

Community-Based Ecotourism Management Development Strategy in Pinge Tourism Village, Bali-Indonesia

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ABSTRACT: To reduce the saturation of tourists towards mass tourism activities and to open up untapped market share, now they are starting to think about 'alternative tourism' by developing tourist villages. Before developing initially, the community saw that the village had a lot of potential that had not been managed properly, such as rivers/times and hills and a tourist area that was only concentrated in one of the Banjars. The management of accommodation objects and services is only managed by groups and several individuals which can be considered a separate obstacle because there is a conflict between the group and the individual in further development. Even though the village is supported by an ancestral heritage in the form of art and culture as a tourist attraction. Armed with the existing potential, then the Pinge Tourism Village developed itself into a tourism village through the management of existing potentials such as: natural and agricultural potential. Therefore, it is necessary to conduct research to develop Pinge Tourism Village as a community-based ecotourism area. Specifically, this study aims to: (1) analyze the ecotourism potential in Pinge Tourism Village, Tabanan Regency; (2) analyzing internal and external conditions in the development of ecotourism in Pinge Tourism Village, Tabanan Regency; (3) formulating an ecotourism development strategy in Pinge Tourism Village, Tabanan Regency. This study uses a qualitative descriptive research approach. This study also uses an internal and external environmental analysis approach followed by a SWOT analysis. Based on the results of data analysis, it can be concluded that Pinge Tourism Village has ecotourism potential. There are various internal and external factors related to ecotourism in Pinge Tourism Village. Based on the results of the SWOT analysis, it is

known that the ecotourism of Pinge Tourism Village is in a growth and built position.

KEYWORDS: strategy, management, community-based ecotourism, tourism villages.

I. INTRODUCTION

Bali Province is the main sector of tourism development in Indonesia, one of the regencies in Bali that has begun to actively develop the tourism sector is Tabanan Regency. Tabanan Regency is one of the nine regencies/cities in Bali, in addition to being an agricultural area also has considerable tourism potential to be developed, both in terms of its natural beauty and in terms of cultural arts has been rooted in the community based on Hindu philosophy. Based on the potential that exists in Tabanan Regency, 12 tourist attractions have been determined. The development of the number of tourists visiting tourist attractions has fluctuated from year to year.

It is hoped that with this tourism village, tourism products will be more nuanced in the values and outlook on life of rural culture, so that they can develop tourism side by side with culture without destroying existing culture. On the other hand, social tourism and management are also very vital, where tourism villages are expected to be a tool to improve people's living standards and become agents of change for development progress. The development of tourist villages will provide many benefits both for tourism and for the people and culture of Bali. The development of tourism villages is one way to achieve equitable distribution of tourism development and its benefits. Tourist villages are also one way to reduce the 'leakage' of profits outside the area, so that more of these profits can be enjoyed by the local people either directly or hammering the higher multiplication effect. The development of tourism villages, it is also hoped that it will

stimulate development in rural areas, as well as the exploration of various potentials that have been lacking or have not received attention. In terms of tourism development itself, the development of tourism villages is one of the efforts to open up market share which has not been caught so far. In addition, the tourist village is also one of the attractions against the estimate that tourists who have reached the saturation point are exposed to various forms of conventional tourism and are starting to be more oriented towards 'alternative tourism'.

Pinge Village is one of the villages in marga district of Tabanan Regency is famous for having the potential for ancient relics, one of which is located at NatarJemeng Temple. To reduce tourist saturation of mass tourism activities and to open up uncultivated market share, now begin to think about 'alternative tourism' by developing tourist villages. The construction of this tourist village concept refers to government regulations and local customary regulations (including awig-awig). Actually, this village has various attractions, but in fact pinge tourist village is not yet known to tourists. The views of the villagers, who are still pessimistic about responding to tourism development in their villages, are obstacles in efforts to develop tourism potential in Pinge Village. In fact, all the potential that exists in Pinge Village has the potential to be developed into a community-based ecotourism area.

Before developing initially, the community saw that there was a lot of potential possessed by villages that had not been managed properly, such as: rivers and hills as well as tourist

areas that were only centered on one of the Banjars. The management of accommodation objects and services is only managed by groups and some individuals which can be considered separate obstacles because there are conflicts between the group and the person in further development. Even though the village is supported by ancestral heritage in the form of Art and Culture as a tourist attraction. Armed with the existing potential, Pinge Tourism Village then developed itself into a tourist village through the management of existing potentials such as: natural and agricultural potential. Therefore, it is necessary to conduct research to develop Pinge Tourism Village as a community-based ecotourism area.

The purpose of this study is to determine the potential of ecotourism in Pinge Tourism Village, Tabanan Regency, as well as analyze internal, external conditions, and strategies for developing ecotourism in Tourism Villages Pinge Tabanan County.

II. LITERATURE REVIEW

Tourism Concept and Tourism Potential

Tourism is an activity carried out by tourists to a tourist destination outside of daily life and living environment to make a temporary stopover from the place of residence, which is driven by several needs without intending to make a living and but is based on the need to get pleasure, and accompanied to enjoy a variety of entertainment that can unwind and produce a travel experience and hospitality service [1][2].

The types of tourism are presented in Figure 1.

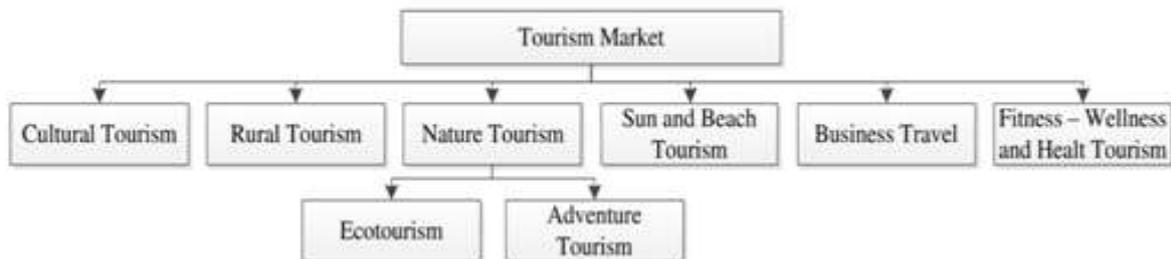


Figure 1 Classification of Types of Tourism

Source: WTO, 2001

In tourism activities, the components of tourism will be interrelated in supporting the development of an area. The tourism component is divided into two factors, namely the supply component of tourism and the demand component of tourism. Tourism preparations include everything that is offered to tourists including

tourist attract, accommodation, transport, infrastructure, supporting facilities. Meanwhile, the demand for tourism is everything that is related to the demand for tourism, namely visitors and the community [3][4].

According to [3], potential is an asset owned by a tourist destination or tourism aspect that is used for

economic purposes by not excluding socio-cultural aspects. Thus the tourism potential in general can be divided into two, namely:

- 1) Site attraction (place), is a place that is used as a tourist attraction such as a certain place of interest and natural conditions, site attraction is divided into 3 (three) categories, namely:
 - Site Culture (culture), such as the social life of the community, or a historical place
 - Man made, for example a place with an interesting atmosphere resulting from man-made
 - Site nature, such as certain places of interest and natural circumstances.
- 2) Event attraction is an interesting event to be used as a tourist moment such as exhibitions, art parties, convention religious ceremonies and others, attraction events are divided into 3 (three) categories:
 - Cultural events, such as cultural performances, exhibitions, or cultural events
 - Human made (artificial), such as dances, music, and so on the work of humans
 - Site nature (nature), such as activities related to the equalization of the natural environment.

Tourism Village

A tourist village is a rural area that offers authenticity both in terms of socio-cultural, there are customs, daily life, traditional architecture, village spatial structures that are presented in a form of integration of tourism components such as attractions, accommodation and supporting facilities [5].

According to [6], the development of tourist villages can be carried out by:

- 1) utilizing the facilities and infrastructure of the local community.
- 2) benefiting the local community.
- 3) small scale.
- 4) involving the local community.
- 5) implementing the development of rural tourism products.

Meanwhile, [7] argues that the development of tourist villages is carried out through:

- 1) Tourism integrated with the community
- 2) Offers a variety of distinctive attractions
- 3) The accommodation is characterized by a local village.

Ecotourism

[8] states that ecotourism can be seen based on its association with 5 core elements, namely natural, ecologically sustainable, the environment is educational, benefits local communities, and creates tourist satisfaction. Based on the definitions of various figures, [9] then

summarized the notion of ecotourism as a sustainable form of natural resource-based tourism whose main focus is on experiences and learning about nature, which is managed by minimizing impacts, non-consumptive, and locally oriented (control, profit and scale). [10] states that ecotourism is a form of travel to a pristine area that aims to understand the culture and natural history of its environment, maintain the integrity of the ecosystem, while creating economic opportunities to make these conservation and natural resources profitable for local communities. It is clear that there is a need for benefits obtained by local communities, so ecotourism must be a potential tool to improve people's social behavior for the purpose of environmental conservation [11].

the tourism sector can provide economic benefits to the community, tourism can create a variety of social and cultural benefits, and tourism can help achieve environmental conservation goals [12], as well as a principled high degree of community control, and the community holds a large portion of its profits [13]. The necessary community development is to empower local communities to better know and understand the problems in their area, and find the right solutions to overcome these problems [12]. By empowering local communities, good participation will be realized between the local community and the tourism industry in the region, and by involving the community in decision making, it is hoped that a better form of cooperation will be realized between the local community and the tourism industry [14].

The concept of community-based ecotourism is one of the efforts to develop rural areas in the tourism sector. [15] state that rural tourism can arise if there are tourist behaviors that appear in rural areas, and [15] add that in rural tourism there must be special characteristics that can be traditional culture, agricultural culture, natural landscapes, and a simple lifestyle. Universal Consensus [16] affirms that the purpose of rural development is to improve the quality of rural communities (inclusiveness of rural development), whose development concept is divided into three integrated dimensions, namely economic, social, and political dimensions. The contribution of community-based ecotourism development to rural development should be evenly distributed and real in these three dimensions.

Tourism Management

According to [17], management is the science and art of regulating the process of utilizing human resources and other resources effectively

and efficiently to achieve a certain goal." Allison in [18] identified three management functions that generally apply in the public and private sectors, namely:

- 1) Strategy functions, including:
 - a. Organization goal setting and priorities
 - b. Create an operational plan to achieve the goal
- 2) Internal component management functions, including:
 - a. Organizing and drafting staffing
 - b. Human resource direction and management
 - c. Control of performance
- 3) External constituent management functions, including:
 - a. Relationship with external units of the organization

According to [19], management is an activity that systematically intersects with each other in order to achieve goals, the management of tourist areas is aimed at protecting the original values when the area is developed. Accommodation facilities, human resources, service products, leadership, products and packaging, should be carefully developed by adopting the original values and involving the local population. This tourism activity will have a positive impact on various aspects of life both in the political, economic, social, cultural, and environmental fields. The direct social, economic, and cultural impacts will be felt by people who have tourist destinations. These social, economic, and cultural impacts include:

- 1) opening up employment opportunities and expanding employment,
- 2) fostering the economic activity of the community,
- 3) increased economic income of the people.

III. METHOD

This research uses a qualitative descriptive or qualitative descriptive (QD) research approach. This type of research is commonly used in social phenomenology [20]. Descriptive qualitative (QD) is focused on answering research questions related to the question of who, what, where and how an event or experience occurred until it was finally studied in depth to find patterns of patterns that appeared in the event [21]. In summary, it can be explained that descriptive qualitative (QD) is a research method that moves on a simple qualitative approach with inductive flow. This inductive flow means qualitative descriptive research (QD) begins with an explanatory process or event that can finally be drawn a generalization which is a conclusion from the process or event [22].

This research also uses an internal and

external environment analysis approach which is followed by a SWOT analysis. The analysis of the internal environment in a company is an important thing because strategic managers measure the strategic importance of a company's internal competition on the basis of opportunities and threats that exist in the company's competitive industrial environment. An important basis in understanding internal analysis is the appreciation of the idea of juxtaposing internal strengths and weaknesses with opportunities and threats to the external environment.

External environment analysis is useful as an early warning system to avoid threats to become an advantage of the company so that external environment analysis is a very important factor in assessing changes that occur. Analysis of the external environment is necessary to: (1). Determine what environmental factors will be obstacles to the implementation of the company's strategy. (2) Determine what environmental factors will provide opportunities for achieving greater goals by adjusting them to the company's strategy [23].

This SWOT analysis is carried out as an instrument to maximize the role of strength factors and the utilization of opportunities and tools to minimize threats and weaknesses, so that with this SWOT analysis the company can correctly choose and determine the marketing strategy to be used, so it is necessary to know how much the SWOT analysis can provide alternatives in determining the selection of marketing strategies so that it is known what strategy should be used.

IV. RESULTS AND DISCUSSION

Ecotourism Potential in Pinge Tourism Village

Pinge Village is one of the villages in Marga District which is quite famous because it has beautiful scenery and tourist routes to Jatiluwih, as for the development of Pinge Tourism Village in stages starting from Pinge Traditional Village (Pinge Hamlet) and then developed to Old Village as a whole The tourism potential in Pinge Traditional Village must be managed properly in order to become a tourist attraction. These efforts need to be carried out as an effort to diversify tourist attractions by structuring physical potential. Such as tracking trails and other rural natural potentials. Currently, many tourists who visit the old village are limited to looking at the atmosphere of the village without being able to carry out activities such as tracking, and there is no information about it. The potential of Pinge Traditional Village has been frequently visited by foreign tourists with an average visit of 6-15 people

every week (results of a 2011 survey). This potential has not been worked on by the Tabanan Regency government, for this reason, in the future it is necessary to optimize the utilization of the potential of pinge traditional village by including it in tour packages.

Attractions

What is meant by the tourist attractions discussed is all those that include nature, culture, and human-made, the selected attractions that are the most attractive and attractive in Pinge Village. The tourist attraction for the Village of Pinge Custom is divided into three, namely:

1. Natural attractions

The natural attraction in Pinge Village are beautiful scenery that can be seen in Subak Pacung in the morning around 10 o'clock which displays the beauty of natural combination between the rice fields and the morning sun, it is very suitable as a natural attraction for tourists who like rural nature. In addition, the combination of building arrangements and green environmental conditions of Pinge Traditional Village provides a natural scenery that proves that the Pinge community has its own peculiarities in protecting nature and their residences.

2. Cultural attractions.

The cultural attractions in Pinge Village include the following:

- Legong dance means dance movements that are bound (accentuation) by the gamelan that follows, usually performed by two dancers.
- Leko dance is a dance that is staged when puri (the residence of Balinese nobles) carries out a major ceremony, this Leko Dance itself has been staged at the Tabanan Parade.
- Gebyok dance is a typical dance owned by Pinge Village, Gebyok Dance itself is planned to be arranged by ISI (Indonesian Institute of the Arts) so that bida is sold to tourists as one of the attractions the culture of Pinge Village.
- The typical food of Pinge Village (Culinary Khas) includes pulungan, sambelmekukus, laklak cake and lawar which is different from other lawar in Bali.
- The way of life of the village community that is still natural combined with a high sense of mutual cooperation can be an attraction for tourists, for example: it is still often seen farmers who walk carrying results their farmers, and also once every 15 days the devotional work of cleaning the village is carried out

3. Artificial Attractions

The artificial attraction in Pinge Village is the Jogging Track. This jogging track is under construction and is planned to be completed this September. The length of this jogging track is approximately about 600 meters. Tourists who come to visit can run or walk (tracking) or can also bring their bicycles and bike in this village. Around the tracking route we will find rice fields with flower, vegetable, and rice plants. In addition, there are also rivers and forests.

Amenity (Accommodation)

The accommodation in Pinge Village is:

- Lodging that is oriented towards the local community means that the existing lodgings are rooms that are deliberately prepared by residents in their homes.
- Coffee Break place, which is specially provided for tourists who visit Pinge Village and want to take a short break on their way while touring the village. It is very suitable because of the cold village air, they can warm up in this place. Coffee Break is in collaboration with the Experience company located in Kuta. This place is also equipped with public toilets. Tourists also can see some of the resident pets.
- Public Toilets The facilities of public toilets in Pinge Village there are 3 located. However, the international standard/tourist standard is at Pura Dalem because there is already a toilet seat.
- Staging Place The staging place that can be used to stage cultural attractions in Pinge Village is in two places, namely:
 - 1) Pura Dalem with a capacity of + 25 people
 - 2) Bale Banjar with a capacity of + 100 people
- Souvenirshops, parking lots, signage boards, information centers, and other supporting accommodations are still in the early stages of development because they are still in the planning stage

Accessibility

- There are routes to Pinge Village, namely: via Marga, Jatiluwih and Angsri.
- There is only one lane in Pinge Village, which is the main road.
- The path to the attraction is also through the main road.
- Transportation that can enter is a 4-wheeled car/vehicle with a maximum capacity of 8 people. This shows that Pinge Village is not suitable for Mass Tourism, because in addition to the main road is not so wide, it is also to

prevent negative impacts that can damage the social environment and the indigenous environment caused by Mass Tourism activities.

Internal and External Factors of Ecotourism in Pinge Tourism Village

The analysis method used in this study is qualitative descriptive analysis. To analyze the potential contained in Pinge Village, a SWOT approach is used, Strength, Weakness, Opportunities, Threat, including:

1) Strength

The strengths referred to here are the potentials of Pinge Village which can be a driver in the development of Pinge Village, both physical and nonphysical potentials.

2) Weakness

Weaknesses are factors that hinder the development process, for example, external obstacles such as facilities and infrastructure that are lacking in the object.

3) Opportunities

Opportunity is a condition that brings profit if it can be utilized positively.

4) Threat

Threats are things that can bring harm to the development of tourism.

SWOT analysis is used to compare between external factors, namely opportunities, and threats and internal factors of strengths and weaknesses. By knowing the results of the SWOT analysis, a strategy can be made that will later produce programs that support the development of Pinge village to become an ecotourism attraction in Tabanan.

Based on the results of data collection, internal, external factors, weights, and scores are presented in Table 1.

Based on Table 1, it is known that the IFAS value is 3.5 and the EFAS value is 3.4, so it can be described that the ecotourism position in Pinge Village is in the position of cell 1, as figure 2.

Table 1. SWOT Analysis Calculation Results

No.	Strenghts	Weight	Rating	Value
1	The existence of cultural potential	0.2	4	0.8
2	The existence of natural potential	0.2	4	0.8
3	Positive attitude of the community in accepting tourists	0.15	3	0.45
		0.55		2.05
	Weaknesses			
1	Lack of public understanding of ecotourism	0.2	4	0.8
2	The number of tourist visits is still small or unstable	0.15	3	0.45
3	Lack of availability of public facilities such as toilets and public resting	0.1	2	0.2
		0.45		1.45
	IFAS	1		3.5
	Opportunities			
1	There are several natural attractions around Pinge Village	0.2	3	0.6
2	Changes in tourist interest in natural tourism	0.25	3	0.75
		0.45		1.35
	Threats			
1	The development of mass tourism that is happening today	0.15	3	0.45
2	There are issues related to natural disasters, diseases and terrorism	0.4	4	1.6
		0.55		2.05
	EFAS	1		3.4



Figure 2
 Mapping SWOT analysis results

Figure 2 shows that the internal conditions are in a strong position, while the external conditions are high, so that the ecotourism in Pinge Tourism Village is in a growth and built position.

Ecotourism Strategy in Pinge Tourism Village

To find out the right program applied in Pinge village, a SWOT analysis of the existing potential was carried out. SWOT analysis of

pingevillage ecotourism considers two internal and external factors. The internal factors analyzed are the strengths and weaknesses of the object, while those that include external factors, namely opportunities and threats of external origin that have an impact on the development of ecotourism in pinge village. A SWOT analysis of the ecotourism potential found in Pinge village is presented in Table 2.

Table 2
 SWOT Analysis and Ecotourism Strategy in Pinge Tourism Village

Internal	Strengths (S)	Weaknesses (W)
	1) The existence of cultural potentials such as: Archaeological sites, village settlement patterns, leko dance, and subak system 2) The existence of natural potentials such as: Paths and hydrology 3) Positive attitude of the people in accepting tourists.	1) Lack of public understanding of ecotourism 2) The number of tourist visits is still small or unstable 3) Lack of availability of public facilities such as toilets and public rest.
External	Opportunities (O)	W-O Strategy
	1) There are several natural tourism motorcycle taxis around Pinge Village 2) Changes in tourist interest in natural tourism	S-O Strategy 1) Carry out synergy with natural attractions around pinge 2) Conducting promotions in tourism areas that have been carrying out g 3) Preserving the environment of Pinge village W-O Strategy 1) Involving village cadet corals in the development of Pinge village as an ecotourism attraction 2) Collaborating with travel agents to promote pinge ecotourism, build supporting facilities to

Threats (T)	S-T Strategy	W-T Strategy
1) The current development of mass tourism 2) There are issues related to natural disasters, diseases and terrorism	1) Making ecotourism package packaging for the transfer of the development of mass tourism. 2) Cooperating with agencies related to the issue of natural disasters, diseases and terrorism	optimize the development of Pinge village to become an ecotourism attraction. 1) Provide an understanding of the community about the magnitude of the threat to mass tourism 2) Providing an understanding to the community about natural disasters, diseases and terrorism that have recently often threatened the development of tourism in Bali.

V. CONCLUSION

Based on the results of data analysis, it can be concluded that Pinge Tourism Village has ecotourism potential, both in terms of tourist attractions, cultural attractions, and natural attractions. The element of amenity in Pinge Village has also begun to develop well, especially in the form of homestays. However, when viewed in terms of accessibility, Pinge Village access is limited and not suitable for mass tourism.

There are various internal and external factors related to ecotourism in Pinge Tourism Village. Based on the results of the SWOT analysis, it is known that the ecotourism of Pinge Tourism Village is in a growth and built position. The appropriate strategy for Pinge Tourism Village is a strategy of using force to optimize opportunities, including through synergy with other natural attractions around Pinge, holding promotions in tourism areas that have developed, and maintaining the environmental sustainability of Pinge Village.

Pinge Tourism Village managers and related stakeholders can use the results of this study as a policy reference. For the typical science, the results of this research can strengthen science in the field of tourism management.

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