

Sustainable Development of Jatim Park 3 Tourism in Post- Covid 19 Economic Recovery in Attracting Tourists

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Sustainable Development of Jatim Park 3 Tourism in Post- Covid 19 Economic Recovery in Attracting Tourists

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Abstract (bold)

The Covid-19 pandemic has expanded and spread globally to no less than 218 countries that have been exposed, including Indonesia. The tourism sector in Indonesia has an important role in economic growth, one of which is as a contributor to state revenues in the form of foreign exchange. In addition, the tourism sector also plays an important role in increasing productivity and reducing unemployment. The tourism sector is one of the strategic sectors that must always be improved and put to good use as a form of national development. The purpose of this research is to find out how to implement post-covid19 pandemic sustainable development in Jatim Park3 to find out whether sustainable development in Jatim Park 3 is able to attract tourists to increase the economic income of the city of Batu-Malang. By using descriptive qualitative research methods by collecting secondary data, namely from previous research, data from BPS (Central Bureau of Statistics for Batu City Malang) as well as other data that supports this research (News from Radar Malang Online, article). The results of the research are that Jatimpark 3 has carried out the construction of the Millennial Grow Garden to increase economic growth which has fallen due to Covid 19. The development of additional rides that can be chosen by tourists is very helpful for economic growth. This is because with the new rides tourists who have visited before will come to visit Jatim Park 3 again by choosing new rides. Tourists who have never come will also be more enthusiastic about visiting Jatim Park 3.

Keywords: Sustainable Development, Tourism, Economy, covid 19

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Introduction

Tourism is one of the industrial sectors that greatly helps the economy of a region. Unique and good tourism will attract many tourists so that the income of the area increases. Tourists will come because of curiosity or indeed looking for entertainment for themselves and family. According to the World Tourism and Travel Council (WTCC), tourism includes all activities of people who travel to and stay somewhere outside the daily environment of the year for leisure, business or other purposes. Tourism is a social, cultural, and economic phenomenon that requires the movement of people to countries or places outside their usual environment for professional, personal or business purposes (Utami & Kafabih, 2021). The presence of the Covid-19 outbreak has weakened various economic activities in the Tourism sector. Even though economic activity is one form of human effort in the context of fulfilling needs. Since the spread of the Covid-19 outbreak, many world economic activities have been threatened to weaken. Especially the country of Indonesia. In 2020, the economy fell dramatically due to the Covid-19 outbreak. This is because the government issued a lockdown policy that limits all social, economic and other aspects. At this time also many tourism sectors were closed, thus affecting the economy, in this case, the economy of the city of Batu-Malang. Jatim Park 3 tourist attractions are closed because there is a ban from the government to open. So that the economy of the city of Batu Malang has decreased.

It is undeniable that the economic situation of Jatim Park 3 during covid is very unstable. Various economic sectors weakened and limited due to social restrictions during the Covid-19 pandemic. To improve the economy in the Tourism Sector, it is necessary to develop tourism. To accelerate economic growth in Indonesia through foreign exchange receipts, infrastructure development, job creation, and business opportunities, tourism is expected to be the main driver (Ministry of Tourism, 2015). Which aims to improve the welfare of the community. Sustainable development is essentially aimed at seeking equitable development between generations in the present and the future. For now, the Covid-19 outbreak has been declared subsided and tourist attractions have also been opened. Jatim Park 3 also got around with sustainable development on existing rides to attract the attention and interest of tourists again. This is expected to also improve the economy of Batu Malang City.

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Objective(s)

1. Knowing how the implementation of development after the Covid-19 pandemic in East Java Park 3.

Sustainable development in tourist attractions, especially East Java Park 3, in the form of adding games, (Millennial Glow Garden). This unprecedented game vehicle can attract tourists, both those who have visited Jatim Park 3 and those who have not. With the new vehicle, there are more and more visitors to Jatim Park 3. The number of tourists who come also affects the economic income of the city of Batu-Malang. Post-Covid-19 economic income has increased compared to income during Covid-19, where all tourist attractions were closed due to government policy to implement a lock down.

2. Knowing whether the sustainable development of Jatim Park 3 is able to attract tourists to increase the economic income of the city of Batu-Malang

the development of the Millennial Glow Garden at Jatimpark 3 is able to attract tourists to visit Jatimpark 3. It can be said that the addition of rides that have never existed can attract tourists back to visit Jatimpark 3. This decline can be seen from the percentage of economic growth in 2020 which had fell at minus 6.46 percent (source: Radar Malang Online access on 13/5/2023).

The development of additional rides that can be chosen by tourists is very helpful for increasing the economy. This is because with the new rides tourists who have visited before will come to visit Jatim Park 3 again by choosing new rides. Tourists who have never come will also be more enthusiastic about visiting Jatim Park 3.

The large number of tourists visiting East Java Park 3 greatly affects the economic income of the city of Batu Malang. During the Covid 19 pandemic, the regional income was low, for now it has increased. This can be seen from the economic growth data which grew to 4.04 percent last year and until the second quarter of this year the economy grew around 6-6.5 percent (source: Radar Malang Online access on 13/5/2023).

Review of literature

Covid 19 .

Since the announcement of the Covid-19 pandemic as a national disaster, the Indonesian government has taken policies and actions to temporarily halt activities by imposing a lockdown. The government implemented a lockdown as a step to stop the spread of Covid-19 (Fotiadis, 2021). The implementation of the lockdown greatly impacted various sectors, both the economic and social sectors and the tourism sector was no exception (Utami & Kafabih, 2021)

The Indonesian government is also trying to reduce the rate of transmission of the Covid-19 virus by stopping flights to limit incoming foreign tourists, which in turn greatly affects the tourism sector. The reduced number of visitors, both local and foreign tourists, has had an impact on hotels, tourist attractions and restaurants, causing the country's foreign exchange in this sector to decline. Seen from the decrease in the number of foreign tourist visits, namely the total number of foreign tourist arrivals in 2019. Foreign tourists visiting Indonesia reached 16.11 million, an increase of 1.88% compared to the number of foreign tourists in the same period as the previous year, namely 15, 81 million visits. The number of foreign tourists visiting Indonesia came from various routes, as many as 9.83 million entered by air, 4.16 million traveled by sea, and 2.11 million by land. In January-May 2020 it was 2.9 million, a decrease of 53.36 percent from the previous year which amounted to 6.3 million visits (Central Bureau of Statistics, 2020). The government's next effort to break the chain of transmission of Covid-19 is by implementing Large-Scale Social Restrictions (PSBB) in Government Regulation Number 21 of 2020 signed by President Joko Widodo (Nurhanisah, 2020).

However, after the implementation of the PSBB which had been running after three months, the government decided to change the policy by issuing a new normal (new normal). Entering the new normal era, the Indonesian government provides flexibility for the tourism sector to carry out recovery by re-operating according to the implementation of the health protocol. Health protocols are a series of rules issued by the government through the Ministry of Health to maintain safe activities during the Covid-19 pandemic.

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The goal is to help the community and not endanger the health conditions of others. The emergence of the decision to return to operations to restore the tourism sector, the term new Normal here explains how people's behavior adapts back to carrying out normal activities while still prioritizing health protocols. One of the strategies that must be implemented is the communication strategy. Roger as quoted (Cangara, 2013) communication strategies are designed to change human behavior on a larger scale through the transmission of new ideas. Communication tactics are a combination of communication elements: communicators, messages, channels (media) and effects aimed at achieving a communication goal. Communication strategy is basically planning and management to achieve one goal. To achieve this goal, the strategy needs to show operational tactics, not just a roadmap to set direction. (Abidin, 2015).

Since the spread of the Covid-19 outbreak, the world's economic activity has increased in danger of weakening. Especially Indonesia. It cannot be denied that Indonesia's current economic situation is very unstable. Various sectors of the economy weakened and this was limited due to social restrictions during the Covid-19 pandemic. The ultimate goal of economic activity is in the context of welfare and improving the quality of life (According to WHO, 2004 in Syharuddin, Heri Susanto, and M. Adhitya Hidayat Putra, 2020) quality of life is an individual's perception of their life in context the cultural context, behavior, and value systems in which they live and relate to standards of living, expectations, pleasures, and individual assessments of their position in life. WHO measures of quality of life include physical health, psychological health, degree of freedom, social relations, and their relationship with the environment (Syharuddin, Heri Susanto, and M. Adhitya Hidayat Putra, 2020)

Sustainable development.

¹⁰ Sustainable development is development that is oriented to meet the needs of the present and still pay attention to and prioritize the fulfillment of needs for future generations (Ginting et al., 2019). Sustainable development focuses on sustainable development with the principles of increased economic welfare, social justice realized, and the environment preserved (Ginting et al., 2019) (Fauzi & Oxtavianus,

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2014) (Stianingtias et al., 2019). Sustainable development is one of the stages of long-term development that is complex and involves various disciplines (Yang et al., 2016)

There are at least two dimensions in the concept of sustainable development, namely the time dimension which concerns what happens in the present and the future; and the interaction dimension that concerns the economic system and the environmental system because the fulfillment of human needs is basically always related to the availability and limitations of natural resources. Sustainable development is the juxtaposition of two important main elements, namely development that aims to always develop potential towards better conditions, and sustainable which represents the meaning of resilience and sustainability (Cristian, Maria, Artene, & Duran, 2015).

The principles of sustainable development are oriented towards economic sustainability, social sustainability and environmental sustainability. The three elements must be developed in harmony and balance (Suparmoko, 2020). The goal of development is not to model conventional development which prioritizes economic elements without regard to social, cultural and environmental elements.

The principles of sustainable development are oriented towards economic sustainability, social sustainability and environmental sustainability. Three elements must be developed in a harmonious and balanced manner. (Suparmoko, 2020). The purpose of development is not to model conventional development that prioritizes economic elements without consideration of social, cultural, and environmental elements. There are two definitions of sustainable development; that is, sustainable in the strong sense (strong definition) and sustained in the soft sense. (weak definition). Sustainable in the strong or hard sense means that the value of all development capital; i.e. the human capital value (human capital) plus the ecosystem value as natural capital (natural capital) is included with human-made capital (human made capital) with a fixed amount. In the soft sense of sustainable development, it is possible to substitute between the three types of development capital; mainly the value of natural capital if reduced can be offset by the increase in value of human capital and human-made capital. (Suparmoko, 2020).

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Sustainable development is a juxtaposition of two important main elements, namely development which aims to always develop potential towards better conditions, and sustainability which represents the meaning of resilience and sustainability (Cristian, Maria, Artene, & Duran, 2015). The interaction between economic and social is referred to as equitable which can be interpreted in terms of justice; the interaction between environment and society is referred to as livable or also known as the concept of quality of life which can also be interpreted in terms of comfort; the interaction between the economy and the environment is referred to as viable or in the sense that efforts to improve economic conditions must pay attention to the carrying capacity of the environment and avoid environmental damage which can also be interpreted in terms of sustainability; while the interaction between economic, social and environmental is referred to as sustainable (WCED, 1987 in Tanguay et al., 2009). In the interaction between aspects of sustainable development, many pessimistic responses emerge from experts, both economists and environmentalists. These experts consider that sustainable development is rhetoric that cannot be carried out without trade offs between aspects (Drews & Bergh, 2017; Fauzi, 2009; Moore, 2017).

Tourism.

According to the World Tourism and Travel Council (WTCC), tourism includes all the activities of people who travel to and live somewhere outside the everyday environment in a year for holidays, business or other destinations. Tourism is a social, cultural, and economic phenomenon that requires people to move to countries or places outside their usual environment for personal or business professional purposes. (Utami & Kafabih, 2021). It is cited from (Fotiadis, 2021) that tourism affects the economy, the natural environment, the local population at the destination, and on the tourist itself. The need for a holistic approach related to the various impacts of production factors necessary for visitors and stakeholders involved in the tourism sector resulted in the need to take a comprehensive approach in terms of development of tourist destinations, tourism management or monitoring of tourism activities. This approach is highly recommended for formulating and implementing national and local tourism policies as well as necessary international agreements or other processes.

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In Indonesia, the tourism sector is very well known to the world because it has many tourist destinations spread across the country. Natural aesthetics and customs are an attraction for tourists to visit Indonesia. This sector is crucial for the Indonesian economy. The government notes that foreign exchange from the tourism sector continues to grow in line with the increase in foreign tourist visits to the country. Menparekraf, Sandiaga Uno, is optimistic that this sector will become the biggest foreign exchange earner (Utami & Kafabih, 2021). The development of the tourism sector will be able to trigger other sectors so that tourism can become a trigger for national economic growth. Economic growth and tourism have a reciprocal causal relationship (Reciprocal Causal Hypothesis), meaning that tourism growth and economic growth mutually benefit one another (Nizar, 2015).

² Tourism is the travel activity carried out by a person or a group of people by visiting a special place for recreational purposes, personal development, or studying the uniqueness of a tourist attraction visited in a temporary period. (Arjana, 2016 In Noerkhalishah, Ersis Warmansyah Abbas, dan Melly Agustina Permatasari, 2020). Referring to this view, tourism development does not rely only on the business capabilities of private parties. Without the support of the government and the public, the development of tourism business run by private entities cannot go smoothly. Thus, the development of tourism is managed only by the government, without involvement of other pillars. The government will have difficulties in increasing investment and capital in the development of tourism. However, the most important thing is the involvement of the pillar of society that has been often overlooked in the development of tourism. As a result, the people, especially those who live in the region or tourist destinations often do not feel the benefits of the development of tourism around them. If involved then the role they play is so minimal that it does not have a significant impact on the well-being of local communities. In some cases, local communities around tourist destinations only become spectators while at the same time they are exposed to various social impacts, economic, and environmental negative consequences of the development of tourism in their region (Anuar & Sood, 2017).

Quoted from (Fotiadis, 2021) that tourism affects the economy, the natural environment, local residents at destinations, and tourists themselves. The need for a holistic approach related to the various impacts of production factors needed for visitors and stakeholders

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involved in the tourism sector has led to the need to take an overall approach in terms of developing tourism destinations, tourism management and monitoring tourism activities. This approach is highly recommended for formulating and implementing national and local tourism policies and necessary international agreements or other processes. The Tourism Sector offers solutions in post-Special Issue - Covid-19 economic recovery. In Indonesia's economic development, tourism has become a priority sector. To introduce national identity and culture, tourism can also be used. So that the expansion and utilization of national tourism resources and potential will continue and be improved for tourism development. To accelerate economic growth in Indonesia through foreign exchange earnings, infrastructure development, job creation, and business opportunities, tourism is expected to be the main driver (Ministry of Tourism, 2015)

Economically.

¹³ The Covid-19 pandemic has had a huge impact on the Indonesian economy, especially the tourism sector. Based on the calculation of the decrease in the number of tourist arrivals from UNWTO in scenario 2 and scenario 3 (opening of travel activities in September and December), tourism in Indonesia by the end of 2020 will only reach 4 -5 million foreign tourist visits. It is estimated that the foreign tourist market will gradually return to normal starting in 2021, and return to normal in 2023. The contribution of GDP engaged in the tourism sector will also experience negative growth at the end of 2020. GDP growth in the sector related to the provision of accommodation and food and drink is projected to grow by -5.2% to -7.9%, the transportation sector and the construction sector are projected to grow by -3.1% to -7.5% and 2.2% to -0.9%, respectively. Several events that could leverage tourism, where the plan to carry out in ¹⁷2020 experienced a setback until an undetermined time, such as Formula E 2020, Pon 2020, Jogja Marathon, Indonesia Open 2020, and so on.

The breakthrough made by the government for economic development including the tourism sector and the creative economy is to build Tourism and Creative Economy Special Economic Zones (KEK) in various regions of Indonesia (Indonesia. Kemenparekraf, 2021). Specifically for SEZs with the concept or theme of Tourism and the creative economy (Parekraf), the sectors that are prioritized in SEZs are tourism business activities as a form of support in organizing

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entertainment and recreation, meetings, exhibitions and other activities. Coupled with the uniqueness of natural wealth with a variety of enchanting natural attractions in Indonesia.

In the development of the Indonesian economy, tourism has become a priority sector. To introduce national identity and culture, tourism can also be used. Thus, the expansion and utilization of resources and the potential of national tourism will continue and be enhanced for tourism development. To accelerate economic growth in Indonesia through the acceptance of foreign currency, infrastructure development, job creation, and opportunities, tourism is expected to be its primary driving force. (Kementerian Pariwisata, 2015).

In economic theory, economic stimulus is distinguished into 2, i.e. in the form of fiscal and monetary policy stimulus. (Setiawan, 2018). Fiscal policy is divided into two (two) main instruments, namely functional finance and budget management approach. (anggaran). Functional finance policy instruments are used to control government spending from various indirect impacts on the national income of a country. In addition, the instrument also aims to increase employment opportunities for society. The policy instrument approach to budget management is aimed at regulating the course of government budget through debt and taxation. A fiscal policy affects the economic wheel because it is associated with increased government spending or in the form of tax cuts. This economic activity has a multiplier effect by stimulating additional demand for household consumer goods. (Keynes, 2018)

Economic activity is one of the forms of human effort in the context of fulfilling its needs. Because human existence cannot be separated from natural nature in order to seek to maintain and maintain survival. Often the measurement of human well-being is measured by the standards of economic satisfaction that can be achieved through economic activities contained in production, distribution, and consumption activities. Economic activities generally engaged by society include agriculture, non-agriculture and ¹⁹de in services and services (Gunawan, 2014 in Abbas, et al 2020). (Dini Yuniarti, Bambang Subiyakto, and Muhammad Adhitya Hidayat Putra,2020).

Methods

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In research on the sustainable development of tourism in East Java Park 3 in recovering the economy, this is using a qualitative description research method by collecting secondary data, namely from previous research, data from BPS (Central Bureau of Statistics for Batu City Malang), as well as other data that supports this research (News from Radar Malang Online, article). This data is used for comparison between before the covid 19 pandemic and after the covid 19 pandemic to determine economic growth in the city of Batu-Malang through sustainable development of the tourism sector.

Source data.

The data source used in this study is a secondary data source.

Secondary data sources are sources that do not directly provide data to data collectors, data sources obtained indirectly from the source. Can be obtained through additional materials derived from written sources such as scientific books and magazines, archival data sources, personal documents and official documents. Secondary data can also be obtained through photographs. Photos produce descriptive data that are quite valuable and can be used to examine data from a subjective perspective. 5 In this study, books, photographs and interviews became sources of secondary data.

Results

The results of the research are that Jatimpark 3 has built the Millennial Grow Garden to increase economic growth which has fallen due to Covid 19. The development of additional rides that can be chosen by tourists is very helpful for economic growth. This data was obtained from secondary data in the form of previous research, data from the Central Bureau of Statistics, as well as news/articles. It can be seen that Jatim Park 3 on a scale has carried out the construction of rides for games. Jatim Park 3 divides various rides into several categories so that tourists can choose to visit which rides they think are interesting. Visitor data for Jatim Park 3 during the Covid 19 pandemic has decreased from before the Covid 19 pandemic. This data can be seen from the data from the City Tourism Office Stones like the following:

Year	Total Visitors

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2019	803124
2021	250209

Source: BPS City of Batu-Malang.

The decrease in the number of visitors to the 3rd edge of the park at the time of the covid 19 pandemic due to the government's policy to lock the donw so that the tourism of the 3nd edge should be closed. The closure has had a major impact on the decline in the incomes of the community's economy and the district of miserable towns. This decline can be seen from the percentage of economic growth in 2020. which has fallen to a figure of minus 6.46 percent (source: Radar Malang Online access on 13/5/2023).

At this time, the outbreak of covid 19 has already been declared relieved, and the government has begun to repair the economic system. The city's government improved the economic income by reopening the tourist sites around it. In addition to the government, tourism managers also cooperate in an effort to increase economic revenue by carrying out sustainable development on the games that will attract tourists.

The construction of the add-on wahana that can be selected by the tourists is very helpful in the increase of the economy.this is due to the presence of new wahana tourists who have previously visited will come to visit back to the jatim park 3 by choosing a new waya. Tourists who have never been here will also be more excited to visit jatim park 3.

The number of tourists visiting this 3rd park has greatly affected the economic income of the town of Batu - Malang. During the Covid 19 pandemic, the low-income regions for the moment have increased. This can be seen from the economic growth data that grew to 4,04 percent last year and by the second quarter of this year the economy grew about 6-6,5 percent (source: Radar Malang Online access on 13/5/2023).

Discussion

Continued development in the tourist venue especially this 3rd park with the addition of the game wahana. This unprecedented game of adventure can attract both tourists who have visited the 3rd edge of the

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park and those who have not. With the arrival of the new car, the visitors to the 3rd park are increasing. The number of tourists who come here also has an impact on the city's economic income. This post-Covid 19 economic income has increased compared to the income when Covid 19, which is all tourist places are closed because of the government policy to implement the lock down.

During the lockdown, the economy was very apprehensive, many people lost their jobs and lacked money to meet their daily needs. To restore the economy, there must be a sustainable development plan in order to be able to improve the economy. This sustainable development must be carried out in cooperation between the government and also the management of tourist attractions. And this can already be seen as a result of economic growth which is getting better from the time of the co-19 pandemic.

Recommendation

On this study, which is supported by various data above, it can be concluded that the sustainable development of the tourist venue (time park 3) can invite a lot of tourists to visit the place. The continuing development that is meant here is the addition of the game wahana in jatim park 3. Jatim Park 3 was once focused on the dino park wahana and legend star now has added the millennial glow garden wahana. This millennial glow garden is a lighting lights that many young tourists love. And with the addition of visitors to this tourist venue can also increase the economic income of the city of Batu - Malang. So it can be concluded that sustainable development is closely related to economic income and can prosper society ahead.

The link between sustainable development and the economy can be seen from the development of the economy, which during the Covid-19 pandemic experienced a decline and many people even felt the impact in the form of termination of employment, making it difficult to meet their daily needs. Whereas now, when sustainable development in tourist areas has been realized, many people can meet their needs and the regional economy has increased after the disappearance of the Covid 19 pandemic.

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