arts and culture. In Mentaraman Hamlet, there are various arts and cultures that are important components in developing a hamlet as a tourism hamlet, including:

Karawitan Art. Karawitan is a musical art that has become an icon in Mentaraman Hamlet. Mentaraman Hamlet has two studios, namely "Langgeng Irama" and "Lestari Budaya", which are known as karawitan art studios. Sidik, et al (2019) defines karawitan as a traditional musical art originating from Java and refers to a musical performance of gamelan instruments. It is also an art that combines musical instruments with beautiful vocals so that it can be enjoyed by everyone.

Karawitan art became an icon in Mentaraman Hamlet because of the gamelan that existed for generations. The two studios also each have gamelan with different characteristics and are still maintained to this day. In addition, Karawitan Art became an icon of Mentaraman Hamlet because of the continuity of karawitan art not only by the elder art activists but also the young art activists also perform karawitan art.



Fig 4. Karawitan Art

Wayang Art. Mentaraman Hamlet not only preserves the art of karawitan, but also the art of wayang. Wayang is a type of puppet show that tells the story of a character and life. Puppets in Mentaraman Hamlet include wayang kulit and wayang suluh. Wayang kulit is an art performance that uses tools in the form of puppets and images made of buffalo or cow skin and is accompanied by traditional music and singing (Indriyanto, et al (2018)). Meanwhile, wayang suluh is a puppet made of leather with the shape of an ordinary person and carries out daily life. The implementation of wayang performances in Mentaraman Hamlet is also followed by the presence of trained puppeteers.



Fig 5. Wayang Puppet art

Traditional Dance. Mentaraman Hamlet also preserves the art of dance. Dance is one of the popular and widely preserved arts in Indonesia. Traditional dance in different regions is different and often according to the circumstances in each region. Dance art in Mentaraman Hamlet is preserved by involving cross-generations, starting from children or the younger generation.



Fig 6. Traditional Dance

Campursari Art. Mentaraman Hamlet also preserves the art of campursari. Campursari is a collaboration of traditional Javanese gamelan music and various modern musical instruments. Campursari is one of the traditional arts that is famous to various regions in Indonesia. The art of campursari in each region also has its own characteristics. Campursari art in Mentaraman Hamlet is performed by both elder art activists and young art activists.

Kentrung Art. Another art that becomes the potential of Mentaraman Hamlet is kentrung art. Kentrung art is a form of theater with folk stories performed by a trained puppeteer (Alamsyah & Maziyah, 2020). Harwanto (2021) kentrung is an art in which the performance is told in the form of sung prose, and interspersed with rhymes which are also sung and use various musical instruments.

Ludruk Art. Mentaraman Hamlet also preserves the art of ludruk, which is performed by the art activist community in the hamlet. Ludruk is an art from East Java that has developed in various regions. Naima (in Sumiyani, 2020) stated that ludruk art is an art that expresses the life of the people of its era. The art of ludruk is performed by a group of people who tell the story of everyday life and is presented with the aim of entertaining through humor interspersed in the performance.

Ketoprak Art. Ketoprak art is one of the arts that has potential for Mentaraman Hamlet as a Tourism Hamlet. Ketoprak is also one of the arts performed to entertain the audience. Ketoprak is one of the arts with drama, dance, music, and literature. Ketoprak art is also one of the arts preserved in Mentaraman Hamlet.

Hereditary Heritage. Mentaraman Hamlet is one of the hamlets formed with a history that can be an attraction for tourists. Mentaraman Hamlet was formed through Mbah Tawi, an ancestor who came from the Mataram Kingdom and was a follower of Prince Diponogero who came to Malang Regency with his entourage and opened Mentaraman Hamlet. Born from a person from the Mataram kingdom, there are heirlooms, such as krises and gamelan that are still maintained by the community as a legacy from the ancestors. Not only that, the art in Mentaraman Hamlet also comes from the Mataram kingdom.

Nature Tourism Potential. Mentaraman Hamlet has various potentials that can attract tourists. Not only has the potential based on arts and culture, but the natural potential of Mentaraman Hamlet can also be an additional attraction for tourists. Mentaraman Hamlet consists of many rice fields, so there are many people in the hamlet who work as farmers.

Mentaraman Hamlet is also known as a hamlet that produces many agricultural products, including rice, corn, and sugar cane. The vast rice fields can be one of the activities that can be enjoyed by tourists, namely planting and harvesting agricultural products. This natural potential is not only attractive to tourists but also a medium so that tourists can have interaction with the local community of Mentaraman Hamlet.



Fig 7. Natural Potential of Mentaraman Hamlet

Potential of Community Products. The people of Mentaraman Hamlet not only preserve arts and culture. However, the community also produces various products that can be traded to the wider community. The community produces various products to be able to improve the economy of individuals and hamlets. The products produced by the people of Mentaraman Hamlet include 1) food, namely tofu, tempeh, bread, jemblem, gethuk, tiwol, and pohong crackers, and 2) drinks, namely soy milk and sinom.

The products produced by the people of Mentaraman Hamlet have been produced in large quantities. Soy milk, sinom, and bread have also been produced in large quantities and generate a large turnover. However, the products of the people of Mentaraman Hamlet have not been given a label or brand. So, product development activities are needed, especially related to the brand of the products that have been produced.



Fig 9. Ancient drink products from Sinom Dusun Mentaraman

Accessibility. A tourist village must certainly fulfill the characteristics of a tourist village. One of the components of a tourist village by Cooper (in Lewan, et al (2023)) is the accessibility component. Accessibility is a component related to access to reach the tourist village as a tourist destination. Accessibility related to the road to Mentaraman Hamlet as a Tourism Hamlet has been built well, namely with the road has been paved well. Mentaraman Hamlet also has a gate as a guide to the Tourism Hamlet and there are several signs that are used as road signs to the two studios in Mentaraman Hamlet. The availability of good accessibility makes it easy for tourists to visit Mentaraman Hamlet. In addition, Mentaraman Hamlet is located in Pagelaran Village, which has various hamlets with various potentials. Mentaraman Hamlet is in an area with various tourist destinations that can increase the attractiveness of tourists because they can not only enjoy Mentaraman Hamlet but also can enjoy various other potentials located in other hamlets that are easily accessible to tourists.



Fig 8. Accessibility of the Mentaraman Hamlet gate

The Role of Mentaraman Hamlet Stakeholders. Ramadhaniyah, et al (2022) stated that stakeholders are groups, or individuals who have various interests and relationships with companies or organizations. Every hamlet in an area has stakeholders who have an interest in the hamlet, including the village government, hamlet government, community, and other parties. The presence of stakeholders in a hamlet is needed especially when a hamlet will be developed as a tourist hamlet so that development can run well.

The Village Government and Hamlet government are one of the important stakeholders in a hamlet including Mentaraman Hamlet. The Village Government and the

Mentaraman Hamlet government planned that Mentaraman Hamlet would be developed as a Tourism Hamlet. Therefore, with government support, it will be easier for Mentaraman Hamlet to be able to develop its potential in order to become a Tourism Hamlet. The community is also one of the important stakeholders in the development of Mentaraman Hamlet as a Tourism Hamlet. Not only the elders but also the younger generation also support and preserve the arts and culture of Mentaraman Hamlet so that regeneration has been created to maintain arts and culture. The people of Mentaraman Hamlet are also people who have a sense of kinship and hospitality not only to the local community but also to tourists who are present in Mentaraman Hamlet. The sense of family and friendliness of the community is an attraction for tourists to be able to go to Mentaraman Hamlet.

Other parties can also become stakeholders, one of which is the university. Mentaraman Hamlet is located in Malang Regency, which is close to various universities that can work together to develop Mentaraman Hamlet as a Tourism site in village. One of the universities that collaborate with Mentaraman Hamlet is the State University of Malang. Ngeri University of Malang is the party that contributes to developing the potential of Mentaraman Hamlet through branding Menatarman Hamlet as a Tourism Hamlet with digital media in the form of making profile videos that are disseminated to every community in various regions to increase tourist attraction to Mentaraman Hamlet.

Economic aspects of developing the potential of Mentaraman Hamlet

Increased tourist visits to tourist villages will certainly have an impact on improving the economy of rural communities. The arrival of tourists to the location will be able to accelerate the emergence of one of the targets of tourism development, namely the provision of supporting facilities and facilities for tourists. Facilities to meet the needs of tourists are carried out by involving local communities as managers, in order to obtain economic benefits from activities in their area. Based on data obtained in several years, it is known that there is an increase in community economic activity as a result of the development of tourism activities.

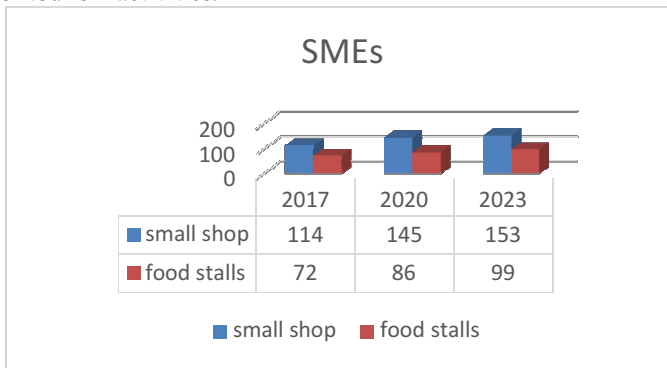


Fig 10. increase in the number of small businesses in Mentaran Hamlet, Pagelaran village

Based on field data, it is known that in the last 6 years, there has been an increase in the number of shops located in Pagelaran village by an average of 30% where the shop is a private business of local residents. Food stalls are also increasing from year to year, both those owned by local residents and private investors from outside the village. The increasing number of local businesses is a side effect that arises from tourism activities that occur in the mentaraman hamlet.

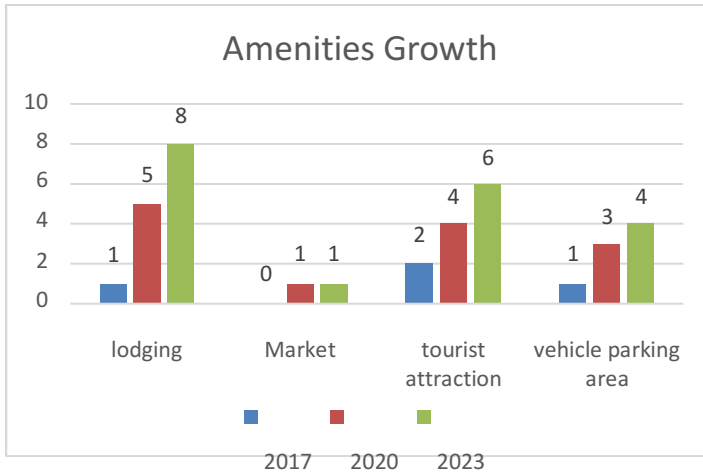


Fig 11. Increase in the number of tourism support facilities in Mentaraman hamlet, Pagelaran village

Based on data from field studies and village documents, it is known that there have been additional facilities to support tourism activities in Pagelaran Village. These activities are lodging, markets, tourist attractions and vehicle parking areas. The addition of these facilities is also an indicator that there is economic growth in the area of mentaraman hamlet, Pagelaran village.

5 Conclusion

Based on the research, it was found that Mentaraman Hamlet has a variety of potentials that can be an asset to be able to develop Mentaraman Hamlet as a Tourism Hamlet. Mentaraman Hamlet fulfills a characteristic as a Tourism village by having various unique attractions for tourists visiting it. These attractions include the potential of art, culture, nature, and community products that are maintained by the community. Mentaraman Hamlet is also supported by various stakeholders who support the development of all the hamlet's tourism potential to make the Tourism Hamlet branding more robust. Tourism activities have also stimulated the local economy to the extent that it has grown indicated by the increasing number of small businesses and various supporting facilities for tourism activities. Comprehensive planning is needed to be carried out by stakeholders until every potential of Mentaraman Hamlet is ready to be used as a tourist destination and visited by various tourists.

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