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Strategy Development Tour in Regency Jember (Studies Case in Tour Peak Rembangan)

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Abstract: Rembangan Tourism is one of the most popular tourist attractions in Indonesia the city of Jember. Cool atmosphere with a wide expanse of regency views J bucket , served with amazing from height the peak of Rembangan which is an advantage the tour . Object tour rembang use various strategy developer n bro for interesting visitors , ok visitors in country nor outside country. Study this aim for analyze strategy development who have applied in tourism Rembang . Method which used in research this is method qualitative with analysis descriptive. Study this use technique collection data in the form of Interview and documentation. Technical analysis of data using SWOT analysis , this is to understand the strengths, weaknesses, opportunities, and threats of tourism development in Rembangan . The result of the research on the Rembangan tourism development strategy in Jember Regency is to make Rembangan tourism be one the main purpose of tourists by utilizing the potential of the scenery , namely by preserving the nature around Rembangan tourism, carrying out maintenance and development of hotel facilities, swimming pools, and other facilities, then accelerate the process of developing facilities and infrastructure.

Keywords : Strategy development , Potency Travel , SWOT

INTRODUCTION

Tourism comes from a combination of the Sanskrit words, namely ray and tourism. Pari has the meaning of repeated- repeated or many times , while tourism has the meaning of travel. Simply, Tourism is an activity of traveling around or repeatedly carried out from one place to another Damanik et all [1] . Tourism is a new style industry that able to provide rapid economic growth in creating job opportunities, income, standard of living and to activate other production sectors in a country Isdarmanto [2]. Then the opinion of Wibawa & Sunarta [3] states that the tourism sector can not only increase foreign exchange for development carried out by the government, but is also able to solve poverty, because it can open up new job opportunities for the community. So that it can be concluded that tourism potential can provide a positive multiplier to the community and government , such as employment , increase source income for regions and countries , so that this will have an impact on improving community economy.

Indonesia has great potential for the tourism sector because it is supported by a strategic demographic area, tropical weather, diverse cultures, and so on . At this time, tourism potential is the most influential service sector in improving the country's economy . Tourism potential According to Thalia & Nugroho [4] , is everything that is found in an area and has an attraction so that tourists interested in visiting the place . According to Eddyono [5] to measure the contribution of the tourism sector From an economic perspective, it is necessary to look at several key indicators, one of which is tourist visits, both domestic and foreign. The contribution of tourism is considered important for economic growth in Indonesia, because besides bring foreign exchange, also could bring many benefit, good from an economic , social and cultural point of view.

Tourism is one of the social, economic, political, cultural, and technological phenomena This situation is of great concern to experts and development planners Bahiyah et al [6] The development of tourism in an area will be able to revive people's economic activities , because tourism can trigger a positive economic impact on the surrounding community, such as the emergence of small - scale businesses to large scale businesses medium-sized businesses (eg souvenir businesses, culinary businesses, vehicle rental businesses, and so on) , absorb labor, especially for residents around tourism places and can increase Original Income Area (PAD) which can be used for regional development . However, the negative thing about tourism potential is that if there is a new tourist attraction, it will result in a decrease in the number of visits and a lack of tourism attention to old tourist attractions , even though the old tourist attraction is still has the potential to attract tourists to visit the tourist destination Ginting & Suryawan [7].

East Java province has various tourism potentials , such as historical tourism, educational tourism, nature tourism, culinary tourism, and so on. One of the areas in Indonesia , precisely on the island of Java , which has a potential tourism destination , namely Jember Regency. Jember Regency is in a strategic area, because it is traversed by the Surabaya-Banyuwangi primary arterial road . The border of Jember Regency to the north are Bondowoso Regency and Probolinggo Regency , West Side is Lumajang Regency, to the east is Banyuwangi Regency , then to the south it is bordered by the Indonesian Ocean and Nusa Barong Island . Jember Regency has many potential areas that can be used as tourism objects, whether in the form of natural tourism or artificial tourism by Efendi [8]. Some of the tourist attractions in Jember Regency include Tanjung Papuma Beach, Watu Ulo Beach, Bandalit Beach, Parks Jember Botanical, Skyland, fir beach, Patemon baths , mini zoo and one of the best Dutch heritage tours still continue to exist until moment this that is peak Review .

The peak of Remban tourism is located in the village of Kemuning Lor , Arjasa District , Jember Regency . This tourist attraction is located at an altitude of 600-900 meters above sea level with rainfall ranging from 2,426 mm and air temperature 18-25 ° C. Rembangan tourism is about 15 km to the north of Jember city , the direction is towards Bondowoso Regency . This tourist attraction offers natural beauty and cool air because of its position on the slopes of the Argopuro mountains. Tour Rembang directly get attention from Level II Jember local government , because Rembangan tourism is a historical heritage destination and one of the tourist destinations belonging to the Jember Regency Government (Jember Regency Government). Therefore , the Jember Regency Government, in this case the Tourism Office has a strategy in the development of Rembangan peak tourism.

Development strategy is a series of plans or decisions to achieve goals, and to overcome various problems that will be faced in the development effort. One of the benefits of the development strategy is to increase the number of tourist visits to these destinations.

Because the number of visitors can be a reference for how much tourists are interested in the destination. Therefore, we need the right strategy to increase and maintain the number of visitors in a tourist destination so that it always becomes a tourist destination. An increase in the number of tourists will encourage local governments to always make improvements. Development attractions have used various development strategies to attract tourists. As for the data visitors in 2018 -2022 (March) :

Table 1. Data of Rembangan Peak Tourist Visits 2018 – 2022

Tahun	Pengunjung Dewasa	Pengunjung Anak-Anak	Jumlah
2018	44.073	6.082	50.155
2019	52.824	6.113	58.937
2020	16.510	4.265	20.775
2021	26.449	3.961	30.410

Source : Report data vacation Peak Rembang

The table above is data for peak tourism visits from 2018 to 2022 (March). It is known that in 2018 the number of visitors of 50,155 people, in 2019 there was an increase in visitors of 58,937 people, then in 2020 there was a decrease in visits, this is because since early March 2020 the government issued PSBB (Large-Scale Social Restrictions) regulations due to Covid-19 that hit the whole world. In 2021, there will be an increase in the number of visits, this is because the Government has implemented the New Normal Era, by giving people freedom to socialize while still complying with health protocols. And along with easing of Covid -19, the number of tourist visits development. Until March 2022, there were 9,894 people.

Development strategy is a series of plans or decisions to meet the goals of become more effective in a systematic and structured manner Choirunnisa and Karmilah [9], in developing tourism supporting components are needed, namely Attraction, Accessibility, Amenities and Ancillary. Attraction, a component based on the beauty, uniqueness or distinctive features of the tourist attraction, so that it is able to attract tourists to visit. Accessibility, the convenience factor provided by the tourism sector for tourists, such as the availability of facilities and services adequate travel support infrastructure, communication or information systems. Amenities, there are facilities supporting facilities or accommodation intended for tourists, such as barcode scanning care to protect, special play areas for toddlers, information centers, lodging places, and several other supporting facilities that can provide benefits and convenience for tourists. Then Ancillary, one of the institutions that helps the development of a tour and has a duty as an organization tourism, as for his duty as provision facilities, training, promotion and marketing, policy makers, and control of impact environment.

This research uses a SWOT analysis to analyze the tourism development strategy of Rembangan Jember Regency. According to Efelina et al [10], SWOT analysis is the systematic identification of various factors to formulate organizational strategy. Then, according to Nur & Astutiningsih [11] a SWOT analysis con-

sists of Strength, Weaknesses, Opportunities, and Threats. As for the explanation of the four points, namely Strength are resources, skills or advantages possessed. Weaknesses are limitations or deficiencies in resources, skills, and capabilities that seriously impede the effective performance of the organization. Opportunity is an important favorable situation in the environment organization. A threat is a situation that does not profitable in organizational environment.

This research takes several previous studies, including those conducted by Kurniansah and Rosida [12] with the title Urban Tourism Development Strategy (Urban Tourism) Mataram City Nusa Province South-eastern West, this study reviews the potential of urban tourism (urban tourism) as a tourist attraction in Mataram city based on a SWOT analysis. Raharja et al. [13] entitled Rural Tourism Development Strategy in i Lebakmuncang Bandung Regency, West Java, this study reviews about the development of rural tourism which refers to the six theoretical elements of tourism or tourism components. Wiyati [14] with the title Tourism Development Strategy in Lumajang Regency (Study on B29 Peak Tourism Object in the Village) Argosari, Senduro District, Lumajang Regency), this study reviews about c tourism development _ Peak B29 which is one of the tourism icons in Lumajang Regency. Then, Destiningsih et al.'s research [15] entitled Tourism Development Strategy in BALKONDES Tourism Ngadiharjo in the Borobudur Area, Magelang Regency, this study reviews the development of Village Economic Center tourism, which is a State-Owned Enterprise (BUMN) program in collaboration with the Ngadiharjo village community

METHOD

Design study

This research is a type of qualitative research with a case study approach. The research focus is how the Rembangan tourism development strategy is according to the theory of development, and how to analyze the Rembangan tourism development strategy based on the SWOT analysis technique. The place or location of the research being carried out at Puncak Rembangan Tour, Jember City. This research was conducted from April to May 2022.

Informant and Criteria Informant

Data collection techniques are interviews, observation, and documentation. Sources of data consist of sources, activities, archives and research locations. The technique of determining informants in this study was carried out by purposive sampling technique, namely determining the source or informant using certain criteria made by the researcher. Because study this aim for knowing strategy development on Tour Peak Rembang Jember Regency, it is necessary for informants who understand the development strategy and its implementation. As for parameter which used by researchers in determination the informant is as follows:

1. Party which on duty manage Tour Peak Rembang.
2. Party which knowing whole composing and application strategy development Tour Peak Rembang.
3. Parties directly involved in supervising the implementation of the Puncak Tourism development strategy Rembang.

Based on three criteria the researcher could find some informants who can be used as resource persons, including Mr. Argo Aris Kurniawan, S.Sos (Staff of Adyatama Tourism and Creative Economy Jember Regency Tourism Office), Mr. Sugeng Riyadi, SE as Rembangan tourism manag-

er , Mr. Ahmad Yasin, Mr. Soenaryo, Mr. Ahmad Muk'is, and Mr. Musirin as an employee at Rembangan tourism.

Instrument

The data analysis techniques used in this study are interactive model data analysis, and SWOT (Strength, Weakness, Opportunities) analysis. and Threats) to find out Strengths, Weaknesses, Opportunities and Threats of Rembangan tourism development .

RESULTS AND DISCUSSION

1. Rembangan Tourism Development Strategy According to Development Theory

The development strategy is a series of plans or decisions to meet the objectives of being more effective in a systematic and structured manner . In developing tourism supporting components are needed which covers Attraction , Accessibility , Amenities and Ancilliary . In study this found that tour peak development _ use various strategies to increase the number of visitors . The development strategies carried out by peak tourism development include :

a. Attraction

is a component based on the beauty, uniqueness or special characteristics possessed by the tourism object , so that it is able to attract tourists to visit . The aspect of a Rembangan tourist attraction is its natural beauty, because this tour is located at the peak of Rembangan so that it is unique in this destination. The strategy carried out in the development of tourism in Rembangan is to: take advantage of the natural beauty around Rembangan tourism. Rembangan tourism presents a calm and cool mountain atmosphere, then there are attractions tour peak namely the view of the city light, where the view of this city light is a view of nuance city of Jember on at night , from the lights of buildings and houses in the city of Jember.

b. Accessibility

Accessibility or move from one tour to another easily as according to Tingginehe; et al [15]. Rembangan tourism accessibility are good road conditions and directions to tourist attractions . The efforts made by the government of Jember Regency and Rembangan tourism include, providing clear directions on the road to the direction of Rembangan tourism, maintaining road access leading to Rembangan tourism , planting and care of various flowers on the left and right the road that leads to Rembangan tourism. With this strategy, it is hoped that it can add to the beauty of the tourist attraction, so that it can attract tourists traveler to have an impact on increasing the number of tourist visitors.

c. Amenities

That is, there are facilities support or accommodation intended for tourists . As for the efforts made by the Jember Regency government and Rembangan tourism in terms of amenities , including service guarantees according to health protocols, the availability of safe play areas . for visitors, there is an information area served by friendly and knowledgeable customers , there is a camping ground area , a hotel or four clean inns at an affordable price , there is a swimming pool swimming pool whose water comes from fresh Remabangan springs, and there is a restaurant with a variety of delicious food preparations at affordable prices. In addition, internet/wifi network access is provided to make it easier for tourists in accessing the internet .

d. Ancilliary

One of the institutions that help the development of a tour and work as an organization tourism, as for his duty as provision facilities, training, promotion and marketing, policy makers, and control of impact environment. Ancilliary Rembangan tourism is the Jember Regency Tourism Office, as the authorized party in carrying out regional government affairs in the tourism sector and as well as assistance tasks. In the tourism sector there must be cooperation between the public sector and the private sector, where both sectors have interest to take part in the development of the tourism sector. The cooperation between the Rembangan tourism sector and the private sector, including the provision of additional facilities such as umbrellas and garden chairs by PT. Indofood CBP Sukses Makmur, Tbk.

2. Analysis of Rembangan Tourism Development Strategy Based on SWOT Analysis Techniques

The analysis that will be explained below is about what factors influence the strengths, weaknesses, opportunities and threats in Rembangan tourism, Jember Regency.

1. Identification of Internal Factors

Based on the results of observations and interviews with researchers by Rembangan tourism researchers identified the following internal factors:

a. Strength

Rembangan tourist destination is a very famous destination in Jember Regency, because it has existed since time immemorial. Rembangan Tourism is one of the tourist attractions that has a strategic location, because it is close to the center of Jember City, and has a cool atmosphere, beautiful views of the mountains. Apart from being a vacation spot, Rembangan tourism is also equipped with various facilities such as a camping ground area, a hotel or four inns, a swimming pool. swimming from the fresh Remabangan springs, a restaurant with a variety of delicious food preparations at affordable prices. And internet/wifi network access is provided to make it easier for tourists in accessing the internet. Based on the results of an interview with Mr. Sugeng Riyadi, SE as the manager of Rembangan tourism said that "Rembangan tourism has good potential to become a tourist destination of choice for the people of Jember, because of the good view with a cool and beautiful atmosphere, strategic location, and of course the price is affordable".

b. Weakness

The results of the field research show that Rembangan tourism has a fairly steep access, tortuous roads and small enough for traversed so that it is quite difficult for visitors who come. Then the lack of investors who are interested in investing in Rembangan tourism. This is based on the results of an interview with Mr. Sugeng Riyadi, SE as the Rembangan tourism manager who said "Rembangan tourism can be said to be the oldest tourism in Jember Regency, because it may be that many visitors are bored and switch to new tours in Jember or other cities, and does not rule out the possibility that it will affect the number of investors who are less interested in sponsoring Rembangan tourism."

2. Identification of Internal Factors

a. Opportunity

Rembangan Tourism is still has a great opportunity to develop its tourism, this is because the most complete tourism facilities are only in Rembangan tourism. In addition, Rembangan tourism still maintains its natural beauty, so that it is a distinctive feature of this destination. Based on

an interview with Mr. Sugeng Riyadi, SE as Rembangan tourism manager who stated that " Rembangan tourism opportunities are still very large, this is because Rembangan tourism is a one-on-one tour with complete packages, such as there is a camping area, hotel, pool swimming , and restaurants , plus the calm and cool atmosphere of the mountains. And as an additional facility we provide free internet/wifi network access for visitors ."

b. Threat

The existence of tourist destinations that offer more innovative and diverse tourist attractions . By offering other advantages that Rembangan tourism does not have. This is a threat factor for Rembangan tourism which has an impact on reducing the number of visitors and investors in Rembangan tourism. Based on the results of an interview with Mr. Sugeng Riyadi, SE

as the Rembangan tourism manager who stated that " Because the times are growing rapidly, it is possible that there are more and more tourist destinations that offer advantages to attract tourists, therefore what we can do is always trying to follow trends that exist in society, for example by providing internet facilities, photoboxes to meet the needs of millennials and always doing promotions that are assisted by the government and the private sector ".

Table 2. Matrix SWOT Tour Peak Rembang

Internal	Strength (Strength)	Weakness (Weakness)
External	<ol style="list-style-type: none"> 1. I have view beautiful . 2. have air fresh and water clean direct from source eye water. 3. Have facility which complete in the form of hotel, restaurant, pool swimming, garden until the place camping. 	<ol style="list-style-type: none"> 1. The winding road and small enough for traversed. 2. Lack of investors who are interested in investing in Rembangan tourism.
Opportunities (Opportunity)	SO	WO
<ol style="list-style-type: none"> 1. Rembang is the place tour which historical because has been around since time immemorial Dutch. 2. The only one the place travel with view from height in Jember. 	Making Tourism the Peak Rembangan as a place quality with its natural.	To do care and development to hotel facilities, swimming pool and facility other in face the competition tourism.
Threats (Threat)	ST	WT
<ol style="list-style-type: none"> 1. There is competitor other with facility and innovation which more good. 2. Appear the place tour new easier accessed in Jember. 	Always guard sustainability natural mountains for face tourism competition by maintaining Is n't the characteristic of development that different from the place tour	Speed up the process development means and infrastructure so that capable face competitor.

Source : Analysis Results, 2022

3. development strategy is applied to increase the number of tourist visits to Rembangan tourism.

Stage blending is process blend element strength, weakness, opportunity and threats by using the SWOT Matrix which is carried out after analyzing the factors internal and external factors with the aim of determining alternative development strategies Rembangan Peak Tour. Rembangan tourism development strategy , as table 2, the results of the SWOT analysis, includes SO, WO, ST, and WT strategies. Strategy which can be done, including: that is :

1. Strategy Strengths-Opportunities (SO)

SO strategy is a strategy that utilizes internal strengths to take advantage of external opportunities to gain profits for peak tourism development . Make Tour Peak Rembang as the place which quality with naturalness. Strategies that can be applied to the development of peak tourism development is make the only one tour which famous with power pull the view.

2. Strategy Strength Threat (ST)

This strategy explains the strength of Puncak Rembangan Tourism in dealing with threat. Peak tourism development always preserves its nature and continues to maintain characteristic development _ which different from place tour other.

3. Strategy Weakness Opportunities (WO)

The WO strategy is a strategy designed to overcome weaknesses by taking advantage of opportunity which exists. Strategy development which can applied is carry out maintenance and development of hotel facilities, swimming pools, and facility other in the face of tourism competition .

4. Strategy Weakness Threat (WT)

WT strategy is a strategy proposed to reduce internal weaknesses and deal with existing external threats. Speed up the facility development process and infrastructure to be able to face tourism competition.

CONCLUSION

By the results study which conducted could drawn conclusion application strategy tourism development is developed starting from accessibility, infrastructure, accommodation and attractions. Accessibility to Rembangan peak tourism or road conditions and directions to tourism the peak of Rembangan has been treated and planted flowers on the left and right of way. Tourism infrastructure at the peak of development is good water quality and internet/wifi networks. Attractions tour peak rembang is view city light. And which last The peak tourist accommodation of R embangan provides facilities for tourists who want to spend the night in the peak rembang like area camping ground and hotels. Based on the SWOT analysis , the Strengths-Opportunities (SO) Strategy is to make the only tour that is famous for its scenic appeal. Strength Threat (ST) Strategy Rembangan peak tourism preserves its nature. Weakness Opportunities (WO) Strategy is to carry out maintenance and development of hotel facilities, swimming pools, and other facilities, while the last is the Weakness Threat (WT) Strategy to accelerate the process development of facilities and infrastructure .

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