
Sustainable Ecotourism Development at Papuma Beach, Jember Regency

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Abstract: Papuma beach as a tourist park from day to day lack of development. Both developments in terms of tourism objects and economic value. For this reason, it is necessary to develop a development strategy so that sustainable ecotourism can be achieved. Analysis of strengths, weaknesses, opportunities and threats called SWOT Analysis can help in showing the activities and management processes that are being operationalized. While the matrix analysis in the discussion of quantitative strategic plans, called QSPM Analysis can show the strategies that must be carried out in determining the process of activities and management that must be carried out. By operationalizing the results of the analysis, it can be expected that the development of tourism objects will occur. The development of tourism objects will have an impact on increasing tourist park facilities. This will increase tourist attraction. Furthermore, with the existence of a tourist attraction, it will increase the economic income of the community and the region

Keywords : Ecotourism; SWOT & QSPM; and Development Strategy

INTRODUCTION

Utilization of coastal areas to be used as superior tourism is one of the developments in the tourism sector that has the potential to be carried out, one of which is the use of beauty, culture and customs or it can also be called ecotourism. Ecotourism is a sustainable nature-based tourism activity with the main focus being management with an understanding of nature[1]. Ecotourism is one form of special tourism activity. Its special form makes ecotourism often positioned as opposed to mass tourism [2]. In the management of ecotourism, nature and its environment are the main resources that must be managed carefully (not consumptive and controlled) so that its usefulness is maintained), one of the potential ecotourism developments to be developed is Papuma beach, which is located 70 km south of the city. Jember. From the recapitulation data on the number of visitors in 2019 - 2021, a drastic decrease in the number of local tourists and foreign tourists was found in 2020 during the covid pandemic, in 2021 it increased again to 5,813 visitors. After the Covid recovery, tourism development must be intensified again. In accordance with the Development Vision of the Ministry of Tourism, using the foundation of the Vision of the President of the Republic of Indonesia for the 2014-2019 period, namely "The Realization of a Sovereign, Independent and Personality Based on Mutual Cooperation". Based on the Regulation of the

Minister of Tourism No. 29 of 2015 concerning the Strategic Plan of the Ministry of Tourism, the four missions of the Ministry of Tourism 2015-2019 are structured, namely 1) Developing competitive tourism destinations 2) Increasing business partnerships, and being responsible for the natural and socio-cultural environment, 3) Developing tourism marketing in a synergistic manner 4) Increase the productivity of tourism development and encourage the realization of sustainable tourism development (Renstra Disarbud, 2021). To realize sustainable Papuma Beach Ecotourism, a vision was formulated, namely the Realization of Superior, Creative and Competitive Tourism. From this vision, it can be described through the Papuma Beach Ecotourism mission, namely 1) Developing the Potential of Tourist Attractions 2) Building government, community and private partnerships through sustainable development, 3) Improving the quality of human resources, facilities and infrastructure and providing optimal services. And 4) Maintaining environmental sustainability. This study discusses development strategies to produce alternative strategies according to priorities.

METHOD

The study was conducted 1 – 10 May 2022 using qualitative analysis to discuss development strategies based on the internal and external environment using SWOT analysis. And continued with quantitative analysis to produce alternative strategies according to priorities based on the QSPM approach. This population is all parties related to Tanjung Papuma Beach. Sampling used Snowball Process Sampling in which the respondents who were taken were representatives of Papuan managers, traders, tourists or visitors and scavengers. The samples used were four people, namely 1) Mr. Edi who manages Papuma as a task from Perhutani, 2) Mrs. Sulis as a food and beverage trader, 3) Mas Eko as a tourist from the city of Jember, and 4) scavengers, namely Mr. Hadi who operates in Papua. around 09.00 to 10.00 and 15.00 to 16.00

RESULTS AND DISCUSSION

Analisa SWOT diawali dengan menentukan kriteria penilaian untuk membentuk elemen SWOT sebagaimana tabel 1.

Tabel 1. Penyusunan Elemen SWOT

Assessment Criteria	SWOT Element
Conditional : - The beach on the edge of Tanjung Papuma which is held from Watu Ulo beach to Payangan with views of the open sea bounded by 7 stones lined up → scenic attraction1) - Beach with white sand as a playground → attraction of rides2) - Beach bordered by plantation forest that provides protected flora and fauna → location attraction3) - Night atmosphere with the activities of fishermen and clusters of stars that form a garden in the clear sky → Nighttime attraction4) - Monkey; deer; cat; squirrel (four-legged animal). Jungle Fowl & Eagle (Poultry). Monitor lizard (reptile). Walang kopo & Jelarang (insects). → Various Fauna5) - Teak; Acacia; Drawstring; Ulin; Banyan (building wood). Coconut; Guava base (fruit). Flamboyant; waru (decorative	Strengths : - Scenic attraction 1) - Attraction of rides2) - Location attraction3) - The attraction of night shades4) - Various Fauna5) - Various Flora6) Weaknesses : - Improved attractiveness in all sessions7) - Government Policy 13)

flower tree). Kelumbuk; wow; Ketapang; Gmelina; Sea Fir. Gebang; Kudo; Rengas; Billowing; Sea Pandan; Gamal; Gadog and Timongo (Ornamental Shrubs) → Various Fauna⁶

-- Revenue and number of visitors since 2016-2019 has decreased by max 10% but since 2020 with Covid it has become 30% → increase in attractiveness⁷)

Supporters:

- Attractions. It is a uniqueness and attraction based on nature and culture but there are no artificial ones → Attraction opportunities⁸)

- Access. Facilities and infrastructure in the form of transportation, routes, and travel patterns. → Opportunities for traveling post⁹)

- Supporting facilities. Accommodation providers in the form of restaurants & cafes; Entertainment area; handicraft retail shopping area; Bank for money exchange; Hospital; salon for body care and tourist information office → Facility opportunities¹⁰)

- Investation. The more developed Papuma Beach tourism, the opportunities for additional game facilities, cafes, lodging, fashion and make-up. With up and down locations, transportation facilities and maintenance are needed. The arrival of investment will also have an impact on the addition of adequate facilities and infrastructure due to the budget to improve the quality of the beach¹¹).

- Human Resources. With the increase in modernization, it is necessary to increase the quality of adequate human resources for Papuma managers. The higher the quality of human resources, the higher the possibility of developing Papuma beach tourism¹²).

- Support Services. Cooperation of all local government agencies, Government Agencies, Tourism Associations, Tour Operations and Tourism Destination Management Organizations → Weaknesses of Government Policy¹³)

- Awareness of all parties in maintaining the diversity of problems in order to preserve the environment and the safety of the visitors¹⁴).

Opportunity :

- Artificial Attraction Chance¹⁰)

- Possibility of traveling¹¹)

- Facility Opportunity¹⁰)

- Investment opportunities¹¹)

- Human resource opportunities¹²)

Threads :

1. The pathetic facilities result in the exhaustion of visitors¹⁰)

2. The quality of human resources needs to be improved to avoid the death of Cape Papuma¹¹)

3. Lack of environmental security guards¹³)

4. Decreased understanding of tourists about environmental sustainability due to increased personal needs¹⁴)

The results of the study were in the form of respondents' answers to several questions (Questioners) that had been prepared. The assessment of the answers to the respondents is determined to be 4 and the lowest is 1. Each respondent's answers are added up according to the topic of the questionnaire.

Strengths :

1. The attractiveness of the scenery 1) with the questionnaire "What sights can attract tourists to enjoy Tanjung Papuma?" obtained a total score of 15. The respondents' answers include 1) The atmosphere of the beach filled with hills, Can enjoy sunrise and sunset, rocks in the sea, open ocean (score 4); 2) The beauty of Sunrise in the morning (4 points). 3) Fishing boats lined up on the beach (score 3) and 4) The white sand and greenery add to the natural panorama (score 4).

2. Attractions of rides²⁾ with a questionnaire “What rides can attract tourists to enjoy Tanjung Papuma? get a total score of 11. The respondents' answers include 1) the white sand can be used as a beach volleyball vehicle (value 3), 2) outbound rides that can add to the excitement of tourists while on vacation. (value 4) . 3) Children's playground in the beach area (score 3) and 4) Fishing boats can be rented for rides around the beach. (value 1).
3. Location attractiveness³⁾ with the questioner "What locations can attract tourists to enjoy Tanjung Papuma?" obtained a total score of 14. Respondents' answers are 1) Locations that can attract tourists include Siti Hinghil Hills, Japanese Caves, and Lowo Caves with a score of 4), 2) Locations of large coral reefs that can be visited by fishing boats with a value of 3), 3) Locations of siti hinting, Japanese caves, and temples with a value of 4 and 4) There is a lowo cave which has a cave depth of 30 meters with a value of 3
4. The attractiveness of the night scene⁴⁾ with the questionnaire " "with the questioner "How can the nuances of the night attract tourists to enjoy Tanjung Papuma?" obtained a total score of 13. The respondents' answers are 1) There are clusters of stars in the night sky with a score of 4 2) A calm atmosphere with the waves crashing with a value of 4; 3) Silence that can calm the mind with a value of 3 and 4) Attractive nuance from fishermen who want to search in the sea with a value of 2
5. Various Fauna⁵⁾ with the questioner “What kind of fauna can attract tourists to enjoy Tanjung Papuma? “Getting a total score of 10. The respondents' answers are 1) The Papuma area still has a lot of fauna that can be found such as long-tailed macaques, squirrels, partridges, deer with a score of 4 2) Animals in the herd where people sell there are jungle fowl with a score of 3; 3) Many monkeys roam the beach area with a score of 1 and 4) Coastal areas usually contain partridges and long-tailed macaques with a score of 2
6. Various Flora⁶⁾ with the questioner “What kind of flora can attract tourists to enjoy Tanjung Papuma? “ got a total score of 9. The respondents' answers were 1) There were many kinds of plants, such as teak, barn, acacia, shaved, wiu, banyan, coconut with a score of 4; 2) Plants around the coastal area include teak and coconut with a value of 1; 3) In the south coast area there are sea pine plants with a value of 2 and 4) Plants in this area are sea fir, hibiscus teak with a value of 3

Weaknesses:

1. Increasing attractiveness in all sessions⁷⁾ with the questioner "Increasing attractiveness in all sessions, how can attract tourists to enjoy Tanjung Papuma?" obtaining a total score of 9. The respondents' answers are 1) Adding facilities and cleaning staff, improving road access with a value of 4; 2) The increase in attractiveness can be done by increasing the coast guard with a value of 2; 3) Adding rides can become a new attraction with a value of 1 and 4) Adding cleaning facilities for hand washing waste disposal with a value of 4

2. Government Policy 13) with the questionnaire "What government policies should the government make so that it can attract tourists to enjoy Tanjung Papuma?" obtaining a total score of 10. The respondents' answers are 1) Making Papuma as a tourist icon for the city of Jember, tourism with a value of 4 ; 2) Cooperating with MSMEs from residents around the Papuma area to advance the community's economy with a score of 3; 3) Must be able to pay attention to tourism potential so that it can become advanced tourism with a value of 2 and 4) Can build a waste management system in coastal areas with a value of 1
3. Entrance ticket per person is too high 14) with the questioner "What do you think about the ticket fare conditions at Papuma Beach Tourism? "Getting a total score of 10. The respondents' answers are 1) Providing entrance tickets at affordable prices for the general public with a value of 4; 2) The valid ticket price is not in accordance with the facilities provided with a value of 3; 3) The price of admission tickets cannot be used at the same time to enjoy the existing rides with a value of 3 and 4) Prices Ticket prices and culinary tours are quite expensive with a value of 1.

Opportunity :

1. Opportunities for artificial attractions 10) with the questionnaire "What are the opportunities for attractions that can be made so that they can attract tourists to enjoy Tanjung Papuma?" obtaining a total score of 10. The respondents' answers are 1) adding Banana boat rides for adult visitors with a score of 4; 2) added Jet sky rides for adults with a rating of 4; 3) learning and rides Snorkeling / Diving enjoying the beauty of the sea with a value of 3 and 4) procurement of canoe boats containing 2 to 3 people with a value of 2
2. Possibility of traveling 11) with the questioner "What are the opportunities of Traveling posts that can be made to attract tourists to enjoy Tanjung Papuma?" obtaining a total score of 13. The respondents' answers are 1) Establishing a typical Jember culinary post, both food and drink, with a score of 4 ; 2) Establish lodging posts, vila, and hotels for visitors who come from out of town with a value of 4; 3) Vehicle rental post for tourists or people from the city with a value of 3 and 4) Evacuation post to facilitate evacuation when something unwanted occurs with a value of 2
3. Opportunities for Facilities 10) with the questioner "What are the opportunities for facilities that can be made to attract tourists to enjoy Tanjung Papuma? "Getting a total score of 11. The respondents' answers are 1) A vehicle for taking photos together with natural beauty and interesting photo spots that are natural continents with a score of 4; 2) adding trash cans in several places with a score of 4; 3) Culinary Tourism Various processed specialties with a value of 3 and 4) Provision of free Internet network for tourists with a value of 2
4. Investment opportunities 11) with the questioner "What do you expect after investing in Papuma Beach? "Getting a total score of 14. The respondents' answers are 1) There are additional rides, facilities and infrastructure so that they can attract the

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- attention of visitors with a score of 4; 2) Create a special area for traders and continuous development with a value of 3; 3) Adding rides to make it more interesting with a value of 3 and 4) Adding facilities and infrastructure such as trash cans at several points with a value of 4
5. Opportunities for human resources¹²⁾ with the questionnaire “What can be done to improve the quality of human resources?” obtaining a total score of 10. The respondents' answers were 1) Participated in appropriate training to modernize Papuan tourism with a score of 4; 2) Carrying out debriefing on human resources in cooperation with Papua tourism with a score of 3; 3) Recruiting people who can make Papuma tours work together with Papuma tours with a value of 2 and 4) Conducting outreach to parties who interact directly with visitors to always encourage cleanliness with a value of 1

Threads :

1. Increasing the attractiveness to avoid the lack of visitors¹⁰⁾ with the questioner “How to procure an attraction so that Tanjung Papuma avoids the lack of visitors? “Getting a total score of 12. The respondents' answers are 1) Conduct free entry events on certain days. with a value of 4; 2) Holding discounts on certain days with a value of 3; 3) with a value of 2 and 4) Adding existing rides such as sea fireworks rides, beach water booms, etc. with a value of 3
2. The quality of human resources needs to be improved to avoid the death of Cape Papuma¹¹⁾ with the questioner “How do you increase human resources in Tanjung Papuma tourism? “Get a total score of 9. The respondents' answers are 1) There is a need for socialization for human resources from boat owners to work together to become one of the tourist activities with a score of 2; 2) Increase the human resources of Tanjung Papuma partners to have a unique product from Papuma tourism with a value of 3; 3) Improving coastal surveillance, with a guarantee of safety from the manager. with a value of 1 and 4) For the cleanliness of the tourist area, it is necessary to foster scavengers with a value of 3
3. Lack of environmental security guards¹³⁾ with the questioner “How is security guarding in the Papuma beach area? “Getting a total score of 12. The respondents' answers are 1) Coastal guarding is carried out every day but at a certain time with a score of 4; 2) Coastal guarding is rarely carried out with a score of 2; 3) When there is an event, the coast guard is very strict, but on weekdays I don't understand it with a value of 4 and 4) The guard is from the manager for the beach area with a value of 2
4. The decrease in tourists' understanding of environmental sustainability due to increased personal needs ¹⁴⁾ with the questioner “What kind of personal needs occur due to the decreased understanding of tourists about environmental sustainability?

“Getting a total score of 10. The respondents' answers are 1) Due to the personal interest of tourists bringing sand or other materials from the beach area with a score of 4; 2) Garbage that is often disposed of carelessly by motorists who pass through the Papuma beach area with a value of 2; 3) Because they want to find entertainment, there are visitors who pass through the Papuma beach area with a value of 4 and 4) The desire not to bother bringing their trash back, makes tourists litter in the beach area with a score of 1

From the total value obtained, it is entered into the IFAS & EFAS Matrix. Next, a score is arranged by giving the highest number 4 and the lowest number 1 according to the total load. Filling the weights is adjusted to the weight based on the Strength element with the highest weight on the strongest element in enjoying Tanjung Papuma Beach. The total weight is determined at 0.5. In filling the value, it is enough to multiply the score and weight.

Table 2. IFAS EFAS Matrix

No	Information	Total	Score	x Weight	= Value
INTERNAL STRATEGY FACTORS					
Strength					
1	Scenic attraction 1)	15	4	0,07	0,64
2	ride attraction2)	11	2	0,16	0,14
3	Location attraction3)	14	2	0,09	0,18
4	Nighttime allure4)	13	2	0,09	0,18
5	Various Fauna5)	10	1	0,06	0,06
6	Various Flora6)	9	1	0,03	0,03
Total Strength Factor				0,5	1,05
Weakness					
1	Increased attractiveness on all sides 7)	11	2	0,11	0,60
2	Government Policy 13)	10	1	0,30	0,11
3	Expensive Ticket Prices 14)	10	1	0,90	0,90
Total Weakness Factor				0,50	1,42
Total Internal Strategy Factor				1,00	2,47
EXTERNAL STRATEGY FACTORS					
Opportunity					
1	Artificial Attraction Opportunities 10);	13	2	0,13	0,26
2	Opportunity Post traveling 11)	13	2	0,10	0,20
3	Facility Opportunity 10)	11	1	0,07	0,07
4	Investment Opportunity 11)	14	3	0,17	0,51
5	Human Resources Opportunities12)	10	1	0,03	0,03
Total Opportunity Factor				0,50	1,07
Threats					
1	Enhanced Attractiveness to avoid exhaustion of visitors10)	12	2	0,20	0,40
2	The need to increase human resources11)	9	1	0,05	0,05
3	Decreased Tourist Awareness of environmental sustainability13)	12	2	0,18	0,36
4	Lack of Environmental Security Guards14)	10	1	0,07	0,07
Total Threat Factor				0,50	0,88
Total External Strategy Factor				1,00	1,95

The results of the IFAS & EFAS matrix are entered into the business activity area points according to position, then added up according to each element. Just interpreted according to the strategy of the position occupied

Table 3. Areas of Business Activities

IFAS (2,47) EFAS (1,95)	Treath (0,88)	Opportunity (1,07)
Strength (1,05)	Mobilization (1,93)	Comparative Advantage (2,12)
Weakness (1,42)	Damage Control (2,30)	Divestment/ Investment (2,49)

Internally when compared to external, the strength is smaller than Opportunity, this shows that this ecotourism must explore more strengths to be able to seize opportunities. Meanwhile, when compared to a very small threat, Tanjung Papuma ecotourism is still free of effort. Internally, when compared to external, the weaknesses are bigger than the threats, so this ecotourism must try to remove all weaknesses to break threats and seize opportunities.

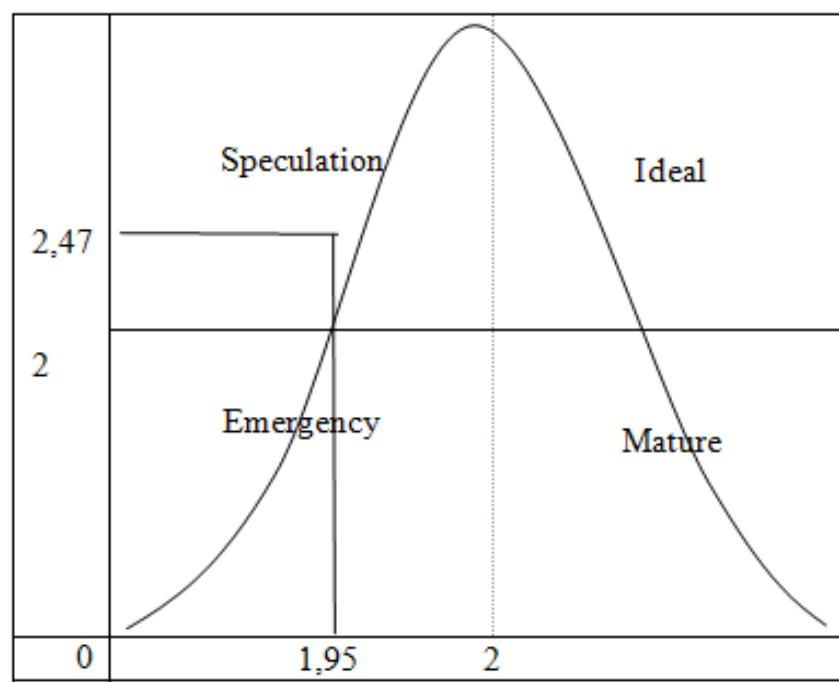


Figure 1. Competitive Position of Business Activities

Strength has an ability of 52.5%, meaning that 47.5% needs to be increased to achieve strength perfection. Weakness has a weakness of 71% so it needs to be covered with strength so that it can work in a healthy manner. This condition shows that IFAS is in a position of 61% so that to be perfect, it lacks 39% of internal capabilities.

Opportunity has a 54% chance ability meaning 46% that needs to be achieved to achieve. Meanwhile, Treath is in a condition of 44%, so efforts are needed to destroy it. This condition shows that EFAS is in a position of 48%, so to seize opportunities it is necessary to explore external capabilities.

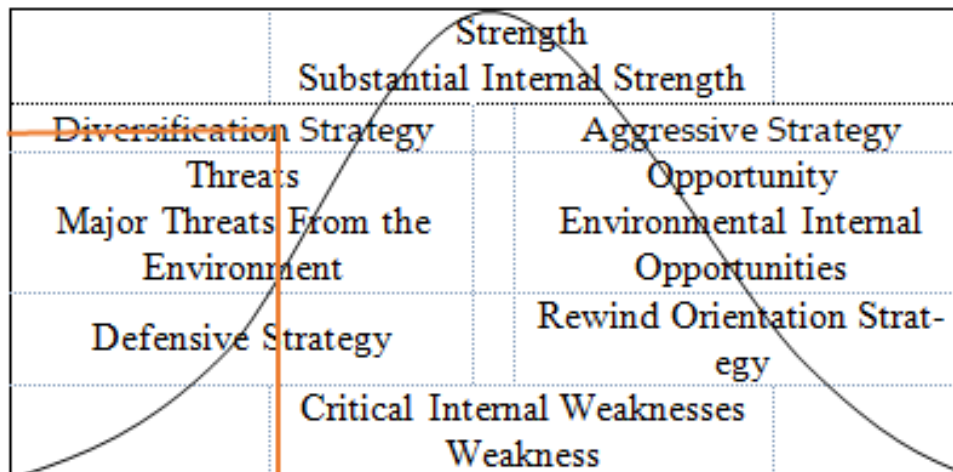


Figure 2. Results of Strategy Analysis to Be Done

Based on the picture, the Competitive position shows that Tanjung Papuma tourism activities are in a Diversification Strategy condition. This can be interpreted as to achieve a competitive and profitable business advantage in a sustainable manner, the strategies that need to be explored are 1) trying to increase strengths by closing weaknesses, including a) increasing the attractiveness of views / rides / locations / night shades / various fauna and flora by closing weakness of the attractiveness of all sessions, b) growing government policy by cooperating with all officials c) lowering entrance tickets by increasing all facilities.

As well as trying to seize opportunities by closing threats, among others a) avoiding apathetic facilities by enforcing garbage collection hours in the morning from 09.00 to 10.00 and, in the afternoon from 15.00 to 16.00, providing human resources as security officers in collaboration with relevant agencies and SAR team. b) With the decreasing understanding of tourists on environmental sustainability, it is necessary to socialize about the importance of maintaining coastal ecosystems. c) seizing opportunities by making a beach water park, a modern hotel called bobobox which is designed in the form of a capsule and making a salon to take care of yourself after playing at the beach in collaboration with investors, d) opportunities for traveling posts that need to be improved.

CONCLUSION

According to the discussion, to create a strategy so that the development of ecotourism in Tanjung Papuma can be sustainable, it must be able to increase strengths by seizing opportunities and reducing weaknesses and being able to remove threats

Good knowledge and skills in managing individual finances is needed to be able to make financial planning. To achieve one's life goals through planned financial management. Education on financial management is needed to increase understanding of personal financial management. Rapid economic growth requires financial institutions to improve facilities and their role in providing education to the lives of the wider community. How a person can determine a financial product or service that suits his needs and how a person can manage the income earned in accordance with his financial goals, then an individual must fully understand the benefits and risks of each product or financial institution facility chosen.

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