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Halal Tourism Potential of Cemara Indah Beach in Developing the Community Business Sector

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ABSTRACT

The results of the research show that the tourism potential of Cemara Indah Beach which can support the development of the community's business sector is the location of the tourist attraction close to residential areas so that people can easily open their businesses. Cemara Indah Beach is close to the national road so it has the potential for small businesses from the community, the potential of the sea and a very beautiful beach, the natural beauty around Cemara Indah Beach that supports it, the availability of good facilities and infrastructure, providing tourist facilities for children and adults, the availability of various culinary foods for visitors and the existence of artificial park tourist attractions, sports fields and play areas children. The potential impact of Cemara Indah Beach tourism on the community business sector is the emergence of various types of community businesses such as opening kiosks selling snacks, traditional culinary businesses, the emergence of businesses providing tourist facilities, games rental businesses for visiting children and the existence of a managed culinary business sector. by BUMG Gampong Ujong Batee.

ABSTRAK

Hasil penelitian menunjukkan bahwa potensi pariwisata Pantai Cemara Indah yang dapat mendukung pengembangan sektor usaha masyarakat ialah letak objek wisata berdekatan dengan pemukiman penduduk sehingga masyarakat mudah membuka usahanya, Pantai Cemara Indah dekat dengan jalan nasional sehingga berpotensi untuk usaha kecil-kecilan dari masyarakat, potensi laut dan pantai yang sangat indah, keadaan alam sekitar Pantai Cemara Indah yang mendukung, ketersediaan sarana dan prasarana yang baik, menyediakan fasilitas wisata bagi anak-anak dan orang dewasa, tersedianya berbagai kuliner makanan bagi pengunjung dan adanya objek wisata taman buatan, lapangan olahraga serta tempat mainan anak-anak. Dampak potensi pariwisata Pantai Cemara Indah terhadap sektor usaha masyarakat ialah munculnya berbagai jenis usaha masyarakat seperti membukan kios-kios berjualan makanan ringan, usaha kuliner tradisional, munculnya usaha penyediaan fasilitas wisata, usaha penyewaan permainan buat anak-anak pengunjung dan terdapatnya sektor usahaka kuliner yang dikelola oleh BUMG Gampong Ujong Batee.

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1. INTRODUCTION

Indonesia is an archipelago that is rich in tourism objects spread from Sabang to Merauke. Indonesia is a country that has abundant natural beauty and also has a very amazing attraction. Indonesia's territory passed by the equator makes Indonesia a tropical climate that gives rise to a variety of flora and fauna that can make tourists fascinated by its beauty. In addition to flora and fauna, there are also historical relics, as well as arts and culture owned by the Indonesian people which are resources and initial capital that will be very potential to be used as a tourist destination.

Aceh Province, especially in South Aceh Regency after the earthquake and tsunami waves in 2004, the tourism industry began to rise, marked by the emergence of various tourism activities. The Aceh Besar government itself has implemented and developed various tourism programs in 2020. One of the attractions that is visited by the public both at home and abroad is the beach tourism industry (Simon, 2016). The existence of various beach tourism is certainly very potential to be developed by the South Aceh government, such as Cemara Indah Beach Ujong Bate Pasie Raja District, South Aceh Regency. Geographically, Ujong Batee Village has boundaries to the north bordering the mountain, to the south bordering the mountain to the west bordering the sea and to the east bordering the mountain. Ujong Batee Village has a population of 869 people in 2020, consisting of 440 male

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residents and 429 female residents. The main occupations of the people of Ujung Batee Village are generally gardening and farming (BPS: Kecamatan Pasie Raja Dalam Angka, 2021).

Ecologically, Ujung Batee Village has the potential for biodiversity in both flora and fauna. Types of flora are beach pandanus, coconut, ketapang, sea pine, sea waru, shrubs, seaweed, and others. The types of fauna are birds, shells, monkeys, fish, crabs and others. In 2021 Ujung Batee Village has received an award as the best village in South Aceh. One of the well-known attractions in the Ujung Batee tourist area is Cemara Beach. Cemara Beach has a beautiful beach with a stretch of fir trees along the shoreline and a view of the blue sea with its seven waves, Cemara Beach has also been used as a movie set by artists from the capital city of Jakarta.

Cemara Indah Ujung Batee Beach has a supporting object in the form of a Motor Cross racing field, to the south of the beach which is used for major motor cross events. In addition, there is also a football field that is quite large and is usually also used as a competition arena by both village youth and outsiders. Other supporting tourism facilities and infrastructure found at Cemara Indah Ujung Batee Beach are the availability of an array of stalls owned by local residents for tourists who want to eat, drink or just sit back and enjoy the sunset. Furthermore, there are also high-floor huts to see the beautiful view of the sea and artificial facilities to take pictures for tourists, including karaoke facilities. All of these facilities are managed by the Bungong Seulanga Gampong Ujung Batee Village-Owned Enterprise (BUMG) (Interview with Gampong Ujung Batee Apparatus, August 20, 2023).

In particular, the tourist area of Cemara Indah Beach Ujung Batee also has various potentials and attractions that are very potential to be developed in order to increase community income and support the regional economy. Currently, community economic businesses along Cemara Indah Beach Ujung Batee include food stalls, such as rice, noodles, various drinks and various other types of food. Community businesses also sell various types of children's sweets and provide entertainment for the children of visitors who come to Ujung Batee Beautiful Cemara Beach (Maya, 2022).

The economic business developed by the community around Cemara Indah Beach Ujung Batee is certainly inseparable from the presence of very many visitors from various regions to enjoy the beauty of Cemara Indah Beach Ujung Batee. Based on preliminary data from observations made by researchers around the beach of Cemara Indah Beach Ujung Batee, it is known that there are several potentials such as attractive tourist attractions in the form of the beauty of the beach, a wide and long beach location that can support as many visitors as possible. Another potential is the existence of the beach tourism location of Cemara Indah Ujung Batee Beach which is strategically easy to reach because it is adjacent to the public road (Maya, 2022).

The results of initial observations also found that in addition to having tourism potential, Cemara Indah Ujung Batee Beach also has its own charms such as the biodiversity found around the beach, both trees in the mountains near the beach, fir plants and others that live along the coast of Cemara Indah Ujung Batee Beach. Not only that, another attraction is also in the form of the beach of Cemara Indah Ujung Batee Beach with the view of forest animals such as monkeys found by visitors on the way to the beach of Cemara Indah Ujung Batee Beach. Cemara Indah Ujung Batee Beach also has quite a lot of potential to be developed because accessibility is quite good. The location to get to this tour is quite close to residential areas and the road conditions are good enough to be easily accessible by tourists (Observation, August 21, 2023).

However, the various potentials and attractions that exist have not been identified as a whole so that they cannot be optimally utilized in the development of the Ujung Batee Cemara Indah Beach tourism area that has been running so far. This is exacerbated by the birth of many new tourist attractions, which have now received less attention from the government in its management and development efforts. Cemara Indah Ujung Batee Beach and even some of the beach scenery have been polluted by scattered garbage. This shows that the lack of public concern, such as throwing garbage waste into the sea, also worsens the condition of the beach. In fact, Cemara Indah Ujung Batee Beach has great biological resources, such as kapah shells, fish, crabs, and others that should be protected by its ecosystem (Observation, August 21, 2023).

Based on the above problems, the government and the community should make efforts to develop and utilize the potential and attractiveness of Cemara Indah Beach Ujung Batee. Ilham and Sukmawati (2021) say that tourism development can be carried out by optimizing the supporting aspects of the tourism industry, including tourist attractions, ease of accessibility, availability of tourist support facilities and facilities, and promotion. For this reason, this study aims to analyze the potential of the Cemara Indah Ujung Batee beach tourist attraction using the 4A tourism component, namely Attraction, Accessibility, Amenity, and Ancillary. This

analysis needs to be done to see the potential of Cemara Indah Ujung Batee Beach. This research is expected to be input for stakeholders in the tourism sector for the future development of the tourist attraction of Cemara Indah Ujung Bate Beach.

2. LITERATURE REVIEW

The main foundation of halal tourism is the Qur'an Surah Al-Ankabut verse 20 (QS.29:20) which means: "Say, Walk the earth and see how Allah begins the creation (of creatures), then Allah makes the final event. Indeed, Allah is omnipotent over all things." Halal tourism is tourism that emphasizes Islamic values in every activity. Halal tourism is not only interpreted as religious tourism, namely visits to places of worship for pilgrimage or other places of worship. But also pay attention to travel manners and other facilities (Chookaew, 2015).

The concept of halal tourism is understood as implementing the values of Islamic teachings in carrying out a tourist trip without discriminating against non-Muslim tourists who can be used as soft power to attract Muslim and non-Muslim tourist visits (Kusumaningrum et al., 2017). Meanwhile, according to Battour & Ismail (2015) halal tourism is every object and behavior of Muslim tourists in the tourism industry that puts forward the teachings of Islam as a guideline in traveling.

The definition of halal tourism according to the Ministry of Tourism (2012) is an activity that is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments that meet halal requirements. Halal tourism can be utilized by all groups, both Muslim and non-Muslim, because the characteristics of its products and services are universal. Based on the Big Indonesian Dictionary, potential is the ability that has the possibility to be developed, strength, ability. Tourism contains the potential to be developed into tourist attractions. So to find tourism potential in an area people must be guided by what tourists should look for.

Potential is something that must be considered and seen further, it is intended that all the advantages and potential that can be developed can be maximized perfectly. Of course, all of this cannot be separated from the role of all parties involved, both directly and indirectly. The potential of a region and tourism are two things that are closely related, both can move forward to carry out regional development and economy. According to Prihadi (2014) potential is referred to as energy, ability or latent power that is owned and has not been optimally utilized. According to Mariotti in Yoeti (2018: 160-162) tourism potential is everything that is owned by a tourist destination, and has an attraction so that people want to visit the place. Tourism potential is divided into 3 (three) types, namely: natural tourism potential, cultural tourism, and man-made tourism. The definition of tourism potential is everything that is owned by a tourist destination that is useful for the development of the tourism industry (Bambang, 2017:151).

Tourism attraction according to Gusti (2016: 142) is everything in a place that has uniqueness, beauty, convenience and value in the form of diversity of natural and man-made wealth that is attractive and has value to be visited and seen by tourists. According to Law of the Republic of Indonesia Number 10 of 2009 tourist attraction is one that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture, and man-made products that are targeted or visited by tourists. According to Yoeti (2018) in Bagus (2016) states that tourist attraction is everything that is an attraction for tourists to visit a particular tour.

Tourism attraction is something that has an attraction to be seen and enjoyed that is worth selling to the tourism market (Zaenuri, 2012). Product attractiveness (Tjiptono, 2009) is everything that a trader/seller can offer to be noticed, requested, sought, purchased, consumed by the market as a fulfillment of the needs or desires of the market concerned. Tourism product is a package that is not only about the beauty or exoticism of a tourist spot, but in a broader sense. tourism products include attractions, facilities when traveling, and also access to these tourist attractions (Ali, 2012). According to Basiya and Rozak (2012), the attractiveness of tourist destinations is the main motivation for visitors to make tourist visits.

Tourism attraction is a business whose activities manage natural tourism attractions, cultural tourism attractions, and artificial / man-made tourism attractions (Ismanyanti, 2014). Nurlestari (2016) argues that tourist attraction is everything that has the value of uniqueness and ease of reaching the location of tourist destinations to travel to certain areas. According to Rouli (2015) attractions or tourist attractions can be divided into 2, namely site attraction in the form of interesting places with beautiful scenery and event attraction in the form of tourism-related activities such as conferences, exhibitions, sports, festivals, and so on. According to Pendit (2003) in Bagus (2016) states that tourist attraction is everything that is interesting and has value to be visited and seen, basically tourist attractions can be grouped into two, namely natural tourist attractions and artificial tourist attractions, in other words,

tourist attraction is a formation and related facilities, which can attract tourists or visitors to come to a certain area or place or everything that has attractiveness, uniqueness and high value, which is the purpose of tourists coming to a certain area.

Types of tourism can be divided based on objects and attractions. Pendit in Marsono (2018) states that types of tourism can be divided into 3, namely natural, cultural, and special interest tourism. Natural tourism is a type of tourism that bases its objects and attractions on natural beauty (Pendit in Marsono, 2018). Cultural tourism is a type of tourism that bases its objects and attractions on the beauty of cultural products (Pendit in Marsono, 2018). Special interest tourism is a type of tourism that bases its objects and attractions on special interests (Pendit in Marsono, 2018). Tourism management must refer to the principles of management that emphasize the values of environmental sustainability, local communities and social values so that tourists enjoy their tourism activities and benefit the welfare of the community around the tourism area.

Ilham and Sukmawati (2021) also revealed that there are four components that need to be owned by a tourist attraction to be able to develop its tourism, namely:

1. Attraction

Attraction is a tourism component related to tourist attraction. Its function is to attract tourists through the tourist attractions offered. There are three types of tourist attractions, namely natural, artificial, and cultural tourist attractions. Meanwhile, in Law Number 10 of 2009 concerning Tourism, tourist attractions are explained as everything that has uniqueness, convenience, and value in the form of diversity of natural, cultural and man-made wealth which is the target or visit of tourists. Furthermore, Mason (2018) revealed that a tourist attraction will have an attraction if it has elements of something to buy, something to see, something to do.

2. Accessibility

Accessibility is related to the existence of supporting facilities for movement and information. The existence of accessibility plays an important role because it supports visitor mobility, not only related to transportation routes but also modes of transportation to reach tourist attractions. The existence of transportation networks and transportation services plays an important role in the tourism industry. Furthermore, Sunaryo (2013) describes several things related to this accessibility, namely directions, the existence of transportation facilities such as bus stops, airports, stations, terminals, travel costs, travel time, and frequency of modes to tourist sites. Based on Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025, it is explained that tourism accessibility is all types of transportation facilities and infrastructure that support the movement of tourists from the area of origin of tourists to tourism destinations and movement within the tourism destination area. If a tourist attraction is not supported by adequate accessibility, the tourist attraction will be difficult to develop into a tourism destination.

3. Facilities

Facilities are related to various facilities and infrastructure to support tourist comfort. These facilities and infrastructure can be in the form of lodging, restaurants, transportation and travel agents. The existence of these facilities plays a role in providing convenience for tourists to travel. The facilities in supporting tourism are:

- a. Accommodation (hotels, motels, cottages, apartments, etc.).
- b. Eating and drinking (restaurants, coffee shops, snack bars, etc.)
- c. Sanitation
- d. Accessibility (access roads, walkways, main entrances/gates and parking lots).
- e. Public tourist facilities.

4. Amenity

Additional services are institutions or containers that aim to provide services for tourists to optimize tourism businesses and become a forum for sharing and disseminating information related to tourism. This institution can be provided by the government as a forum to accommodate tourists and tourism businesses. Institutions play an important role in a tourism activity, such as management institutions, tourist information, travel agents and other stakeholders involved in tourism activities.

Effort, if interpreted in general, is any activity carried out by humans to get what they want. If interpreted specifically, the term business can be interpreted into many meanings and depends on where the term business is used. According to Supriatna (2020),

business is an activity or economic activity carried out by humans in order to achieve predetermined goals. In the world or economic activity, business is often interpreted as a business. In this case, business is every effort made to be able to get profit.

People who carry out business or business activities are usually called business people or entrepreneurs (Ibrahim, 2018). From the above explanation, it can be concluded that what is called an economic business is an activity or effort made to be able to meet economic needs by obtaining income or income. According to Bagyono (2017) tourism service business is a business whose main activities include selling tourism services to tourists, both domestic and foreign tourists. Law Number 10 of 2009 concerning tourism classifies the tourism business, which consists of:

1. Tourism attraction, which is everything that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture, and man-made products that are the target or visit of tourists.
2. Tourism area, which is a business whose activities are to build and manage an area with a certain area to meet tourism needs.
3. Tourism transportation services, which is a special business that provides transportation for tourism needs and activities.
4. Tourism travel services, which is a travel agency business and travel agent business. The travel agency business includes the business of providing travel planning services or services and organizing tourism.
5. Food and beverage services, which is a service business providing food and beverages equipped with equipment and supplies for the manufacturing process in the form of restaurants, cafes, restaurants, and food stalls.
6. Accommodation provision, which is a business that provides lodging services that can be equipped with other tourism services. The business of providing accommodation can be in the form of hotels, villas, tourist lodges, and other accommodations used for tourism purposes.
7. Tourism information services, which is a business that provides data, news, features, photos, videos, and research results regarding tourism that are distributed in the form of printed or electronic materials.
8. Tourism consulting services, which are businesses that provide facilities and recommendations regarding feasibility studies, planning, business management, research, and marketing in the field of tourism.

According to Chukaew (2015), there are eight standard factors for measuring Islamic tourism in terms of administration and management for all tourists which can be a characteristic in itself, namely:

1. Services to travelers should be compatible with the overall Muslim principles.
2. Guides and staff must have discipline and respect for Islamic principles.
3. Organize all activities so that they do not conflict with Islamic principles.
4. Buildings must conform to Islamic principles.
5. Restaurants must be in accordance with Islamic principles.
6. Transportation services must have a safety protection system.
7. There are places provided for all Muslim travelers to perform religious activities.
8. Traveling to places that are not against the principles of Islam

3. METHODOLOGY

This research includes field research and the approach in this research is qualitative. The type of research used in this research is descriptive method. Nawawi (2013) suggests that the descriptive method can be interpreted as a procedure for solving the problem being investigated (a person, institution, society and others) at the present time based on the facts that appear, or as they are. Research informants are something either people, objects or institutions (organizations), the nature of which is studied, (Sukandarumidi, 2014).

Table 1. Research Informants

No.	Key Informants	Amount
1	Businesses around Cemara Indah Beach	5 people

	Key Informant	
2	Village apparatus	
	Supporting informants	2 people
3	Travelers	4 people
4	South Aceh District Tourism Office	1 people
Totallity		12 people

To obtain research data, interview, documentation and observation techniques were used. In this study, interviews were used to obtain more information to strengthen the data obtained for documentation. The informants who will be interviewed consist of village officials, business people around tourist objects, the South Aceh Tourism Office and tourists visiting Cemara Indah Beach. In this activity the author makes direct observations in the field related to tourism potential around the Cemara Indah Beach tourist attraction and community business activities along Cemara Indah Beach. The documents used in this research are data on the number of business actors along Cemara Indah Beach and research photographs.

4. RESULT AND DISCUSSION

The Tourism Potential of Cemara Indah Beach that can Support the Development of the Community Business Sector

Ujung Batee Tourism is one of the tourist destinations in Ujung Batee Village, Pasie Raja District, South Aceh Regency. Geographically, Ujung Batee Village has boundaries to the north bordering the mountain, to the south bordering the mountain to the west bordering the sea and to the east bordering the mountain. The main occupations of the people of Ujung Batee Village are generally gardening and farming with an income of 2-3 million per month. The majority of the residents of Ujung Batee Village are from the Aneuk Jame tribe and the Aceh tribe with the religion practiced is Islam (BPS: Pasie Raja Sub- district in Figures, 2022).

Ecologically, Ujung Batee Village has the potential for biodiversity in both flora and fauna. Types of flora are beach pandanus, coconut, ketapang, sea pine, sea waru, shrubs, seaweed, and others. The types of fauna are birds, shells, monkeys, fish, crabs, and others. Ujung Batee Tourism Object which is also called Cemara Indah Beach is one of the many tourist attractions that have developed in the South Aceh region. Located in the Air Pinang mountain slope area 16 km from the center of Tapaktuan City, South Aceh Regency and located at an altitude of 700 m above sea level. Raising the theme of Beach Tourism objects, Ujung Batee Tourism objects offer experiential tourism activities in the form of Beachside Tourism, the environment, Photo Spots, Arena Sport Center, Outbound, Culinary tourism, jogging Track, and Bathing Pools, and Sports Facilities.

In early 2012, the Public Works Office carried out work to improve the state road from Gampong Ujung Batee to Gampong Panjupian, the road work carried out in total required the opening of a new alternative road as a diversion for the main road to be worked on, so with that, a road was opened on the shoreline of Gampong Ujung Batee as an alternative road connecting Gampong Ujung Batee and Gampong Air Pinang, with the opening of the new road, that's where the community stalls began to be born. Then the community began to serve various foods and drinks for motorbike or car drivers who crossed the beach to just relieve fatigue because they had traveled a long way while enjoying the nuances of the charm of the beach which was so beautiful under the shade of pine trees that were planted by the people of Gampong Ujung Batee. After the road construction was completed and the alternative road on the beach was no longer used, it did not make people stop visiting the beach. Now the beach has become an icon of tourist destinations in Ujung Batee Village.

The Ujong Batee Gampong community continues to be enthusiastic in managing and developing these attractions with modest capital. Then with the passage of time this beach has more and more visitors and is named Cemara Indah Beach. Then in 2015 this Beautiful Cemara Beach Tourism Object was more advanced and developed and managed by the Youth of Gampong Ujung Batee, but did not show results that could help build facilities at the tourist attraction. Then this tourist attraction is managed by the Gampong organization, namely BUMG called BUMG Bungong Selanga. With the spirit of mutual cooperation in caring for nature, the environment and local wisdom taught and carried out by previous generations of community leaders, it has paid off with the abundance of natural resources, vegetation, crops and the socio-cultural life of rural communities that are well preserved to this day.

At the beginning of 2016 the Ujung Batee Village community began to build a dream by starting to take small steps to add value to the social, economic and cultural life of the village community, but while maintaining traditions, local wisdom and community culture, but also being able to open up and build positive interactions with people from outside. With various limitations and only capitalizing on the enthusiasm and support of various parties, the community ventured to build the Cemara Indah Beach tourist attraction with the hope of advancing in line with other Gampong villages, with the mark of the management of Cemara Indah Beach Tourism in making a Legal Umbrella such as Qanun Gampong under the management of the Bungong Seulanga Gampong Owned Business Entity (BUMG). With the Management of BUMG, the Community began to build tourist huts to sell culinary delights in the Ujung Batee Village Beach area, of course with the rules that have been stated in the Village Qanun Rules regarding Beach Tourism Management.

The background in developing a tourist village is that the Ujung Batee Gampong community considers that the approach through tourism objects will be able to have a tremendous effect on the community, because tourism objects will be able to accommodate all components of society to actively move as the main actors (subjects) and not just as objects. In addition, the community will also be able to invite various other parties, both government, private and universities to actively participate in building tourism objects. At that time, the village government also began to organize itself, manage and preserve the environment and invite the community together to have pride in their own Gampong.

Starting this activity is not an easy thing because the community builds without material capital and there is a change in the culture of farmers to become tourism service providers. However, with full support and trust from the community and the government with its various programs, the community is able to plan, implement and supervise and enjoy all developments carried out by the community and for the community. Cemara Indah Beach Tourism in Ujung Batee Village has several potentials, which until now have been developed in addition to culinary places, including.

1. Procurement of IMI standard Sport Cross Tract Facility

The construction of this Croos Track field was built in collaboration between Gampong Ujung Batee and IMI South Aceh Regency, in this field has been held several times in the Regional Championship Tournament event. This facility is located on the edge of Cemara Indah Beach, Ujung Batee Village.

2. Providing National Standard Spak Bola Field Facilities

This field facility was built in 2014 using CSR funds from PT Tenaga Inti in collaboration with Ujung Batee Village as the Ujung Batee Village Football Association Stadium (PSUB). Currently this facility is managed by BUMG with the Business Unit of the Tourism Awareness Group for the Sports Group, the use of this ball field is charged at a rate, in this ball field several tournament events have been held, the most recent being the Danone Cup and the South Aceh District Regent Cup.

3. Provide other Sports Field Facilities

Until now, the tourism potential of Cemara Indah Ujong Batee Beach has also been equipped with many sports fields including Futsal, Takrau Field Facilities, Selfie Photo Facilities, Joging Track.

4. Culinary Facilities

Cemara Indah Beach also provides a culinary cafe that is managed by the community through BUMG bungong Seulanga. The number of existing culinary cafes currently totals 40 cafes, which provide a variety of culinary specialties of South Aceh Regency.

5. Providing Mushalla and Bathroom Facilities

Mushalla and bathroom facilities or public toilets were built by Gampong through Village funds in 2016, 2018 and 2020 with a capital participation scheme for the Bungong Seulanga Gampong-Owned Enterprise.

6. Provide Honda ATV Facilities

Cemara Indah Beach Gampong Ujung Batee also has Honda ATV facilities for rent to visitors just to enjoy the atmosphere of the beach and get around the beach, for rent it is Rp. 25,000 / 15 minutes.

7. Children's Playground Tourism Potential

Tourist facilities for children to play are also diverse, including children's swimming pool facilities. Swimming pool facilities for children are also available at the beautiful cemara beach facility, utilizing mountain water sources to support this tourist

facility, in the future a swimming pool will be built for adults.

This beautiful Cemara beach tourism which is located in Ujung Batee Hamlet, Ujung Batee Gampong Ujung Batee, Pasie Raja District, Km 16 from Tapaktuan City Center, South Aceh Regency, is managed by a Gampong-Owned Enterprise (BUMG) through the Cemara Indah Tourism Awareness Group Business Unit which has been registered with the South Aceh Regency Tourism Office. The following is the organizational structure of the tourism awareness group (POK DARWIS) beautiful cemara beach Ujung Batee. This tour also accommodates around 40 heads of families from residents of Gampong Ujung Batee, Pasie Raja District, South Aceh Regency, who depend on their economy in the management of cafes in the tourist area, and at least 10 MSMEs that supply snacks for the cafe. This tourism management system is regulated in the form of Qanun Gampong Ujung Batee, this tourism is entitled Halal and Bersyariah Beach Tourism.

In 2021 Ujung Batee Village has received an award as the best village in South Aceh. One of the well-known tourist attractions in the Ujung Batee tourist area is Cemara Beach. Cemara Beach has a beautiful beach with a stretch of fir trees along the shoreline and a view of the blue sea with its seven waves, Cemara Beach has also been used as a movie set by artists from the capital city of Jakarta. Other tourism objects and potential that can be developed are mountains, natural forests, children's toy parks, sports fields, monkeys, orangutans. Having tourist objects both from the potential of natural and cultural objects is the main capital in the development of ecotourism (Aswita, 2021). Ujung Batee Tourism has supporting objects in the form of a Motor Cross racing field, south of the beach which is used for major motor cross events. In addition, there is also a football field that is quite large and is usually also used as a competition arena by both village youth and outsiders; in addition to volleyball and Takraw courts. Another very important support is the availability of an array of stalls owned by local residents for tourists who want to eat, drink or just sit back and enjoy the sunset. Furthermore, there are also high-floor huts for viewing the beautiful view of the sea and artificial facilities for taking pictures for tourists, including karouke facilities. All these facilities are managed by the Bungong Seulanga Gampong Ujung Batee Village-Owned Enterprise (BUMG).

Tourism objects that have been explored in Ujung Batee Village reach 12 objects, namely 8 natural tourism objects, 1 cultural tourism object and 3 artificial tourism objects (results of field observations in 2020). Due to the covid 19 pandemic disaster, Ujung Batee tourism was closed for a long period of time to comply with health protocols. People outside the area are allowed to enter or visit this beach tourism area, the main road to the beach is closed and there is only a shortcut for villagers to enter and exit the beach. This resulted in the income and economic process of the community in the tourist area coming to a halt. But currently, Ujung Batee tourism has been reopened to the community.

The results of the research, both interview findings and observations in the field, show that there are several types of tourism potential owned by the Cemara Indah Beach tourist attraction, namely the sea, beaches, orangutan tours, monkeys and flowers. Of the various tourism potentials, when researchers conducted interviews with all informants, it can be seen that the most dominant potentials are beach, sea and culinary as shown in Graph 4.

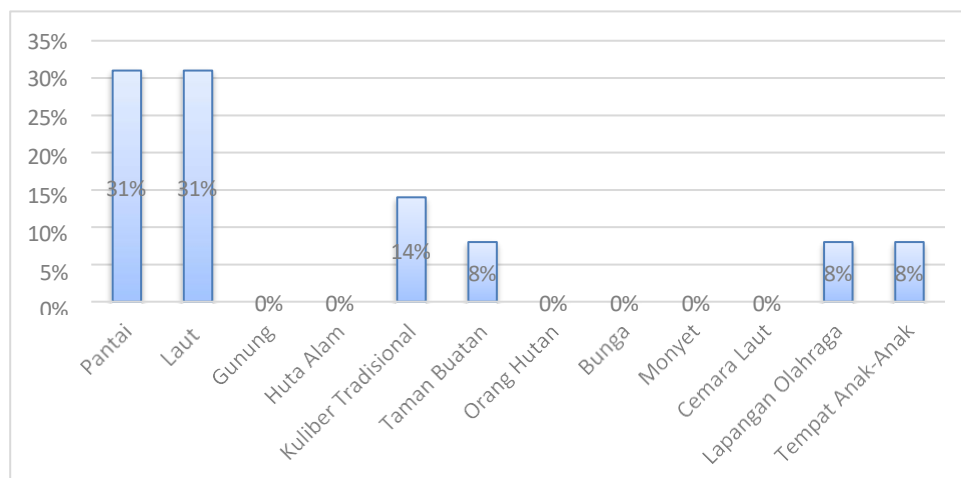


Figure 1. Percentage of Cemara Indah Beach Potential Based on Respondents' Responses

Based on Graph 1 above, it can be explained that of the various tourism potentials at Cemara Indah Beach, the beach and the sea are the main potentials that can attract visitors to Cemara Indah Beach as much as 31% each. Then followed by the availability of various types of traditional culinary by 14% and 8% each on artificial park attractions, sports fields and children's toys. The sea is a tourist attraction that has blue water with moderate waves and is very suitable for water tourism, such as bathing and other tourism activities, namely looking for shells, fishing, looking for seaweed, catching shrimp and others. While the beach is a tourist attraction that has the beauty of a stretch of white sand overgrown with pine trees along the coast. Besides being used to sit for recreation, eat and drink, the beach is also used to see the sunset in the afternoon, to calm the mind from the noise that we hear and see every day, and fill the time off with family and friends.

The reason why the general public has low motivation for the potential of orangutan and monkey tourism objects is because the existence of these objects is far from the location of visitors. In addition, wild orangutans and monkeys are considered disturbing and dangerous. But actually the clay animals have enormous potential if developed as a tourist attraction because it has uniqueness and rarity so that it can attract visitors as a natural object. While many flowers are not interested because flowers are only beautiful to look at and cannot be enjoyed, and even then it is because women who choose many interesting flowers to develop.

Cemara Indah Ujong Batee Beach is a mainstay of recreation in South Aceh. It has been visited by many tourists both local and foreign tourists. Cemara Indah Ujong Batee Beach is a tour owned by the village government and under the auspices of the district government which has ties with the South Aceh Regency Tourism Office. Cemara Indah Ujong Batee Beach which has various facilities in it can create comfort for tourists in visiting.

In Cemara Indah Ujong Batee Beach there are various restaurants, children's park rides and beaches which are the main rides of Cemara Indah Ujong Batee Beach white sand beaches with calm waves that are favored by tourists so that tourists can enjoy the expanse of the sea. The resources contained in Cemara Indah Ujong Batee Beach have resources from the attractions provided, access to the place, facilities provided by the tour, as well as additional facilities in order to support the development of this tour.

Related to the 4A components or among others Attraction , Amenity , Accessibility , Ancillary , which are on Cemara Indah Ujong Batee Beach, namely as follows

1. Attraction

The attractions provided by the Cemara Indah Ujong Batee Beach tour are quite adequate attractions at Cemara Indah Ujong Batee Beach are quite complete. However, there are indeed some attractions that conflict with Islamic sharia such as teenagers dating or beach cattle races, but all of that can be fixed if indeed Cemara Indah Ujong Batee Beach can be developed into halal tourism, because other indicators such as cleanliness, cleanliness of sanitation and the environment are maintained because there are cleaning staff, there are proper places of worship such as musalla available at Cemara Indah Ujong Batee Beach, proper means of purification, healthy food and drinks are available with healthy like certification from the Health Office. Regarding food at Cemara Indah Ujong Batee Beach, it is 100% halal and also equipped with a playground, soccer and swings.

2. Amenity

The Amenity or facilities available at Cemara Indah Ujong Batee Beach tour such as electricity, water, parking lots, restaurants, places of worship, toilets and worship equipment, toilets, performance studios, gazebos, availability of local food stalls, children's parks, swings, eye cindra shops, signage and so on can provide tourist interest to visit and make Cemara Indah Ujong Batee Beach tour as a destination for vacation. Completeness of facilities such as wudhuk places there are not separate but girls can use the bathroom for ablution, mosque facilities are also often used for recitations that invite orphans and mosques also during the month of Ramadan are used for tarawih, The hotel facilities themselves have met the sharia criteria because seeing from the statement of DSN MUI Number 108 / DSN-MUI / X / 2016 many criteria lead to Islam such as not providing pornography access facilities, not providing prohibited food and drinks such as alcohol and pork, there is a qibla direction, the water provided at the hotel is clean, employees use hijab and so on.

However, existing facilities still need development and need additions so that some facilities that do not exist can be held and facilities whose criteria do not meet sharia criteria can be addressed and developed into sharia criteria, such as food and

drinks must have halal certification, lodging must also have guidelines regarding hotel service procedures which will be adjusted to sharia principles.

Regarding the restaurant at Cemara Indah Ujong Batee Beach, it does not yet have halal certification from MUI, but it can be ascertained that the food at Cemara Indah Ujong Batee Beach is halal, and there also does not provide alcohol, food and beverage processing at Cemara Indah Ujong Batee Beach restaurant does not use non-halal ingredients, restaurant signage does not lead to something negative, restaurant employees use polite clothing, the restaurant has several criteria that have led to sharia. With good management, every facility and infrastructure as mentioned above can support the realization of halal tourism on Cemara Beach Indah Ujong Batee. Regarding Amenity, there are several that need to be added, such as a travel agency.

3. Accessibility

supporting component to make Cemara Indah Ujong Batee Beach tourism into Sharia tourism access to Cemara Indah Ujong Batee Beach tourism is very strategic, located on the national route many vehicles pass both private cars, mini buses, and so on, the facilities available are only road transportation and sea transportation only at Cemara Indah Ujong Batee Beach, infrastructure includes ports only. From the center of the capital city of South Aceh (Tapaktuan) this beach is 16 kilometers or about 15 minutes away using four and two-wheeled vehicles. While access to information is very easy to get such as on Google, Google Maps, Facebook, and Instagram.

4. Ancillary

Ancillary is complete such as ATMs, hospitals, minimarkets, workshops and gas stations which are only about 2 kilometers from the beach. For institutions, it is still not when talking about halal tourism because the food and drinks there are not halal certified, and community empowerment there is good by helping the community provide jobs on the tour, promotion there has been done through Facebook and Brochures and branding there has been implemented by working with several agencies to increase the number of visitors.

From the four components of Atraction, Amenity, Accessibility, and Ancillary which are sufficiently fulfilled as described above, Cemara Indah beach tourism has considerable potential to be developed and managed with the concept of halal tourism. The interviewees who have been interviewed agree that Cemara Indah Ujong Batee Beach is a halal tourist destination, both from the tourism office, managers, communities and tourists.

Impact of Cemara Indah Beach Tourism Potential on the Community Business Sector

The existence of various potential tourist attractions of Cemara Indah Beach has had an impact on the surrounding community, even making the local community to develop it with a cooperative effort or organization. The impact in the business sector is as conveyed by the Village head of Ujung Batee Village, namely as follows:

"The development of this tourist attraction aims to prosper the lives of the people, of course, in accordance with our vision, namely to explore the potential of nature for the purpose of economic resources. Well with the fulfillment of this economic source, people's lives are expected to be prosperous, in this Gampong if the civil servants can be said to be only 20%, the most traders are around 10%, more than that are farmers and casual laborers. So with such a tourist attraction, it will be a source of community economy. In 2019, it has helped 30 heads of families who are actively opening businesses there and Alhamdulillah, in 2022 there will be 50 heads of families who open businesses there. Likewise, in terms of eradicating unemployment in Gampong, we say that 100% no unemployment is impossible, but this tourist attraction is very influential in reducing the number of unemployed, because this tourist attraction opens up jobs, especially for the Ujung Batee Gampong community and also for other regional communities. Especially in the conditions of the Covid -19 pandemic, there are indeed a lot of people who complain about the declining economy, here we are more concerned that this tourist attraction really develops and is beneficial for the community" (Interview: SP, October 22, 2023).

The above expression shows that the existence of the Cemara Indah Beach tourist attraction has an impact on the community's business sector, especially in terms of trade. This is proven by the emergence of business activities by the local community along the Cemara Indah Beach tourist attraction, such as selling food, culinary, snacks and so on.

The existence of this tourist attraction also has an impact on the growth of the tourism sector at several locations adjacent to the

Cemara Indah Beach tourist attraction, as said by one of the people of Gampong Ujong Bate, as follows:

"I saw that during the opening of the Cemara Indah Beach tourist attraction, the development of the community's economic business was not only around the beach location, but also along the national road that crossed the Cemara Indah Beach tourist attraction. The community's business is in the form of opening small kiosks in front of their homes and selling natural products in Gampong Ujong Bate such as fruits and so on".

Furthermore, a similar statement was also conveyed by one community leader of Gampong Ujung Batee, namely as follows:

"For me, the development of this tourist attraction is very influential on the community's economy, especially stalls that are already large and have many facilities such as a swimming pool for children to play, Honda atvs that can be rented by visitors, it will further increase the interest of tourists visiting, and of course also as an additional source of their economy. This has great potential for the development of tourist attractions in the future, if more facilities are provided, it will increase visitor interest for sure" (Interview: IS, October 26, 2023).

The expression above explains that another impact of the opening of the Cemara Indah Beach tourist attraction for the community business sector is the formation of an organization or community group that provides various tourist facilities. This is done so that tourists visiting the Cemara Indah Beach tourist attraction can take advantage of the facility services provided by paying a usage fee to the owner of the facility. Information on the impact of the tourism sector was also conveyed by other informants, namely as follows:

"The development of this tourist attraction was originally for economic resources and Alhamdulillah it is getting better for now, in the future we will further develop this tourist attraction. Because indeed our common goal is how this tourist attraction can help the source of the community's economic income and help also in reducing the number of unemployed. It is an honor for our village to be able to develop a tourist attraction in such a way as to become a place for outside people to recreate and with the innovation of the community, now this beautiful cemara beach tourist attraction at Ujung Batee is increasingly famous" (Interview: NB, October 25, 2023).

Based on the statements of the informants above, we can understand that the development of the Cemara Indah Beach Tourism Object in Ujung Batee aims to become an economic source for the local and surrounding communities. This is done by the community supported by adequate facilities, location and budget. This is because developing a tourist attraction certainly requires a budget or funds. As conveyed by one of the business actors at the Cemara Indah Beach tourist attraction, namely as follows:

"The development of this tourist attraction at first only used money from each community who wanted to open a culinary business there, with strong determination and with makeshift funds the community made huts where tourists sat when visiting, at that time there was no assistance from any party, and finally when this tourist attraction began to develop and many people visited the community was increasingly eager to open a culinary business" (Interview: NS, October 19, 2023).

The information above shows that the development of tourist attractions in order to develop community businesses in the Cemara Indah Beach tourist attraction area also requires costs from the community itself, such as making lodges for tourists who visit and so on. This is as recognized by one of the business actors in the tourist attraction, namely as follows:

"I have been selling in the Cemara Indah Beach tourist attraction area for a long time, in the past the road to this tourist attraction had not been asphalted, it was still sharp gravel, because there was no funding, because indeed the development of this tour was carried out by the community, but even so, tourists are still busy visiting here, because indeed the people who open businesses at this tourist attraction are very creative and innovative, they make photo spots or selfie spots where tourists are very interested in taking pictures at these spots both alone and with family. This photo spot is also a source of money because tourists who only take pictures but do not order food are charged 5000 rupiah" (Interview: RN, October 24, 2023).

Furthermore, a similar statement was also conveyed by other culinary business actors at Cemara Indah Beach Tourism that:

"In my opinion, the problem of funds is indeed our own funds, if you want to make swimming pool facilities and others, it is from our own money, and indeed the more facilities we provide, the more our income turnover increases. In the beginning, it was very difficult because the funds were not enough and it was not too developed as it is today, we really experienced a decrease in income also during the pandemic, especially during the lockdown yesterday, it was completely closed, we as a community whose economic source from here felt very sad at that time. Alhamdulillah, now we are starting to reorganize

this tourist attraction so that it will develop and prosper in the future. We are also trying to make tourists not get bored of visiting and are interested in always visiting here" (Interview: EV, October 24, 2023).

Furthermore, a similar statement was also conveyed by the chairman of BUMG Bungong Seulanga Gampong Ujong Batee, namely as follows:

"As far as I know, along with the development of Cemara Indah Beach Tourism, it continues to show its stretch, in 2019 BUMG Bungong Seulanga can record Gampong Income from the tourism sector of Rp. 20,000. 000 which comes from the contribution of Pondok Wisata managed by the community, and in 2020 Gampong Ujong Batee was included in the Best Village Nomination in South Aceh Regency with Village Fund Management Innovation, and became the Leading Product of this village is Tourism Objects and Clean Water Management and in 2020 it can record income from tourism as much as Rp. 30,000,000" (Interview: RD, October 26, 2023).

Meanwhile, the Village head of Gampong Ujong Batee conveyed information related to the impact of the Cemara Indah Beach tourist attraction on the community's business sector as follows:

"I see that the development of this tourist attraction was initially carried out by the community, the funds they had at that time were managed by themselves without any assistance from the government. Alhamdulillah, in the past 5 years many dreams have been realized, where we have been able to provide opportunities for the community to get additional income and economic improvement without leaving the village, without having to damage the environment, being able to prevent urbanization for the younger generation, empowering women's groups and the growth of various productive economic activities as well as maintaining the culture of the local community. We also received appreciation from various parties, both in the form of material and administrative recognition, including first place in the development of the Cemara Indah Beach Tourism Village Innovation, Ujong Batee Village, Pasie Raja District Level. Second place in the Village Development Evaluation Competition at the Pasie Raja District Level in South Aceh District 2019. Third place in the Village Development Evaluation Competition at the South Aceh District Level in 2020. And the first winner of the Village Development Evaluation Competition at the Aceh Province Level in 2021" (Interview: SP, October 19, 2023).

Based on the results of the interview above, we can conclude that the funds for the development of the Cemara Indah Beach Tourism Object in Ujong Batee were initially inadequate and very limited where the funds came from the Ujong Batee Gampong community and so on with community creativity so that the tourist attraction can develop into a tourist attraction known by the outside community. Efforts to realize the objectives of developing the community business sector through the development of the potential of the Cemara Indah Beach tourist attraction were conveyed by the Village head of Gampong Ujong Batee, namely as follows

"Currently and in the future the program that we plan is very much in the development of this tourist attraction, we need to add waterboom rides to the children's playground, and also see our beautiful sea with fairly large waves, so we in the future want to add rides that tourists want, such as jetski, banana boat, We also need a monitoring tower here and for security we also want to cooperate with PBBD or Timsar, because why do we need it, this is located by the sea, so that things don't happen that we don't want, such as someone drowning while bathing in the sea or other things that can indeed endanger tourists or people who visit this tourist attraction. We also really want to make a dike to limit the flow of the sea to the mouth of the river so that abrasion does not occur again when there are tides, we really need elephant stones (large stones) or the construction of dikes here so that the mouth of the river does not move, because when it rains sometimes the flow of sea water turns to the stalls of the community instead of leading to the mouth of the river, So the community suffers losses when there is abrasion that hits their stalls, there are three points that really want to build a river estuary embankment here, if the embankment has been built inshaAllah it is safe even though there is heavy rain and tides occur" (Interview: SP, October 19, 2023).

The same thing was also conveyed by the KASI of the Ujong Batee Gampong government, which is as follows:

"Efforts to develop the Cemara Indah Beach tourist attraction are not only in physical form, the community can do many things as long as they want to move together to advance the tourist attraction. Now that the tourist attraction is increasingly famous and many tourists visit there, therefore the government and the village community have a program to add rides to the location of the tourist attraction, according to requests from tourists who have also asked if rides are not made on the beach, especially seeing the sea waves which are very suitable for playing jetski or banana boat" (Interview: RD, 21 October 2023).

Meanwhile, one of the residents of Gampong Ujong Batee said as follows:

"So far it is true that several times tourists have asked why additional rides have not been made on the Cemara Indah Beach tour, the planning to make this vehicle already exists and is a future program for the Village government and also the people who open businesses at these tourist sites. Now there is also a group (POK DARWIS) that will help develop tourist attractions to be more advanced and make new things to attract tourists" (Interview: IS, October 23, 2023).

The same statement was made by a tourist as follows:

"In my opinion, rides for adults such as jetski or banana boat should be made here to make it even more interesting, moreover the waves here are good, suitable for playing jetski. Then Honda ATVs are provided more so that we don't queue for a long time waiting for other people" (Interview: AL, October 19, 2023).

Based on the informants above, it can be concluded that the efforts to develop beautiful cemara beach tourism have been running even though they have not been maximized, there are still many programs that have not been implemented, such as adding rides, which are also in accordance with the requests of visiting tourists. In the effort to develop tourist attractions, the implementation is certainly inseparable from the community and also the government. In a tourist attraction development process, of course, it requires human resources. Tourism development will be carried out well and can achieve predetermined goals if its human resources actually participate in the development of tourism. As stated by Village head Gampong Ujong Batee that:

"The development of this tourist attraction is indeed based on people who want to develop their economy. People who have opened a culinary hawker business also compete to make their place of business the most attractive to visitors. Because as we know there are so many tourist attractions that can be visited by people in South Aceh. So we are here really seeing and trying to understand what the needs and desires of the tourists are. The way we develop is also through social media, we post about this tourist attraction if there are updates in terms of facilities or anything including our culinary snacks. From the Regency government, it was only in 2021 that they started to look at this Cemara Indah Beach tourist attraction, even then because our village has received several appreciations, our village has won several competitions, from there the government began to look at our tourist attraction, if it is said that it does not help at all, not really, but it is like guidance and direction given by the local government for us in carrying out the development of this tourist attraction" (Interview: SP, October 19, 2023).

The same statement was also conveyed by the Head of the Ujong Batee Gampong government, namely as follows:

"Until now, this Cemara Indah Beach tourist attraction has great potential to be developed, it would be even more advanced if there was intervention from the government to participate in the implementation of the development of this tourist attraction. Now that the development is very good, we always upload the development of this tourist attraction on social media such as Facebook, Instagram and so on. The enthusiasm of the community is also very worthy of appreciation with their independence, they have been able to develop tourist attractions in such a way, maintain cleanliness and innovate to create new things. Although the actual cleanliness at this beach location is very difficult to maintain, especially since the landfills are full and there are no garbage trucks, but the community still tries to keep the environment clean" (Interview: RD, October 25, 2023). Based on the results of the interview above, it can be concluded that the implementation of the development of the Cemara Indah Beach tourist attraction is carried out by the community and the Ujong Batee Village government, with little involvement from the tourism office or from the local government in the development of the tourist attraction.

5. CONCLUSIONS

Understanding Based on this result of this study, the conclusions were drawn:

1. The tourism potential of Cemara Indah Beach that can support the development of the community's business sector is the location of tourist attractions close to residential areas so that people can easily open their businesses, Cemara Indah Beach is close to the national road so that it has the potential for small businesses from the community, the potential for very beautiful seas and beaches, the natural beauty around Cemara Indah Beach that supports, the availability of good facilities and infrastructure, providing tourist facilities for children and adults, the availability of various culinary foods for visitors and the existence of artificial park attractions, sports fields and children's toys

2. The impact of the tourism potential of Cemara Indah Beach on the community business sector is the emergence of various types of community businesses such as opening kiosks selling snacks, traditional culinary businesses, the emergence of businesses providing tourist facilities, game rental businesses for children visitors and the existence of a culinary business sector managed by BUMG Gampong Ujong Batee.

There are recommendations for this research:

1. To the apparatus of Gampong Ujong Bate, in order to continue to increase its role in developing the tourism potential of Cemara Indah Beach so that it can contribute to the community's economy.
2. To business actors around tourist attractions and visitors to Cemara Indah Beach, to continue to maintain the cleanliness of the tourist area so that it is not polluted.

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