

From Local Wisdom to Independent Tourism Villages: Analysis in the Perspective of Local Economic Empowerment

Cherly Wangkay¹, Eny Haryati^{2*}, Amirul Mustofa³

^{1,2,3} Faculty of Administrative Sciences, Universitas Dr. Soetomo, Surabaya, Indonesia

Author Correspondence: eny.haryati@unitomo.ac.id*

Abstract. *This study analyzes the potential of local wisdom in the development of tourism villages in Indonesia, with a focus on local economic empowerment. Local wisdom, which includes traditions, culture, art, and social systems, is often not documented or utilized to its full potential in the tourism sector. Through a qualitative approach, this study explores how local wisdom can be used as the main attraction in the development of independent and sustainable tourism villages. Several tourist villages that have managed local wisdom effectively, such as Osing Village and Reog Village, are used as examples in this study. The findings show that although many villages have great cultural potential, many have not yet utilized digital technology in promoting their local wisdom. Better documentation and the use of technology such as digital platforms can increase the visibility of tourist villages and expand the market. In addition, local economic empowerment is achieved through the management of local wisdom that involves the community in all development processes. This study provides recommendations for strategies to optimize the utilization of local wisdom, including increased documentation, community involvement, and the use of digital technology, to create highly competitive tourist villages and make a real contribution to local economic empowerment.*

Keywords: *Cultural Management, Digital Technology, Local Economic Empowerment, Local Wisdom, Tourism Village.*

1. INTRODUCTION

Local wisdom is a set of knowledge, values, norms, and habits owned by a community or society, which is inherited from generation to generation and serves to maintain a balance between humans and nature and between fellow humans (Njatrijani, 2018). This local wisdom covers various aspects of life, such as traditions, art, culture, beliefs, and social systems that have existed for a long time and are an inseparable part of the life of the village community (Khoerunisa et al., 2023). However, despite having high values, many potentials of local wisdom have not been well documented and have not been utilized to the fullest, especially in the context of tourism village development (Indriyani et al., 2024). This is one of the big challenges in an effort to increase the attractiveness and economic potential of a tourism-based village.

In Indonesia, villages have a very diverse cultural wealth, but often this potential is not managed properly or is not organized with a system that allows local communities to obtain maximum economic benefits (Nurhayati et al., 2023). For example, the local wisdom in the Tourism Village has not been well documented and has not been presented in an attractive format to be used as a tourism product (Kompasiana, 2023). For example, Osing Village in Banyuwangi is one of the villages that has succeeded in packaging local wisdom in the form

of cultural attractions involving tourists. Tourists who come can experience local culture, such as being paraded on trains, wearing traditional clothes, and enjoying traditional banquets. With the right approach, Osing Village not only attracts tourists, but also increases their understanding of the local culture and has a positive impact on the economic empowerment of the local community (Nurjihan & Nur, 2023).

However, not all villages can develop their local wisdom potential in an attractive and organized form (Anshori, 2023). This often happens due to a lack of good management, lack of skills in packaging local wisdom in a more modern and attractive form, and limited knowledge on how to integrate technology in the development of tourist villages (Sunarti et al., 2022). Currently, in the digital era that continues to develop, there is a great opportunity to package local wisdom in the form of digital tour packages that can be accessed by tourists both directly and through digital platforms. Unfortunately, this potential has not been utilized optimally (Amaliyah et al., 2023). With the development of information technology, tourism villages can more easily market their products and tourism potential to a wider market, even to the international market. Therefore, good management and documentation of local wisdom and the right use of technology can be the key to accelerating the development of independent local wisdom-based tourism villages (Pratiwi & Prabandari, 2024).

Some villages that have succeeded in developing the potential of their local wisdom are exemplary examples of success. One of them is Kampung Reog in Ponorogo, which combines the traditional art of reog as a major attraction with the development of a creative industry that produces reog-related trinkets, miniature reog, and other products (Supriadi & Wardo, 2015). Kampung Reog not only serves the sale of products for tourists who come, but has also managed to penetrate the international market by exporting their products to countries such as India (Marhaban, 2022). The success of Kampung Reog not only boosts tourism in the area, but also makes a great contribution to local economic empowerment through the creation of jobs and increasing the income of the local community. This example shows that by developing local wisdom into attractive tourism products and souvenirs, a tourist village can achieve success in both economic and tourism aspects.

Local Economic Empowerment (PEL: *Pemberdayaan Ekonomi Lokal*) is one of the main goals of the development of tourism villages based on local wisdom. PEL not only aims to increase the income of village communities, but also to create economic sustainability by involving communities in the entire development process (Rodriguez-Pose & Tijmstra, 2005). In this context, local economic empowerment can be achieved through effective and efficient management of local wisdom, as well as the use of appropriate technology (Damayanti et al.,

2024). Tourism villages that succeed in developing the potential of local wisdom with the right strategy will be a model that can inspire other villages to follow in their footsteps.

However, to achieve this success, a mature strategy is needed in optimizing the utilization of local wisdom. The question that arises is, what are the strategies needed to optimize the utilization of local wisdom in order to increase the ranking of a tourism village based on local wisdom so that it can become an independent tourism village that can make a significant contribution to local economic empowerment? Therefore, this study aims to analyze strategies that can be applied to maximize the potential of local wisdom as the main attraction in the development of independent and sustainable tourism villages. The main purpose of this study is to explore and formulate the strategies needed to optimize the use of local wisdom in order to increase the competitiveness of tourism villages and empower the local economy. This research also aims to provide alternative solutions that can be used by stakeholders, such as local governments, tourism village managers, and local communities, to design and implement policies that can support the development of tourism villages based on local wisdom.

The expected benefits of this study are first, to describe alternative strategies for optimizing the utilization of local wisdom into attractive tour packages that have high attraction for tourists. Second, to describe the strategy in improving the ranking of tourism villages so that they can become independent tourism villages that make a great contribution to local economic empowerment. Third, to describe the role of tourism village rankings in increasing tourist visits, as well as how this affects local economic empowerment. This research is expected to make a significant contribution to the development of tourism villages in Indonesia, as well as a reference for sustainable and independent management of tourism villages based on local wisdom. Along with the rapid development of the tourism sector in Indonesia, it is important for every village to utilize their local wisdom as a force to attract tourists. With the right approach, local wisdom is not only a tourist attraction, but also a resource that can improve the welfare of the village community and strengthen the regional cultural identity. Therefore, it is important to conduct this research to explore the potential of local wisdom that has not been maximized and formulate the right strategy to optimize this potential in order to achieve a highly competitive independent tourism village and make a real contribution to local economic empowerment.

2. RESEARCH METHODS

This research uses a qualitative approach that aims to deeply understand how local wisdom can be utilized in the development of tourism villages based on local economic empowerment. The qualitative approach was chosen because this study focuses on understanding the context, process, and dynamics that exist in the management of local wisdom and its implementation in the tourism village development strategy. This research also aims to explore the perspectives of related stakeholders, such as village communities, tourism village managers, local governments, and tourists who visit tourist villages based on local wisdom.

This type of research is a qualitative descriptive research, which aims to describe, explain, and analyze the phenomena that occur in the development of tourism villages based on local wisdom (Sugiyono, 2012). This research does not aim to test hypotheses, but rather to reveal the potential of local wisdom and how it can be used effectively to increase the attractiveness of tourist villages and empower the local economy.

This research will be carried out in several tourist villages that have potential local wisdom, with the main focus on villages that have succeeded in developing this potential into tourist attractions. Villages that will be used as research locations include tourist villages in Indonesia that have local wisdom that can be used as an object of study.

Data will be collected through several data collection techniques relevant to the research objectives. Interviews were conducted with key informants consisting of tourist village managers, community leaders, local business actors, and tourists who have visited the tourist village. Researchers will make direct observations at the location of tourist villages to observe the processes that occur in the management of local wisdom, both in the form of cultural attractions, physical products, and digital marketing. Researchers will also collect data through relevant documents, such as tourism village development reports, tourism village profiles, promotional materials, and data related to tourist visits. This documentation will provide an overview of the development of tourism villages and the efforts that have been made in utilizing local wisdom.

With this qualitative approach, this research is expected to provide in-depth insights into the management of local wisdom in the development of tourism villages, as well as effective strategies to increase competitiveness and empowerment of the local economy through the tourism sector based on local wisdom. The data obtained will be the basis for the development of policy and practice recommendations that can be adopted by local governments, tourism village managers, and the community to optimize the potential of tourism villages based on local wisdom.

3. RESULTS AND DISCUSSION

In this study, the researcher explored various potentials of local wisdom in tourism villages based on local wisdom in Indonesia, as well as tourism village development strategies that can encourage local economic empowerment. Through in-depth interviews, participatory observations, and document analysis, this study produced a number of findings that illustrate how the management of local wisdom can be used as the main attraction in the development of independent tourism villages. The following are the results and discussion of the findings of this study.

Local Wisdom That Is Not Well Documented.

One of the main findings in this study is the large amount of local wisdom that has not been well documented and has not been attractively packaged to be used as a tourism product. Many tourist villages have very potential local wisdom, but have not taken advantage of technology or presentation formats that can attract tourists. This local wisdom is usually only seen as part of ordinary culture and tradition, without further thinking about how this local wisdom can be used as a tourist attraction.

In Suli Village, which is located in Salahutu District, Central Maluku Regency, which has a huge potential for local wisdom, but it is not well documented. Some villages do not even have adequate archives regarding their local wisdom, which should be used to attract tourists. Many of these local wisdom are only known to a limited group within the village community and have never been widely promoted in a form that can be used for the development of tourist villages (Patty et al., 2024). In the observation of several tourist villages, such as in Kampung Osing Banyuwangi, it was found that although they have a very rich cultural tradition, only a few parts of their local wisdom are well publicized and packaged. Osing Village, for example, has a tradition of welcoming guests in a very unique way, namely by parading tourists using traditional trains and clothes (Putranto, 2019). This proves to be very attractive to tourists who come, but there are still many other aspects of local wisdom that have not been promoted or even well documented, such as agricultural traditions, nature management, and other local rituals that can also be tourist attractions.

The unavailability of adequate data on local wisdom is an obstacle in efforts to develop tourism villages based on local wisdom. Tourism village managers tend not to have a clear understanding of the potential of local wisdom they have. Therefore, better documentation and presentation in a more attractive and accessible format are important first steps for the development of more sustainable tourism villages (Rahmat & Apriliani, 2023).

Utilization of Technology in Tourism Village Development.

In addition to documentation problems, another finding that emerged in this study is the limited use of digital technology in the development of tourism villages based on local wisdom. Although digital technology has developed rapidly and opened up various opportunities for the tourism sector, there are still few tourist villages that utilize digital platforms to market their local wisdom. Most of the existing tourist villages rely more on traditional methods of self-promotion, such as brochures or word-of-mouth promotion.

Ngadiharjo Tourism Village, located in Magelang, Central Java, offers a wealth of local wisdom that is very diverse, ranging from agricultural traditions, tobacco processing, to traditional performing arts such as wayang kulit and dance. Visiting tourists can directly engage in local activities, such as learning how to farm and making handicrafts, which provides an authentic and in-depth experience of the village's culture. Although this village has extraordinary cultural potential, the main challenge faced is the limited use of digital technology in terms of tourism promotion and management. Information related to this tourist village is still very minimal in cyberspace, and although there are several social media accounts, digital management and promotion have not been carried out optimally. This limits the reach of this village to attract a wider range of tourists, even though the use of digital technology can increase exposure and introduce the rich cultural wealth of Ngadiharjo to more people (Prayogo, 2023). However, there are also villages that have succeeded in making good use of technology, such as Kampung Reog in Ponorogo. Kampung Reog has utilized digital platforms to market their products, such as miniature reog, trinkets related to reog art, and also reog performances that can be accessed by tourists virtually. Kampung Reog has also sold their products abroad, including to Suriname and the Netherlands, through e-commerce and social media (Masykur et al., 2017).

The use of social media, village websites, and other digital applications is an important step that can increase the visibility of tourism villages in a wider market, both at the domestic and international levels (Prasetyo et al., 2023). In addition, with digital technology, tourism villages can offer virtual experiences that allow tourists to access information about local wisdom without having to come directly to the location (Putra et al., 2024). This is especially important, especially during a pandemic or for tourists who have not been able to visit a location due to time or cost constraints.

The Role of Local Wisdom in Increasing the Attractiveness of Tourism Villages.

The results of this study show that well-packaged local wisdom can be the main attraction that increases tourist visits to tourist villages. In many cases, the local wisdom that is the hallmark of the village can create a different experience for tourists, which makes them want to come back again and even recommend the tourist village to others (Mandhaputri et al., 2023).

For example, in Kampung Osing, the management of local wisdom in the form of cultural attractions involving tourists, such as being paraded in a carriage and wearing traditional clothing, provides a unique experience that cannot be found anywhere else (Nisak et al., 2023). Tourists who come to the village feel valued and engaged in the local culture firsthand, which makes them feel closer to the local people and their culture. This not only enhances the tourist experience, but also introduces the local culture to the outside world, which in turn increases the popularity of the village as a tourist destination (Yukbanyuwangi, 2025).

Similarly, the Kampung Naga Tourism Village located in Tasikmalaya, West Java, is known for its community that still maintains traditional Sundanese culture, including in terms of customs, house architecture, and environmentally friendly agricultural systems. The people in Naga Village live by the principle of simple living, protecting nature, and prioritizing togetherness in their daily lives (Nuranisa et al., 2023). The local wisdom owned by this village, especially in the way of life that is in harmony with nature, is the main attraction for tourists. The uniqueness of the traditional house in the form of a stilt with a palm roof, as well as the organic farming system applied, provides an authentic cultural experience for visitors. Tourists can not only enjoy the enchanting natural beauty, but also have the opportunity to learn about the traditions and life philosophies of the local people that are still maintained and preserved today (As'ari & Hendriawan, 2016).

The uniqueness offered by this local wisdom is an added value for the tourism village in question (Patty et al., 2024). Apart from being a cultural attraction, local wisdom can also be developed into physical products and digital products that can be sold to tourists. Physical products such as trinkets, traditional fabrics, or miniature artworks derived from local wisdom can be souvenirs that tourists are interested in (Lanur & Martini, 2015). Meanwhile, digital products such as documentary videos, mobile apps showcasing local traditions and culture, or even virtual tours can expand market reach and provide a more interactive experience for tourists.

Local Economic Empowerment Through Tourism Villages

One of the main goals of the development of tourism villages based on local wisdom is local economic empowerment. The results of the study show that villages that have succeeded in developing tourism villages based on local wisdom have also experienced an increase in the economic empowerment of local communities. Kampung Reog in Ponorogo is a successful example in this regard. In addition to being a tourist village that attracts many visitors, Kampung Reog has also succeeded in developing a home industry that produces various products related to reog art. These products are not only marketed to tourists who come, but also exported abroad, which has a positive impact on the local economy (Masykur et al., 2017). With the local economic empowerment that has occurred, the absorption of labor is also increasingly needed (Haryati, 2018).

Just like in Penglipuran Tourism Village in Bali, it is famous for the life of the community who very well maintain the cleanliness of the environment and maintain the long-standing tradition of Bali Aga (Januariawan, 2021). This village is also known for its unique Balinese traditional house architecture, with a neatly arranged and harmonious design, reflecting life in harmony with nature. Through the development of a tourist village based on local wisdom, Penglipuran Village has succeeded in attracting many domestic and international tourists, who come to enjoy the beauty of nature and local culture. The local community is actively involved in various tourism sectors, ranging from tourism services, souvenir sales, to homestay management, which directly improves the village economy (Yanti et al., 2024). The sustainability of this tourist village not only contributes to economic improvement, but also to the preservation of culture and environmental cleanliness, which is the distinctive identity of Penglipuran Village, making it an example of a tourist village that has succeeded in integrating local wisdom with community economic empowerment.

Villages that have succeeded in developing tourism villages based on local wisdom have shown a positive impact in local economic empowerment, which is in line with the theory of Local Economic Empowerment (PEL) (Rodriguez-Pose & Tijmstra, 2005). Through effective management of local wisdom, these villages not only succeed in attracting tourists, but also create new jobs for the local community, such as in the fields of handicrafts, culinary, and tourism services. This tourism activity based on local traditions and culture also introduces indigenous village products to a wider market, increases community income, and encourages the development of local small and medium industries (SMEs) (Maryani, 2021). For example, tourist villages that carry local products such as handicrafts or traditional culinary are able to strengthen the village economy, increase people's purchasing power, and maintain cultural and

environmental sustainability (Marzora & Tou, 2024). This shows that the development of tourism villages based on local wisdom not only increases tourist visits, but also contributes significantly to improving the welfare and empowerment of village communities in accordance with the principles of PEL.

The management of local wisdom in the form of tourist attractions and creative products has created jobs for local people, ranging from artisans, tour guides, to traders who sell local products. People involved in this tourism sector also get a significant increase in income, which in turn improves their well-being (Silooy et al., 2020). In addition, with the training provided by the government or related institutions, people are also increasingly skilled in managing their businesses and improving the quality of the products they offer to tourists (Bangsawan et al., 2021).

Strategies for Optimizing Local Wisdom in Tourism Villages

Based on the results of the analysis, there are several strategies that can be implemented to optimize the utilization of local wisdom in the development of tourist villages. First, tourist villages need to collect better data and documentation of existing local wisdom. This includes collecting information about local traditions, arts, culture, and practices that have the potential to be used as tourism products (Krisnawati, 2022). Second, tourism village managers need to involve the community in the entire process of developing tourist villages, starting from the planning stage to implementation. Active community participation is very important to ensure that the sustainability of tourism villages can be maintained and economic benefits can be felt directly by the local community (Udayani et al., 2024).

Third, the use of digital technology needs to be increased. Tourism villages can develop mobile applications, websites, and social media platforms to promote their tourism products and potential (Fatman et al., 2024). In addition, the use of virtual technology such as online tours or digital tourism experiences can attract tourists who cannot come directly to the location. Fourth, there is a need for collaboration between local governments, communities, and the private sector in developing infrastructure and supporting facilities in tourist villages. This collaboration is very important to ensure that tourism villages can develop sustainably and have a positive impact on the local economy (Wiartha et al., 2024).

The Impact of Tourism Village Ranking on Local Economic Empowerment

The increasing ranking of tourist villages also has a positive impact on local economic empowerment. Villages that have a good ranking in the eyes of tourists will more easily attract the attention of investors, sponsors, and various other parties interested in investing in the development of tourist villages (Susilo et al., 2024). This will accelerate the development of

better infrastructure, facilities, and services for tourists, which in turn increases the number of visits and the economic income of the local community.

Penglipuran Tourism Village, Bali is one of the best examples of tourist villages in Bali. The development of a tourism village based on local wisdom in Penglipuran Village has had a great impact on the community's economy. The local community is involved in various sectors such as the provision of homestays, tour guide services, as well as the sale of local products such as handicrafts and specialty foods. The village has created new jobs, increased community income, and helped preserve Balinese culture through sustainable tourism (Nirmala et al., 2024). The same is true for the Naga Village Tourism Village, Tasikmalaya, West Java, which has succeeded in improving the local economy through the development of tourism villages based on local wisdom. With tourism, village communities get the opportunity to be involved in the provision of tourism services, homestays, and the sale of typical village souvenirs. Economic empowerment through tourism not only creates jobs but also supports the preservation of local traditions and culture (Nuranisa et al., 2023).

With the increasing popularity of tourist villages, the demand for local products produced by the local community has also increased. This is a great opportunity for micro, small, and medium enterprises (MSMEs) in the village to develop their products and penetrate a wider market. Finally, local economic empowerment can be achieved through increasing the capacity of the community in managing their businesses, as well as improving the overall quality of life.

4. CONCLUSION

Overall, this study shows that effective management of local wisdom can be the key to success in the development of independent and sustainable tourism villages. Local wisdom that is well documented and packaged in an attractive form can increase the attractiveness of tourist villages and empower the local economy. Therefore, it is important for tourism village managers to optimize the potential of local wisdom and utilize technology in their development, so that tourism villages can develop optimally and provide great benefits for the local community.

This research has several limitations that need to be considered. First, this research was only conducted in a few tourist villages that have the potential for local wisdom that is already quite known, so the results may not be generalized to all villages in Indonesia. In addition, limitations in the number of samples also affected the representativeness of the findings. Second, the focus of the research is more on the management of existing local wisdom, while the potential of local wisdom that has not been identified or properly managed has not been

fully explored. Third, although this study uses an in-depth qualitative approach, difficulties in accessing information or differences in perception between stakeholders can affect the validity of the data obtained.

Further research is suggested to expand the scope of the research location to villages that have potential for local wisdom that has not been explored or is poorly documented. The use of more comprehensive research methods, such as quantitative surveys or comparative analysis, can provide a broader perspective. In addition, more in-depth research on the integration of digital technology in local wisdom marketing can provide new insights into the potential for more effective marketing in the digital era. The focus on long-term economic sustainability aspects also needs to be considered to understand the long-term impact of economic empowerment through the development of tourism villages based on local wisdom.

REFERENCES

- Amaliyah, A., Wulandari, C., & Putranti, I. R. (2023). Integrasi Nilai Tradisional Dan Aktivasi Digital Kelurahan Mendut. *Jurnal Komunikasi Dan Kajian Media*, 7(1).
- Anshori, H. A. Al. (2023). *Tantangan Pengembangan Desa Wisata di Indonesia*. Insanwisata.
- As'ari, R., & Hendriawan, N. (2016). Kajian Nilai Kearifan Lokal dalam Upacara Adat Hajat Sasih pada Masyarakat Adat Kampung Naga. *Jurnal Geografi*, 14(1).
- Bangsawan, S., MS, M., Ahadiat, A., Ribhan, R., Kesumah, F. S. D., & Febrian, A. (2021). Pengembangan Desa Wisata melalui Pelatihan dan Pembinaan. *Yumary: Jurnal Pengabdian Kepada Masyarakat*, 2(2). <https://doi.org/10.35912/yumary.v2i2.615>
- Damayanti, R., Rimawan, M., Alwi, A., Cahyati, I. P., & Sulistiyanti, I. (2024). Pemberdayaan Masyarakat Melalui Potensi Lokal untuk Pengembangan Ekonomi Kreatif di Kelurahan Lelamase. *Karya Nyata: Jurnal Pengabdian Kepada Masyarakat*, 1(4).
- Fatman, Y., Srimurni, R. R., Nur, S., Mardiansyah, M. R., & Utami, A. F. (2024). Pembuatan Aplikasi Wisata Desa Berbasis Web Sebagai Unggulan Desa di Desa Bojongsari. *Communnity Development Journal*, 5(5).
- Haryati, E. (2018). Pengembangan Ekonomi Lokal Yang Berorientasi Pada Penyerapan Tenaga Kerja Di Provinsi Jawa Timur. *EKUITAS (Jurnal Ekonomi Dan Keuangan)*, 14(2). <https://doi.org/10.24034/j25485024.y2010.v14.i2.286>
- Indriyani, Anisa, N., Sari, I., Minawar, & Andrianingsih, R. (2024). Pemanfaatan Bahan Ajar Berbasis Kearifan Lokal Dalam Pembelajaran Sains di Sekolah Dasar. *JSES: Jurnal Sultra Elementary School*, 5(1).
- Januariawan, I. G. (2021). *Belajar dari Kearifan Lokal Masyarakat Desa Penglipuran Bali*. Kompasiana.

- Khoerunisa, S. A., Hermawan, I., & Karomah, I. D. (2023). Menggali Kearifan Lokal Dalam Jejak Kebudayaan Desa Mukapayung Kecamatan Cililin. *Proceedings Uin Sunan Gunung Djati Bandung*, 3(6), 78–95.
- Kompasiana. (2023). *Permasalahan dan Tantangan Desa Wisata di Indonesia*. Kompasiana.
- Krisnawati, I. (2022). Eksplorasi Wisata Budaya Berbasis Kearifan Lokal Di Desa Wisata Wates Jaya, Kabupaten Bogor, Jawa Barat. *Destinesia : Jurnal Hospitaliti Dan Pariwisata*, Vol.4(1).
- Lanur, V. S. C., & Martini, E. (2015). Pengembangan Desa Wisata Wae Rebo Berdasarkan Kearifan Lokal. *Jurnal Planesa*, 6(2).
- Mandhaputri, H. A., Aribowo, & Riasih, T. (2023). Pengembangan Ekonomi Lokal Sebagai Strategi Pemberdayaan Masyarakat di Desa Karamatwangi. *LINDAYASOS: Jurnal Ilmiah Perlindungan Dan Pemberdayaan Sosial*, 5(2).
- Marhaban, M. (2022). *Ponorogo Kembali Ekspor 300 Ton Kunyit ke India*. Jatim Times.
- Maryani, P. D. (2021). Dampak Pengembangan Desa Wisata Wukirsari Terhadap Peningkatan Ekonomi Masyarakat Lokal Tahun 2017-2018. *Jurnal Pariwisata Terapan*, 5(2). <https://doi.org/10.22146/jpt.58376>
- Marzora, A. V., & Tou, H. J. (2024). Dampak Desa Wisata Terhadap Ekonomi Masyarakat Nagari Pariangan. *Journal Bung Hatta University*, 1(3).
- Masykur, F., Antarukmi, D., & Risfaula, E. (2017). IBM Smart E-Commerce UMKM Reog Ponorogo. *Surya : Jurnal Seri Pengabdian Kepada Masyarakat*, 2(1). <https://doi.org/10.37150/jsu.v2i1.60>
- Nirmala, I. G. A. A. N., Subadra, I. N., & Putra, P. G. P. (2024). Dampak Pengembangan Desa Wisata Terhadap Lingkungan Sosial Budaya Dan Ekonomi Di Desa Wisata Penglipuran. *Jurnal Daya Tarik Wisata (JDTW)*, 6(1).
- Nisak, M. A., Komariah, S., & Wilodati, W. (2023). Kearifan Lokal Suku Osing: Kajian Budaya Sebagai Media Pembelajaran Sosiologi. *EDUKASIA: Jurnal Pendidikan Dan Pembelajaran*, 4(2). <https://doi.org/10.62775/edukasia.v4i2.434>
- Njatrijani, R. (2018). Kearifan Lokal Dalam Perspektif Budaya Kota Semarang. *Gema Keadilan*, 5(1). <https://doi.org/10.14710/gk.2018.3580>
- Nuranisa, N., Aprilia, A., Halimah, S. N., & Mandasari, M. (2023). Kepercayaan Masyarakat Adat dan Modernisasi di Kampung Naga Desa Neglasari Kecamatan Salawu Kabupaten Tasikmalaya. *Jurnal Dinamika Sosial Budaya*, 25(2). <https://doi.org/10.26623/jdsb.v25i4.8088>
- Nurhayati, S., Zahrani, N. A., & Syahputra, R. (2023). Kearifan Lokal dalam Menumbuhkan Kemandirian Ekonomi Masyarakat Desa. *Jurnal Pendidikan Tambusai*, 7.
- Nurjihan, R. S., & Nur, E. F. (2023). Peran Pasar Lokal Kampung Osing dalam Meningkatkan Perekonomian dan Budaya Desa Kemiren. *Jurnal Sosial Humaniora Dan Pendidikan*, 2(2).

- Patty, J. T., Alhamid, R., Ponto, I. S., Soselisa, P. S., Waisapy, J., Rahanra, I. Y., & Sakir, A. R. (2024). Pengembangan Desa Wisata Berbasis Kearifan Lokal di Negeri Suli Kecamatan Salahutu Kabupaten Maluku Tengah. *Communnity Development Journal*, 5(5).
- Prasetyo, H., Irawati, N., & Satriawati, Z. (2023). Pemanfaatan Media Sosial sebagai Sarana Pemasaran Desa Wisata. *Ideas: Jurnal Pendidikan, Sosial, Dan Budaya*, 9(2). <https://doi.org/10.32884/ideas.v9i2.1281>
- Pratiwi, W. D., & Prabandari, N. R. (2024). Dokumentasi Potensi Wisata di Desa Siangan, Kecamatan Gianyar, Kabupaten Gianyar, Bali. *Jurnal Sutramas*, 4(1).
- Prayogo, M. A. (2023). Strategi Digital Marketing Melalui Pengelolaan Media Sosial Di Balkondes Ngadiharjo Kabupaten Magelang. In *Program Studi Pariwisata Sekolah Tinggi Pariwisata Ampta*.
- Putra, M. R. A., Aldiansyah, Prakoso, D. D., & Arsa, D. (2024). Implementasi Virtual Tour dalam Pengenalan Agrowisata pada Desa Ibru-Q dengan Menggunakan 3D Vista. *Journal Of Comperhensive Science*, 3(12). <https://doi.org/10.1201/9781032622408-13>
- Putranto, A. B. A. (2019). *Saat Osing dan Jerman Bertemu di Pelaminan*. Kompas.
- Rahmat, T., & Apriliani, D. (2023). Model Pengembangan Desa Wisata Berbasis Sustainability Tourism Dalam Perpspektif Green HRM. *KarismaPro: Kajian & Riset Manajemen Profesional*, 13(2). <https://doi.org/10.53675/karismapro.v13i2.1073>
- Rodriguez-Pose, A., & Tijmstra, S. (2005). *Local Economic Development as an Alternative Approach to Economic Development in Sub-Saharan Africa*. : Department of Geography and Environment.
- Silooy, R., Haryono, H., & Imamah, N. (2020). Dampak Pengembangan Desa Wisata Terhadap Pendapatan Masyarakat Desa Wisata (Studi Pada Desa Pujonkidul Kecamatan Pujon Kabupaten Malang). *Bharanomics*, 1(1). <https://doi.org/10.46821/bharanomicss.v1i1.15>
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Alfabeta.
- Sunarti, S., Damayanti, M., Esariti, L., Rahdriawan, M., & Medina, N. C. (2022). Tantangan Pengembangan Wisata Berdasarkan Dinamika Partisipasi Masyarakat Desa Montongsari, Kabupaten Kendal. *Jurnal Pembangunan Wilayah Dan Kota*, 18(4). <https://doi.org/10.14710/pwk.v18i4.49740>
- Supriadi, & Wardo. (2015). Regenerasi Seniman Reog Ponorogo untuk Mendukung Revitalisasi Seni Pertunjukan Tradisional dan Menunjang Pembangunan Industri Kreatif. *Cakra Wisata*, 16(1).
- Susilo, J. H., Rahmawati, L. A., Mustofa, M., Abid, M. A., & Atmaja, D. S. (2024). Analisis Daya Saing Desa Wisata Di Kabupaten Bojonegoro. *Jurnal Dimensi*, 13(2).
- Udayani, N. P. D., Dewi, N. D. U., & Widnyani, I. A. S. (2024). Partisipasi Masyarakat Dalam Pengembangan Desa Wisata Timpang. *Jurnal Manajemen Publik & Kebijakan Publik (JMPKP)*, 6(4). <https://doi.org/10.36085/jmpkp.v3i1.1408>

- Wiartha, G. M., Desak, N., Santi, M., Sucipta, I. M., Jata, I. W., Darmiati, M., & Pratama, I. W. A. (2024). Kolaborasi Pentahelix di Desa Wisata Keliki Budaya Berkelanjutan dan Ramah Lingkungan. *Prosiding Seminar Hasil Penelitian Dan Pengabdian Kepada Masyarakat*, 7(1).
- Yanti, K. S., Yanti, N. W. O., Saputra, I. P. A., Anto, R., Sumarjiana, I. K. L., & Sartika, L. D. (2024). Makna Ngelebur dalam Upacara Ngaben pada Masyarakat Bali Aga di Desa Penglipuran, Bangli. *Jurnal Penelitian Inovatif*, 4(3). <https://doi.org/10.54082/jupin.353>
- Yukbanyuwangi. (2025). *Hanya di Desa Wisata Osing! Temukan Pesona Seni dan Kuliner Lokal*. PT. Pratama Wisata Lintasnusa.