

THE INFLUENCE PROMOTION ON CONSUMER TASTES IN THE DECISION OF TOURIST TO VISIT BANGKA BOTANICAL

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<i>PAPER INFO</i>	<i>ABSTRACT</i>
Received: 14 th January 2023	Bangka Belitung Islands Province is the largest tin producer in Indonesia, which has an impact on mining activities with a poor pattern causing a number of damages. The presence of the Bangka Botanical Garden has provided a new breakthrough to repair the environment damaged by mining. This study aims to determine to determine the influence campaign that encourages travelers to visit Bangka Botanical Garden, to determine the effect of consumer tastes to encourage tourists to visit the Bangka Botanical Garden, and to determine the effect of promotion and consumer tastes in simultan which encourages tourists to visit the Bangka Botanical Garden in City Pangkalpinang Bangka Belitung Islands Province. The method used in this study a correlation method that aims to see how far the relationship between the campaign against the decision visiting of Botanical Garden Botanical Garden of tourists. From these results of obtained rs of 0.761. On a scale of Guilford is that there is a high relationship between the promotion of Bangka Botanical Garden with the decision of tourists visiting the Bangka Botanical Garden in City Pangkalpinang Bangka Belitung Islands Province. In this case, Ha accepted and Ho rejected. This means that tourism has been an effective media campaign and managed to increase the number of tourists visit to Bangka Botanical Garden in City Pangkalpinang Bangka Belitung Islands Province.
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INTRODUCTION

Along with the rapid growth of the world's population, there is a tendency for potential markets to travel (Ali and Purwandi 2017). Moreover, the trips that are taken are not just entertainment but have a specific purpose that will have a considerable influence on the person, family, and environment in the last decade. As for every trip that is taken, it is nothing because humans want to fulfill their needs and desires. diverse. One of them is to seek a tourist experience or relaxation, which is to escape from a routine and stressful environment and then look for opportunities to hold recreation for the sake of the inner satisfaction obtained (Utama 2017).

The Province of the Bangka Belitung Islands is the largest tin-producing area in Indonesia and even the third largest in the world (Yuliana 2017). Since three hundred years ago, the majority of the population of Bangka Island has been supported by tin mining (Sabri, Aulia, and Novriyansyah 2020). In line with population growth, this activity is increasing rapidly, poor mining patterns cause a number of environmental damage, landscape changes, land degradation and erosion, and forest destruction. The land has turned critical and thousands of dug holes (under) have been neglected, neglected, and not rehabilitated, trees are scarce and unproductive. The success of regional autonomy cannot be separated from the financial capacity of the region as an important indicator to measure the level of autonomy of a region (Afandi and Sianipar 2018). One of them is regional original income, where local original income will increase if the income of the community also increases so that they have the ability

to pay local taxes and retribution as an element in receiving local revenue (Gomies and Pattiasina 2011).

In addition, the problem of tourism promotion programs in the Bangka Belitung Islands so far has only been carried out sporadically, meaning that the promotions that have been carried out so far have been part-time and have not been taken seriously, namely that promotional efforts are limited to the dissemination of information introducing the tourism potential of the Bangka Belitung Islands which is pursued through several promotional programs both within the region, outside the region and abroad. Where promotion efforts are carried out only unilaterally by the local government through the Tourism Office along with other relevant agencies, it is limited to print media, electronics, and participating in various exhibitions and cultural arts performances.

Bangka goes green (Bangka Botanical Garden) is a movement that provides expression space for people to love the environment. Bangka Botanical Garden is supported by corporate social responsibility (CSR) programs (Multazim, Djafar, and Zahara 2020). The reforestation program involves many parties, such as the provincial government of the Bangka Belitung islands. The presence of the Bangka Botanical Garden has provided a new breakthrough for the improvement of the environment in the Bangka Belitung Islands which was damaged by tin mining. What the Bangka Botanical Garden has implemented has also contributed to creating a diversified environment-friendly business to replace mining and support food security. Bangka Botanical Garden provides a number of demonstration plots/models for managing ex-mining critical land by integrating various forms of environmentally friendly productive businesses. Bangka Botanical Garden also plays an important role in attracting many tourists to Bangka Island. This activity also supports the Visit Babel Archipelago 2010 which was launched by the Provincial Government of the Bangka Belitung Islands to develop the post-tin tourism sector. The activities carried out by the initiators of the Bangka Botanical Garden have changed the minds of many people that tin mining is the most productive source of livelihood, changing the image that people can only damage the environment by taking the tin but not paying attention to environmental improvements.

Bangka Botanical Garden also plays an important role in inviting many tourists to Bangka Island. This activity also supports the Visit Babel Archipelago 2010 which was launched by the Provincial Government of the Bangka Belitung Islands to develop the post-tin tourism sector. The activities carried out by the initiators of the Bangka Botanical Gardens have made many people think that mining is the most productive source of life, changing the image that people can only damage the environment by taking the tin but paying attention to environmental improvement. Based on the above background, the writer is interested in researching the extent of "The Influence promotion on consumer tastes in the decision of tourist to visit Bangka Botanical Garden"

Literature Review

1. Promotion

Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing their products or services. According to Martin L. Bell in Basu Swasta and Irawan (1990) in (siehe Rustiray, Pasulu, and Syam 2021) promotion is all types of marketing activities aimed at encouraging demand. Meanwhile, according to William G. Nikels in his book Basu Swasta and Irawan (1990) in (Erma and Ermawy 2020) promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing.

2. Tourism

According to the Institute of Tourism in Britain (now the Tourism Society in Britain) in 1976 defined: Tourism is the temporary short-term movement of people to destinations outside their daily living and workplaces and their activities during their stay. at these

destinations includes activities for various purposes, including day visits or excursions/excursions" in (Pendit 1990:30). AJ Burkat and S. Malik in their book entitled *Tourism, Past, Present, and Future*, reads "Tourism means the temporary and short-term movement of people to destinations outside the places where they usually live and work, and their activities during their stay at those destinations" in (Soekadijo 2000:3).

3. Promotion, Tourism, and Tourists

Promotion is an activity that includes distributing promotional materials, such as films, slides, advertisements, brochures, booklets, leaflets, and folders, through various channels such as TV, radio, magazines, cinema, direct good mail to "potential tourists", namely a number of people who meet the minimum requirements to travel on tourism, because they have a lot of money, physical condition is still strong, they just don't have free time to travel as tourists or "actual tourists, namely people who are traveling tourism to a certain destination area with the aim of transferring information and influencing prospective tourists to visit a tourist destination. Tourism promotion referred to here is tourism campaigns and propaganda based on regular and continuous plans or programs. This promotion is aimed at local people with the intent and purpose of evoking the public's views so that he is aware of the usefulness of tourism for him so that the tourism industry in this country gets support. Outwardly, this promotion is aimed at the outside world where this information campaign actually contains various unique and interesting facilities and attractions that can be presented to the tourist in (Pendit 1990:23).

4. Taste of Consumers (Tourists)

Marketers should try to understand consumers, know what they need, what their tastes are, and how they make decisions. So that marketers can produce goods and services in accordance with consumer needs. A deep understanding of consumers will allow marketers to influence consumer decisions, so they are willing to buy what is offered by marketers. Intense competition between brands and products makes consumers a stronger position in bargaining position (Sumarwan 1999). The main factors that influence consumer behavior according to Kotler (1993) include cultural factors, social factors, personal factors, and psychological factors. Culture is one of the most basic determinants of a person's desires and behavior and in fact, all societies have social stratification where social class shows a choice of products with different brands. Purchasing decisions are also influenced by personal characteristics, especially the age and stages in the buyer's life cycle, occupation, economic situation, lifestyle, personality, and concept of identity. A person's buying choice will also be influenced by the main psychological factors, namely motivation, perception, learning process, and belief with attitude (Nofri and Hafifah 2018).

5. AIDDAS Theory

The communication model that is considered in accordance with this research is the AIDDAS Theory, which explains that the approach called AA Procedure or from Attention to Action Procedure, is actually a simplification of a process abbreviated as AIDDAS includes : (Suswati 2021) Attention : Attention; Interest : Interest; Desire: Desire; Decision : Decision; Action : Action; Satisfaction : Satisfaction.

This means that the communicator in carrying out activities must begin with growing attention. Based on the AIDDA formula, persuasive communication is preceded by an effort to arouse attention, it can be done by speaking styles and words that stimulate the audience. If attention has been successfully aroused, then following efforts to cultivate interest, in this case, the communicator must know who the communicant he is dealing with is.

METHOD

Methodology The research was conducted using the correlation research method which will see the effect of the relationship between variables, namely promotion, consumer tastes (tourists)

and tourist decisions. The object under study did not receive any treatment at all. Data is collected as it is, thus it is expected that the relationship between variables is measured by the current conditions. And from the data collected then analyzed to see the relationship between variables, whether it can form a relationship or several factors.

RESULTS AND DISCUSSION

A. Single Table Analysis

Analysis Single table analysis was carried out by dividing the research variables into categories based on frequency. A single table is the first step in analyzing data consisting of columns, a number of frequencies, and percentages for each category.

The data presented and discussed in this single table consist of: Consumers' Tastes (Tourists), Promotion of Bangka Botanical Garden, and an increasing number of tourist visits. This single table was analyzed using SPSS software version 17.0

B. Consumer Tastes (Travelers)

Table 1
Respondents Age

Respondent Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21 - 25 Years	6	6.1	6.1	6.1
26 - 30 Years	12	12.1	12.1	18.2
31 - 35 Years	19	19.2	19.2	37.4
36 - 40 Years	37	25.3	25.3	74.7
>41 Years	25	25.3	25.3	100.0
Total	99	100.0	100.0	

Source: Research Results, 2010

Table 1 shows the age data of tourist respondents who visited the Bangka Botanical Garden. Respondents were aged 21-25 years as many as 6 people (6.1%), ages 26 -30 years as many as 12 people (12.1%), ages 31-35 years as many as 19 people (19.2%), ages 36 - 40 years as many as 37 people (37.4%) and age 41 years and over as many as 25 people (25.3%). Thus, it can be concluded that foreign tourists who visit Bangka Botanical Garden are mostly between 36-40 years old, followed by those aged 41 years and over. This is because tourists usually travel to learn about agricultural, livestock, and trade issues which are mostly carried out by the agencies/companies/community groups where they work.

Table 2
Number of Respondents Vist

Number of Respondents Visits	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First Time	62	62.6	62.6	62.6
Second Time	28	28.3	28.3	90.9
Others	9	9.1	9.1	100.0

Table 2 shows data on the number of respondents' visits. From this data, tourists who claimed to have visited for the first time 62 people (62.2%), who answered that they visited the second time as many as 28 people (28.3%), and tourists who answered others, which was more than 3 times as many as 9 times. people (9.1%). So it can be concluded that more than half of the tourists admitted that it was their first time visiting the Bangka Botanical Garden. This is because the majority of tourists lack promotion of Bangka Belitung tourism, in contrast to other regions which are aggressively promoting tourism to various other

regions and countries, in addition to security and infrastructure factors that need to be addressed.

Table 3
Respondent's Visit Length

Respondent's Visit Length	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 Hours	49	49.5	49.5	49.5
3-4 Hours	42	42.4	42.4	91.9
5-6 Hours	6	6.1	6.1	98.0
7-8 Hours	2	2.0	2.0	100.0
Total	99	100.0	100.0	

Table 3 shows the length of visit of respondents who visited the Bangka Botanical Garden. Respondents for 1-2 hours as many as 49 people (49.5%), and 3-4 hours 42 as many as 42 people (42.4%). From these data, it can be concluded that the largest number of respondents are tourists whose length of visit is more than 1-2 hours, then the length of visit is 3-4 hours. This is due to the desire of tourists only to see the Bangka Botanical Garden Promosi Bangka Botanical Garden.

C. Promotion of Bangka Botanical Garden

Table 4
Respondents Knowledge Level
About the Promotion of Bangka Botanical Garden

Respondents Knowledge Level About the Promotion of Bangka Botanical Garden	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First Time	49	49.5	49.5	49.5
Second Time	38	38.4	38.4	87.9
Others	12	12.1	12.1	100.0
Total	99	100.0	100.0	

Table 4 shows data on the level of knowledge of respondents about the promotion of Bangka Botanical Garden. Based on these data, as many as 49 people (49.5%) of respondents admitted that they rarely heard or knew about the promotion of Bangka Botanical Garden, 38 people (38.4%) said they had heard or knew, and as many as 12 people (12.1%) said that they heard or knew very often, while none of the respondents (0%) said they had never known or heard about the promotion of Bangka Botanical Garden. 49.5 38.4 12.1 87.9 100.0 99 12.1 100.0 100.0 From the data above, it can be seen that the largest respondents are respondents who rarely know or hear, then have known or heard, followed by very often know or hear. This is recognized by tourists because the promotion of the Bangka Botanical Garden is still not done optimally, so there are still many people who do not or even know about the promotion of the Bangka Botanical Garden. This is also related to the limited funds budgeted by the manager or the government to promote the program. While none of the respondents admitted that they did not know or had not heard of the promotion of the Bangka Botanical Garden, this was due to the fact that several locations passed by tourists, such as airports and hotels, had at least posters or billboards containing promotions regarding the Bangka Botanical Garden.

Table 5
The media used by respondents to find out the promotion of Bangka Botanical Garden

The media used by respondents to find out the promotion of Bangka Botanical Garden	Frequency	Percent	Valid Percent	Cumulative Percent
Valid others	20	20.2	20.2	20.2
Newspaper	25	25.3	25.3	45.5
Internet	36	36.4	36.4	81.8
Television	18	18.2	18.2	100.0
Total	99	100.0	100.0	

Table 5 Based on the data above, as many as 20 people (20.2%) of respondents said they received information through other media (such as posters, billboards, brochures, etc.), as many as 25 people (25.3%) said that through letters they received information through the internet, and as many as 18 people (18.2%) in news/magazines, as many as 36 people (36.4%) of respondents said that they received information through television media. Gardens. This is because internet media is a the most efficient and easy-to-use media, as well as providing complete information.

D. Tourist decisions affect the increase in the number of tourist visits

Table 6
Attracting Respondents' Attention to Travel

Attracting Respondents' Attention	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not interesting	22	22.2	22.2	22.2
Less interesting	21	21.2	21.2	43.4
Interesting	39	39.4	39.4	82.8
Very Interesting	17	17.2	17.2	100.0
Total	99	100.0	100.0	

Table 6 above shows data on the level of power of promotional media in attracting the attention of respondents to visit the tourism objects offered. It is known that as many as 22 people (22.2%) of respondents said it was not interesting, as many as 21 people (21.2%) of respondents said it was very interesting. said it was less attractive, as many as 39 people (39.4%) of respondents said it was interesting and as many as 17 people (17.2%) of respondents said the data above, Based on saying that the promotional media was able to attract their attention to visit the tourism objects offered. This may be the use of words that can arouse the attention of potential tourists to visit. Broadly speaking, the respondents were due to the attractive promotional media presented. However, the number of respondents who said they did not attract attention was also quite large. Nearly a quarter of the respondents said they were not interested. This may be due to the fact that they claim to be used to seeing and hearing such tourist offers or even more interesting ones, both in terms of tourism objects and in terms of packaging.

Table 7
Appeare High Interest To Visit

Appeared High Interest	Frequency	Percent	Valid Percent	Cumulative Percent
Validate to none	12	12.2	12.1	12.2
Less Interested	29	29.2	29.3	41.4
Interested	41	41.4	41.4	82.8
Highly Interested	17	17.2	17.2	100.0
Total	99	100.0	100.0	

Table 7 above shows data on whether respondents have a strong desire to visit the tourism objects offered. It is known that as many as 12 people (12.1%) of respondents said they did not have, as many as 29 people (29.3%) of respondents said they did not have, as many as 41 people (41.4%) of respondents said they had and as many as 17 people (17.2%)) respondents said they have very much. In general, it can be concluded that after reading the promotional media, respondents said they have a strong desire to visit tourist attractions and believe in the content of the messages offered. This is motivated by the fact that potential tourists are confident and believe in the content of the message offered.

Table 8
Decided to travel

Decided to travel	Frequency	Percent	Valid Percent	Cumulative Percent
Validate to Incorrect	34	34.3	34.3	34.3
Less Precise	24	24.2	24.2	58.6
Precise	23	23.2	23.2	82.8
Highly Precise	18	18	18.2	100.0
Total	99	100.0	100.0	

Table 8 above shows data on whether respondents immediately decided to visit the tourism objects offered after they had a desire. It is known that as many as 34 people (34.3%) of respondents said it was not true, as many as 24 people (24.2%) of respondents said it was not true, as many as 23 people (23.2%) of respondents said it was true and as many as 18 people (18.2%)) respondents said very true. From the data above, it can be concluded that the largest number of respondents said they did not correctly decide whether they traveled or not after having a desire, then tourists who said it was not true, followed by tourists who said it was true and tourists who said it was very true. Most of the respondents are potential tourists who do not really decide directly. This is influenced by the attitude of those who do not want to quickly make a decision. In addition, they also still do not believe in the truth of the information presented in the promotional media.

Table 9
Doing Actions/Tourist Visits

Doing Actions/Tourist Visits	Frequency	Percent	Valid Percent	Cumulative Percent
Validate to Incorrect	17	17.2	17.2	17.2
Less Precise	38	38.4	38.4	55.6
Precise	30	30.3	30.3	85.9
Highly Precise	14	14.1	14.1	100.0
Total	99	100.0	100.0	

The 9 table above shows data on whether respondents immediately decided to visit the tourism objects offered after they had a desire. It is known that as many as 34 people (34.3%) of respondents said it was not true, as many as 24 people (24.2%) of respondents

said it was not true, as many as 23 people (23.2%) of respondents said it was true and as many as 18 people (18.2%)) respondents said very true. From the data above, it can be concluded that the largest number of respondents said they did not correctly decide whether they traveled or not after having a desire, then tourists who said it was not true, followed by tourists who said it was true and tourists who said it was very true. Most of the respondents are potential tourists who do not really decide directly. This is influenced by the attitude of those who do not want to quickly make a decision. In addition, they also still do not believe in the truth of the information presented in the promotional media.

Table 10
Travel to Bangka Botanical Garden after the promotion

Travel to Bangka Botanical Garden after the promotion	Frequency	Percent	Valid Percent	Cumulative Percent
Validate to Incorrect	14	14.1	14.1	14.1
Less Precise	22	22.2	22.2	49.5
Precise	44	44.4	44.4	82.8
Highly Precise	19	19.2	19.2	100.0
Total	99	100.0	100.0	

Table 10 above shows data about whether or not the respondents were right to visit the tourism objects offered after the influence of the promotion of the Bangka Botanical Garden. It is known that as many as 14 people (14.1%) of respondents said it was not true, as many as 22 people (22.2%) of respondents said it was not true, as many as 44 people (44.4%) of respondents said it was true and as many as 19 people (19.2%)) respondents said it was true. In general, it can be concluded that the largest number of respondents said it was true that they visited the Bangka Botanical Garden after receiving information through the promotion of the Bangka Botanical Garden. This is influenced because the presentation of information in attractive promotional media is able to convince potential tourists to get an interesting and enjoyable travel experience.

E. Discussion

Visiting Indonesia does not seem to be a fashion anymore for foreign travelers. In almost all well-known Indonesian tourist places such as Bali and Yogyakarta, more and more domestic visitors or wisdom (domestic tourists). In general, we always make scapegoats about bombings and other terrorist threats. But is that the real problem? Here, the researcher tries to see Indonesian tourism from another angle. It is undeniable that the threat of terrorism is the trigger for the decline in the prestige of tourism in Indonesia. But what we have to see further is how the prospect of tourism in Indonesia itself. Materially, tourism in Indonesia is supported by beautiful natural conditions and noble culture. Unfortunately, this condition is not supported by conducive tourism facilities and infrastructure. Almost all tourism facilities and infrastructure are inadequate, especially in tourist attractions. Indeed, for places to stay, there are many five-star hotels with luxurious facilities.

When we visit tourist attractions, it is very disappointing. One of them is Bangka Belitung, which is one of the largest tin-producing islands in the world. What is disappointing is that there is so much natural damage caused by these mining activities. Such a situation may be considered plural and natural for Indonesians, but it is very disturbing for tourists who want to enjoy the beauty of Bangka Belitung in peace. Another main problem that becomes main problem in the development of the Bangka Belitung

tourism industry is the lack of promotion by the tourism industry players. It is well recognized that promotions carried out by both the government as the controller and the private sector are believed to be very limited. The echo of Bangka Belitung in world tourism is really far behind when compared to neighboring areas such as Java, Sumatra, and Sulawesi. Every year, each of these areas is visited by foreign tourists who come from various countries in the world, including other regions in Indonesia.

Bangka Belitung tourism promotion is indeed very limited in other regions and foreign countries. This is of course due to the limited funds owned by the government in promoting the natural beauty and culture of Bangka Belitung. Realizing this limitation, the government held a combination program between communication and tourism by promoting a tourism promotion program known as Bangka Botanical Garden. This Bangka Botanical Garden promotion program is a tourism program carried out by the government of the Bangka Belitung Islands and PT. Dona Kembara Jaya. Through this program, the government hopes to advance Bangka Belitung through the tourism, agriculture, livestock, fisheries, and cultural promotion sectors. Here, the government wants to take advantage of the effectiveness of tourism communication to increase the number of tourist visits to Bangka Belitung. So the government must work harder so that the promotion can be effective as expected. In simple terms, communication can be said to be effective if people succeed in conveying what they mean.

In general, communication is considered effective when the stimuli conveyed by the sender or source are the same as the stimuli that are captured and understood by the recipient. According to Stewart L. Tubbs and Sylvia Moss Communication is said to be effective if it includes 5 criteria, namely understanding, pleasure, influence on attitudes, better relationships, and actions (Triyulianis 2019).

The achievement of effectiveness is not only seen in tourist decisions but also relates to the safety and comfort of tourists while visiting the Bangka Botanical Garden, increasing income from tourist spending, and increasing the time/length of tourist visits in Bangka Belitung. After the success of achieving an increasing number of tourist visits, these tourists need to be convinced that they are willing and want to return to visit Bangka Belitung. So that way, they don't just come once but come many times. Based on this, the Bangka Botanical Garden promotion program really needs to be done as a bridge for effective tourism communication between Bangka Belitung tourism actors (private and government) and tourists, both domestic and foreign tourists.

CONCLUSION

Conclusion : The promotion of Bangka Botanical Garden is able to provide good and clear information so that it can attract the attention of potential tourists, which can then turn attention into interest. After there is attention and interest, they can then create a desire (desire) to see directly the tourist attraction, thus prospective tourists can make the right decision (decision) and then they travel or make tourist visits (action) to various fields in the Bangka Botanical Garden. and ultimately lead to consumer satisfaction (satisfaction) in this case tourists who visit the Bangka Botanical Garden again. Thus, the promotion of Bangka Botanical Garden has been effective as a tourism promotion medium to invite and bring in more tourists visits. This can be proven by the success rate of promotion of Bangka Botanical Garden in bringing tourists where the results of this study note that there is a high relationship between tourism promotion and tourists' decision to visit Bangka Botanical Garden. There is a relationship or correlation between promotions and tourist decisions.

Suggestions : After doing the research, some suggestions can be put forward as follows ; a). Seeing the public's enthusiasm for the promotion of the Bangka Botanical Garden is quite good and can provide significant benefits for the Bangka Belitung tourism industry. However,

improvements and improvements must be made to the shortcomings in the implementation of promotions such as the lack of incessant promotions and limited promotional materials. b). To provide excellent service to tourists, it is also necessary to improve tourism education to the people involved in it such as service ethics, courtesy, cleanliness, and comfort and increase the understanding of the community around the tourism object on the use of foreign languages. c). The development of the world tourism industry has given a new color in terms of marketing strategies, especially in terms of promoting various featured tourist objects. Therefore, the study entitled tourism promotion is very good if used as research. The study of the influence of promotions and consumer (tourist) tastes on tourist decisions is expected to contribute ideas that are useful both in the field of management science and in the world of tourism

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