
EXPLORING THE POTENTIAL OF TRADITIONAL BUSINESS TOWARDS 10TH SDGs PROGRAM: A CASE OF SUKARARA VILLAGE, LOMBOK

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Abstract

Keywords:

*Tourist villages;
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Traditional
industries;
Cultural tourism*

A tourist village is a location or settlement that offers a tourism experience focusing on culture, nature, or local heritage. One example of a tourist village in Lombok is Sukarara Village, renowned for its traditional weaving industry and traditional Sasak houses. The purpose of this paper is to analyze the potential of Sukarara Village in developing the traditional industry sector and cultural tourism, with a focus on implementing interventions that support economic growth and cultural preservation. The findings reveal that Sukarara Village has significant potential in the traditional industry, particularly in the production of woven fabrics, and offers significant attractions for tourism with its traditional Sasak houses. The results uncover that women in this village play a crucial role in the weaving industry, and collaboration among local stakeholders has contributed to supporting the village's economic growth. The conclusion of this study is that Sukarara Village possesses a substantial economic potential that can be enhanced through synergy between traditional industry and cultural tourism. With effective interventions such as digital promotion and collaboration with tour guide agencies or major events, the village can maximize its economic potential and preserve its culture. Collaboration among various stakeholders, including local government, artisans, tourism professionals, and the village community, is the key to achieving this goal.

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Abstrak

Kata kunci: Desa wisata; Desa Sukarara; Industri tradisional; Pariwisata budaya

Desa wisata adalah suatu lokasi atau pemukiman yang menawarkan pengalaman wisata yang berfokus pada budaya, alam, atau warisan lokal. Salah satu contoh desa wisata yang terdapat di Lombok adalah Desa Sukarara, yang terkenal dengan industri tenun tradisional dan rumah adat suku Sasaknya. Tujuan penulisan artikel adalah untuk menganalisis potensi Desa Sukarara dalam mengembangkan sektor industri tradisional dan pariwisata budaya dengan fokus pada penerapan intervensi yang dapat mendukung pertumbuhan ekonomi dan pelestarian budaya. Hasil dari studi ini menunjukkan bahwa Desa Sukarara memiliki potensi besar dalam industri tradisional, terutama produksi kain tenun, dan memiliki daya tarik pariwisata yang signifikan dengan rumah adat suku Sasak. Temuan ini mengungkapkan bahwa perempuan di desa ini memainkan peran penting dalam industri tenun, dan kerja sama antara pemangku kepentingan lokal telah membantu dalam mendukung pertumbuhan ekonomi desa. Kesimpulan dari penelitian ini adalah bahwa Desa Sukarara memiliki potensi ekonomi yang besar yang dapat ditingkatkan melalui sinergi antara industri tradisional dan pariwisata budaya. Dengan penerapan intervensi yang efektif, seperti promosi digital dan kerja sama dengan agensi tour guide atau event besar, desa ini dapat memaksimalkan potensi ekonomi dan pelestarian budayanya. Kolaborasi antara berbagai pihak terkait, termasuk pemerintah lokal, perajin, pelaku pariwisata, dan komunitas desa, menjadi kunci untuk mencapai tujuan ini.

Introduction

The traditional fabric industry and its associated culture are an integral part of the heritage and identity of many communities around the world. Traditional cloth making techniques have been passed down from generation to generation, reflecting the history, culture and values of those communities (Saputra, 2019). In the 21st century, the traditional fabric industry is facing new challenges and opportunities. Globalization and modernization have brought significant changes in the way fabrics are produced, distributed and consumed. On the one hand, this has opened new markets and created opportunities for expansion and innovation (Sholahudin, 2019).

On the other hand, this has also posed a threat to the loss of traditional cloth making techniques and traditions. However, despite this, the traditional fabric industry remains strong and relevant. In many places, there is a resurgence in interest and appreciation for traditional fabrics. This is reflected in fashion trends that combine traditional motifs and techniques in contemporary designs, as well as in efforts to preserve and promote traditional fabric making techniques as part of cultural heritage (Nurhasanah et al., 2021).

(Siregar & Istikoma, 2023) opine that in Indonesia, traditional fabric industry has experienced a revival in recent years. The industry has a long and rich history, and is an important part of the cultural identity of many communities in Indonesia. However, like other traditional fabric industries, Indonesian traditional fabric industry is facing challenges in the era of globalization. The Ministry of Industry of the Republic of Indonesia (2023) stated that the growth of the processing industrial sector in the last few months of 2022 shows a positive signal. This condition is reflected in the trend of the expansion rate of the Industrial Confidence Index (IKI) value which has increased since its launch in November 2022 and the S&P Global Manufacturing Purchasing Manager's Index (PMI) which has shown expansion since September last year. This is also in line with the GDP growth of the processing industry which reached 4.83% in the third quarter of 2022.

Sukarara Traditional Village has a unique attraction that is very interesting for tourists, especially in terms of Lombok weaving crafts. The woven cloth produced in this village is woven directly by village women, making the process of making this cloth very interesting. They carry out traditional processes using natural dyes, resulting in beautiful fabrics (Islamiati, 2022). Administratively, according to the Central Statistics Agency (2021), the Sukarara Traditional Village is located in Jonggat District, Central Lombok Regency, West Nusa Tenggara (NTB). Tourists often pass through the Sukarara Traditional Village on their way to Kuta Mandalika Beach, so it is best not to miss it when visiting beach tourism in Central Lombok. From Mataram City, the journey to this traditional village takes around 40 minutes with a distance of around 25 kilometers, while from Lombok International Airport, it only takes around 20 minutes with a distance of around 12 kilometers.

However, it is evidenced that the Gini ratio of central Lombok is rising while local business management is operating manually and there is a lack of promotion supporting sales. Consequently, skill improvement is needed for a better performance of the local traditional fabric industry. In addition, aligned with the 10th SDGs on reducing inequality among countries, Sukarara village might be the starting point to tackle the issue in Lombok.

Apart from that, according to (Catriana, 2022) tourists who visit the Sukarara Traditional Village have the opportunity to learn directly how to weave. Apart from weaving crafts, this village also offers the experience of seeing and exploring the traditional Sasak house. This traditional house building uses traditional materials such as wood and thatch in its architecture. Sukarara Traditional Village has two Sasak traditional house buildings that can be visited by tourists, giving them the opportunity to take photos and explore the interior of the traditional house.

Therefore, this study aims to explore and analyze the potential of Sukarara Village in the traditional industrial development sector, especially in efforts to achieve Sustainable Development Goals (SDGs) number 10. Through exploring the potential of traditional industry in this village, we can discuss how local economic and cultural development can be a step towards achieving the 10th SDGs, namely reducing inequality in society and providing wider opportunities for village communities in accessing resources and sustainable development.

(Catriana, 2022) states that Sukarara Village is famous for its traditional weaving crafts, which are the main source of income for its residents. To achieve SDGs goal number 10, this village can develop its existing economic potential and ensure that the results of the weaving industry are distributed fairly throughout the village community. By encouraging equal economic prosperity, Sukarara Village can reduce economic inequality among its residents.

Apart from that, (Pranoto et al., 2023) stated that SDGs number 10 also emphasizes the need to create social, economic and political inclusion. Sukarara Village can ensure inclusion by involving the entire community in the development and management of tourist villages. This involves providing training, opening up access to education, and empowering women and community groups who may be marginalized. In this way, Sukarara Village can ensure that all its residents have equal opportunities in the economic development of this tourist village and achieve SDGs goal number 10 in terms of social and economic inclusion.

Tourism Villages are rural areas that present an authentic experience of village life, including socio-cultural elements, traditions, daily life, typical village architecture and unique spatial structures (Andayani et al., 2018). Rural areas that present an overall atmosphere that reflects the authenticity of village life, including socio-economic, cultural, customs and daily aspects (Suprastayasa et al., 2022). The characteristics of tourism village include distinctive building architecture. Moreover, this village also has great potential to develop various tourism facilities, such as interesting attractions, comfortable accommodation, delicious culinary delights, unique souvenirs, and various other needs needed by tourists.

Traditional tourism on the other hand is a type of tourism that is triggered by the inherent attraction of the village (Roels & Utami, 2021). In principle, an edu-tourism village is a village that has been developed into an educational tourism destination. Typically, these villages offer learning experiences that involve elements of culture, nature, history, or other aspects of rural life. The Edu Tourism Village aims to educate visitors about rural life, customs, local wisdom and the environment, while providing an interesting tourism experience.

The main factors attracting visitors include the preserved natural beauty, rich cultural heritage, and the variety of activities and entertainment available to visitors (Mowforth & Munt, 2020). (Fagence, 2022) stated that it is important to have unique local dishes and the availability of adequate facilities to attract visitors. Apart from that, infrastructure such as accommodation, restaurants and recreational facilities also play an important role in influencing visitor interest. (Pearce, 2020). In addition, reputation and reviews from previous tourists also play an important role in shaping perceptions and interest in certain destinations (Litvin, 2020).

The importance of promotional efforts and effective marketing strategies in increasing the attractiveness of a tourism destination in the context of destination marketing cannot be ignored. All of these elements are interrelated and have a crucial role in achieving the success of a tourism destination in attracting tourist visits (Kozak & Baloglu, 2018). There is scant literature on the potential maximization of traditional business through community services. However, to the authors' best knowledge, there is a lack of attention on linking the conventional business to the SDGs. Therefore, this paper attempts to fill the gap of literature in the field of traditional business in achieving the SDGs.

Method

The implementation of this community service activity uses a field observation approach. (Fiantika et al., 2022) emphasized that observation is an important thing in research activity. Without prior observation, a researcher will have difficulty determining the subject, object and variables to be studied. This observation program was carried out in Sukarara Village, Lombok. Researchers chose Sukarara Village as the research object because this village has great potential to become a popular tourist destination, thanks to the diversity of its traditional crafts and the beauty of the surrounding nature.

The observation was conducted through interviews and documentation with practitioners of traditional business in Sukarara village. The approach was intended to explore deeply the business practices in the village. This was done by some researchers going to the village and interacting directly with the business players. Other than that,

there are some demonstrations of the business process to understand the business model thoroughly.

Sukarara Village in Lombok was used as an object of observation with the aim of discussing the economic growth that occurred in this tourist village. Through observation and analysis of the data obtained, the research seeks to identify factors that contribute to economic growth in Sukarara Village. This study aims to provide better insight into the economic dynamics in tourist villages and how the development of tourism and local traditional industries can have a positive impact on village economic development. As part of this research method, researchers also attempt to evaluate the impact of economic development programs that have been implemented in Sukarara Village.

Then, this includes observing the initiatives that have been implemented, such as training, marketing local products, and tourism promotion. Apart from observing economic growth, this research also seeks to evaluate the effectiveness of various economic development initiatives that have been implemented in Sukarara Village. This includes analysis of training programs, local product marketing, and tourism promotion that can contribute to village economic development. It is hoped that the findings can provide a sound applicable recommendation boosting the financial performance of traditional industry in Sukarara Village.

Result and Discussion

The results of observations through community service have provided concrete evidence that Sukarara Village has experienced significant development in traditional industry, especially in the production of woven cloth. The village is famous for its weaving craft which has become an important part of the local economy. During observations, researchers found many women involved in the weaving process, indicating the significant role of women in this industry.



Figure 01. Observation of the Weaver's in Sukarara Village

Apart from the woven fabric industry, the program also look at the development of villages as tourist destinations. Sukarara Village has built a "cultural house" which is a traditional house for the Sasak tribe. This house is a clear example of efforts to preserve local culture and is a popular tourist attraction in the village. Visitors can visit this house to see the traditional architecture, crafts and culture of the Sasak tribe.

The condition above reflects the efforts of the local government and village communities in promoting economic sustainability through traditional industry and tourism. Initiatives such as skills training and local product marketing have helped in improving the quality and competitiveness of woven fabric products. In addition, the promotion of cultural tourism and the construction of traditional Sasak houses are clear evidence of efforts to preserve local culture and increase awareness of cultural heritage.



Figure 02. Exploration of Sasak Tribe Traditional Houses

The development of traditional industry and tourism in Sukarara Village has provided significant economic benefits for the local community. They have the opportunity to earn additional income through selling woven products and handicrafts, as well as tour guides or cultural activities. This helps create local jobs and supports the livelihoods of villagers.

During observations, researchers discover the active participation of village communities in efforts to preserve culture and develop traditional industries. Collaboration between villagers has created an environment that supports economic growth and cultural preservation. The program noted that Sukarara Village has received positive attention from the media and tourists, which has had a positive impact on the promotion of this village as an attractive tourist destination.

Apart from economic growth, the village's situation reflects the commitment to improving infrastructure and facilities to support tourism and traditional industries. Several shops and galleries have been built to promote woven fabric products, while facilities such as parking and recreation areas have been built for the convenience of tourists. The results of this observation also show that Sukarara Village has made efforts to maintain the cleanliness and sustainability of the surrounding environment, which is an important factor in supporting sustainable tourism.

The village community are friendly and open to tourists, and they enthusiastically tell stories about their culture and history. This reflects the local community's positive attitude towards tourism and traditional industries, which are important elements in the development of the village. It is found that tourists who visited Sukarara Village were very impressed with their experience. They often buy woven fabric products and handicrafts as souvenirs and appreciate the natural beauty and culture of this village.



Figure 03. Interaction with Sukarara Village Residents

Overall, the results of observations and explorations that have been made reveal that Sukarara Village has experienced significant growth in traditional industries, especially woven fabrics, and has also succeeded in developing itself as an attractive cultural tourism destination. Cultural preservation efforts, local economic development, and the friendliness of the village community have contributed to the positive development of this village. Sukarara Village is a good example of how tourism and traditional industry can support each other in creating sustainable economic development and preserving local culture.

Sukarara Village has a great potential to become a tourist village that support the financial development of the community. To maximize this potential, several steps can be taken such as strong synergy between various stakeholders. Sukarara Village has the potential to bridge the gap between economic development and preservation of traditional culture. In this way, the village can become an inspiring example of harnessing local potential to support economic growth and preserve cultural heritage. Here are a few recommendations supporting the enhancement of the village:

Digital promotion

Sukarara Village has great potential in the field of traditional industry, especially in the production of the famous woven cloth. This potential can be maximized by utilizing digital promotions. (Bahtiar et al., 2023) emphasized that through social media, websites and e-commerce platforms, a business can reach a wider market. Other than that, digital promotions can help attract the attention of tourists who are looking for authentic cultural experiences. Through pictures, videos and stories shared online, these villages can promote their cultural homes as attractive tourist destinations. By investing in an effective website and digital marketing, Sukarara Village can create strong brand awareness in the tourism area (Saifudin et al., 2022).

(Darmoko et al., 2022) opine that digital promotions can help a business unit collaborate with tourism and online trade industry players. By marketing woven fabric products and tourism experiences through digital platforms, this village can attract the interest of potential business partners. This collaboration can help in increasing product sales and create greater investment opportunities in village tourism infrastructure. Digital promotion also helps in maintaining and promoting environmental sustainability of the village. Sharing information about eco-friendly practices and sustainability initiatives through digital media can strengthen the image of the village as a responsible tourism destination (Pradana et al., 2023).

Collaboration with other businesses

Collaboration with a tour guide agency is an effective step to maximize the potential of Sukarara Village which includes the weaving industry and traditional traditional houses. Tour agencies have in-depth knowledge of the tourism industry and have an extensive network among tourists. By collaborating with a tour agency, Sukarara Village can utilize their expertise in promoting and directing tourists to this village (Egar et al., 2018). In addition, they can integrate a visit to Sukarara Village as part of the tour packages they offer to their customers. This will help increase the visibility of village woven fabric products and expand market share. Apart from that, tour guide agencies

can also arrange visits to traditional Sasak houses and give tourists an in-depth experience of local culture (Ramadhan, 2023).

The agency can provide guidance to tourists on good travel etiquette and environmentally friendly practices. This will help in preserving the nature and culture of the village which is a tourist attraction. Thus, collaboration with tour guide agencies has great potential to maximize the economic potential and cultural preservation of Sukarara Village (Setyoko & Ristarnado, 2021).

In addition, collaboration with large events such as MotoGP could be a strategic step to maximize the potential of Sukarara Village, especially in developing the tourism sector and weaving industry. Big events such as MotoGP usually attract the attention of large numbers of local and international tourists. Sukarara Village can take advantage of this momentum by presenting a cultural exhibition and its typical weaving crafts during this event. In this way, this village can attract more visitors and promote its local products (Permana & Wirayani, 2021).

The collaboration with large events also opens up opportunities for Sukarara Village to become a tourist destination during the event. Tourists attending events like MotoGP are often looking for a deeper experience than just racing. Sukarara Village can organize special tours, weaving workshops and cultural performances that will captivate tourists. This will help in maximizing the utilization of tourist visits that come for this big event (Sukaris et al., 2023).

However, the paper carries some limitations that might be a consideration for future studies. This study was only limited to the relationship of traditional business towards the 10th SDGs. There are other SDGs themes that can be explored for future studies. Other than that, several Indonesian provinces might have a big potential in achieving SDGs and prosperity for the nation.

Conclusion

The study concludes that Sukarara Village, Central Lombok, has a great potential in the field of traditional industry, especially woven cloth production, and cultural tourism. However, to maximize this potential, strong synergy between various related parties is needed. Collaboration between local government, craftsmen, tourism actors and village communities are very important to support the accelerated development of existing potential.

To achieve the goals of local economic development, cultural preservation, and the 10th SDGs, it is necessary to continuously encourage initiatives that support improving the quality of traditional industrial products. Providing skills training, support in

promoting local products, and developing better tourism infrastructure are key steps that can be taken. Apart from that, collaboration with tour guide agencies and participation in big events such as MotoGP can be an effective strategy to attract more tourists. With shared commitment and strong synergy, Sukarara Village has great potential to become a successful example of exploiting local potential, creating sustainable economic opportunities, and preserving traditional cultural heritage.

However, there needs to be a continued commitment from the local government to carry out this initiative. Encouraging skills training for village residents, especially in woven fabric production, will help improve product quality and competitiveness in the market. In this case, the government can play a role in providing relevant training and facilities that support traditional production.

In addition, the development of better tourism infrastructure, such as improving accessibility and public facilities, will improve the tourist experience in Sukarara Village. This will also help support the growth of the tourism sector and provide greater benefits to local communities. In addition, continued support in the promotion of local products, both at the national and international levels, will help create a wider market share for woven fabric products and other crafts.

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