Comparative Study of Natural Tourism in Cirebon Regency and Banyumas Regency

By
Syaeful Bakhri
IAIN Syekh Nurjati Cirebon
Corresponding Author : sultan01aulia@yahoo.com

ABSTRACT: Hilly terrain separates Majalengka and Kuningan Regencies from Cirebon Regency in the south. In these conditions, Cirebon Regency's closeness is very advantageous for the expansion of natural tourism. Nevertheless, despite lacking a coastline, Banyumas Regency still manages to attract tourists, especially those drawn to eco-tourism. This research used a variety of methodologies. The qualitative analysis seeks to identify policy priorities for the development of natural tourism, the role of local government, and the condition of the roads, the quantitative analysis compares Cirebon and Banyumas Regencies and looks at the impact of tourism-supporting conditions on the potential for natural tourism development. Results of regression and correlation analysis show that the supporting conditions for tourism affect potential for tourism development. The t-test analysis reveals that residents of Banyumas Regency (13%) are more prone than residents of Cirebon Regency (10%) to favor the expansion of nature tourism. Based on the results of this analysis, several recommendations can be made to increase the potential for nature tourism in Cirebon Regency (1) making natural tourism destinations more accessible; (2) improving the infrastructure, particularly the roads leading to these locations; and (3) strengthening role of local governments in the development of natural tourism in Cirebon Regency.

Keywords: Nature Tourism, Comparison, Cirebon Regency

ABSTRAK: *Kabupaten Cirebon memiliki geografis berupa garis pantai, dan perbukitan di daerah selatan yang berbatasan dengan Kabupaten Majalengka dan Kuningan. Dengan kondisi tersebut aksesibilitas Kabupaten Cirebon sangat terbuka untuk pengembangan wisata alam. Sementara itu Kabupaten Banyumas yang tidak memiliki garis pantai justru mampu menarik wistawan untuk datang, terutama berkunjung ke wisata alam. Penelitian ini menggunakan metode campuran. Analisis kualitatif bertujuan menemukan prioritas kebijakan pengembangan wisata alam, dan analisis kuantitatif bertujuan menguji pengaruh kondisi penunjang wisata terhadap potensi pengembangan wisata alam serta melakukan studi komparasi antara Kabupaten Cirebon dan Banyumas. Hasil Analisis Hierarki Proses menunjukkan variabel dengan prioritas utama adalah Aksesibilitas, Peran Pemerintah Daerah dan Infrastruktur Jalan. Hasil analisis regresi dan korelasi didapatkan bahwa kondisi penunjang wisata memiliki pengaruh terhadap potensi pengembangan wisata. Analisis Uji t yang mengkomparasikan persepsi masyarakat Kabupaten Banyumas (13%) Lebih tinggi dibandingkan masyarakat Kabupaten Cirebon (10%) pada potensi Pengembangan Wisata alam. Dengan hasil analisis ini dapat direkomendasikan beberapa hal menyangkut pengembangan potensi Wisata alam di Kabupaten Cirebon meliputi ; (1) Kemudahan aksesibilitas ke lokasi lokasi wisata alam (2) perbaikan infrastuktur terutama jalan menuju lokasi wisata alam dan (3) memperkuat peran pemerintah daerah dalam pengembangan wisata alam di Kabupaten Cirebon*

Kata Kunci: *Pariwisata Alam, Komparasi, Kabupaten Cirebon*

INTRODUCTION

Regional development is an effort to continuously improve the quality of community life, which is adjusted based on the capabilities of each region. In supporting this development, the government needs to take advantage of the development of information technology while paying attention to the opportunities, threats, and challenges of regional development on a regional, national and global scale. Today the tourism sector is a very promising national and global business, tourism has now become one of the leading sectors for the government of the Republic of Indonesia in contributing to the country's foreign exchange earnings (Maulana, 2013). The tourism potential in Indonesia is also extraordinary considering the wealth of natural resources consisting of forests, seas, mountains, and stunning rivers (Sutopo, 2011).

According to Aryunda (2011), tourism is a sector that is considered strategic to encourage the development of certain areas, especially in potential areas for the development of the tourism sector, such as Cirebon Regency and Banyumas Regency. According to Silvennoinen and Tyrv¨ainen in Bell et al. (2007) the term nature tourism refers to activities that people enjoy while on vacation and which emphasize engagement with nature and usually include overnight stays. The tourism sector has a positive and significant impact on economic movements, it can be seen from the absorption of labor and tax contributions (Fauzi et al., 2019). Cirebon Regency is one part of the Ciayimajakuning area which in this case is one of the National Activity Center (PKN) areas (Nurhayati, 2016), making it very potential to develop the tourism sector (Kurnia, 2017). The geographical position which is located in a strategic area, with available national-scale infrastructure access based on connectivity in the form of accessibility to the entrance and exit gates between provinces, makes its existence as a meeting place between West Java Province and Central Java Province, not to mention coupled with the potential of natural resources to increase the number of natural tourism in Cirebon Regency. Along with population dynamics, the movement of growth in the number of tourists both foreign and domestic in Cirebon Regency which is recorded in Cirebon Regency BPS (2018) has also increased from year to year. Where according to the data listed in Table 1 below, in 2017 the number of tourists (both foreign and domestic) amounted to 713,591 people, or an increase of 11% when compared to the number of tourists in 2016 which amounted to 639,136 people.

Table 1. Number of International and Domestic Tourists in Cirebon Regency, 2015 – 2021

Tourist Attraction	Number of Visitors to Tourist Attractions in Cirebon (People)						
	2015	2016	2017	2018	2019	2020	2021
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Plangon	6882	5000	4948	5810	41252	7965	0
Banyu Panas	102158	235427	141492	161954	68704	28360	18659
Belawa	0	3675	720	1240417	3019	3375	3173
Siwalk Setu Patok	0	2720	4529	4175	2957	1267	38
Cimandung	0	447	4460	1302	3168	2372	326
Batu Lawang	0	0	0	0	3733	12589	7595
Mangrove Caplok Barong Ambulu	0	0	0	0	43286	96695	7217
Total	**109040**	**247269**	**156149**	**185645**	**166119**	**152623**	**37008**

Source: Cirebon Regency in Figures, 2021

Based on Table 1. It can be seen that the number of tourists from 2016 to 2017 in Cirebon Regency fluctuated or changed but tended to decrease, where in 2016 the number of tourists reached 247269 people, but in the following year until 2021 the number of tourists decreased and not even reaching 200 thousand people, even in 2021 the number of tourists in Cirebon Regency will only reach 37,008 people even though this is due to the Covid-19 pandemic which has limited tourists from visiting. This indicates that there is tourism potential in Cirebon Regency which needs to be developed in order to increase the number of tourists so that it is hoped that this can encourage the rate of economic growth and the welfare of the people of Cirebon Regency. The rise of halal tourism today has also opened up opportunities for Cirebon Regency to become a potential tourist destination. Apart from religious tourism, Cirebon Regency also offers quite a variety of natural tourist destinations (Ropiah, 2018).

Banyumas Regency, as recorded in the report book (BPS Banyumas Regency, 2018), the number of tourists in Banyumas Regency in 2017 amounted to 2,242,202 people (foreign and domestic), which is an increase of about 3.91 percent when compared to the previous year, namely 2016 which amounted to 2,157,728 people. The capital city of Banyumas Regency is located in Purwokerto City, which has a variety of tourist attractions as well as being the mainstay of Banyumas Regency and even the archipelago. This can be reflected in the data in Table 2. below, which shows that the Baturraden lokawisata located in Purwokerto City, every year always finds the highest number of tourists when compared to other natural tourism objects in Banyumas Regency. As was the case in 2017, there were 633,420 people, or 69 percent of the total number of tourists visiting Banyumas Regency. (Kodri, 2014) added that Purwokerto City is also considered very strategic in tourism development, considering that apart from its location on the slopes of Mount Slamet, the city is also one of the cities located in a strategic area in Central Java Province, which is located in the border area between West Java and Central Java.

Banyumas Regency with its strategic location and ownership of natural tourist destinations and attractions, both original and artificial, which are increasingly developing, makes Banyumas Regency attractive and has the potential to bring tourists to travel. Tourism support in Banyumas Regency is also quite adequate, such as the availability of 173 hotels/inns spread over 12 sub-districts. The increasing demand for tourism destinations has a positive impact on workers living around destinations and local governments (Jati & Sunarko, 2021).

Below is a table showing the number of tourists who came to Banyumas Regency in the 2015 – 2017 range based on tourism objects. It is also seen that there is an increase in the number of visitors or tourists who come to Banyumas Regency every year. A significant increase in these three years was in 2016 there was an increase of 164,223 tourists. The most visited tourist is the Baturaden Lokawisata, so the Baturaden Lokawisata is often referred to as a must-visit tour for tourists when visiting Banyumas.

Table 2. Number of International and Domestic Tourists in Banyumas Regency, 2015-2021

Tourist Attraction	Number of Visitors to Tourist Attractions in Banyumas (People)						
	2015	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Curug Cipendok	55275	55900	41685	0	52721	8958	24975
Telaga Sunyi	11955	17591	16217	2851	39164	1952	0
Pancuran Tiga	67561	75409	73045	8117	103181	2009	11393
Pancuran Tujuh	28878	34173	25337	3512	27613	572	2857
Bumi Perkemahan	1801	0	0	6424	4687	483	0
Lokawisata Baturaden	461450	537984	633420	498087	1383839	48523	178589
Kalibacin	6036	6870	7319	9286	0	0	0
Wanawisata Baturaden	67057	130547	78379	7449	28721	732	29909
Curug Gede	33701	40719	32414	10464	76575	8471	0
Curug Ceheng	13092	11836	13981	0	0	0	5533
Total	**746806**	**911029**	**921797**	**546190**	**1716501**	**71700**	**253256**

Source: Banyumas Regency in Figures, 2018

Based on data on the number of tourists in Cirebon and Banyumas regencies, it shows that the number of tourists in Banyumas Regency is much higher than the number of tourists in Cirebon Regency. This can be seen in 2021 the number of tourists in Cirebon Regency is only 37,008 people while the number of tourists in Banyumas Regency is 253,256 people even though it is during the Covid-19 pandemic. That way in order to realize the mission of the Cirebon Regency Youth and Sports Culture Tourism Office which is explained in Disbudparpora Cirebon Regency (2016) which reads "Increasing Tourism Based on Local Excellence" through increasing tourism promotion, increasing tourist objects and attractions and increasing cooperation and institutional partnerships . Of course, the improvement of the natural tourism sector must continue to be carried out by the regional government of Cirebon Regency, as is the case through a

comparative study of natural tourism with Banyumas Regency, especially Purwokerto City which has been visited by many tourists.

Differences in the number of tourists in an area can occur due to differences in tourist objects and attractions (ODTW) (Cahyaningrum et al., 2013). The objects and attractions of each region are different, and factors that support these differences such as the uniqueness and conditions of the natural environment, the existence of human creations, the social and cultural life of the local community, the availability of adequate facilities, and so on. The tourism potential in Cirebon Regency is religious tourism, as evidenced by the existence of the tomb of Sunan Gunung Jati which is always crowded with tourists. While the tourism potential in Banyumas Regency is natural tourism because of the natural beauty of Banyumas Regency, so the number of tourists in Banyumas Regency is more. Based on the description above, the authors feel interested in comparing nature tourism in Cirebon Regency and Banyumas Regency, with the research objectives namely: 1) to find out how the development of nature tourism in Cirebon Regency and Banyumas Regency 2) To find out whether the tourism sector in each of these areas able to make a significant contribution to economic development and 3) To find out whether there is a comparative advantage in nature tourism in Cirebon Regency and Banyumas Regency.

METHODS

The research approach chosen in this study is a mixed method, which combines a quantitative approach and a qualitative approach (Yaniawati, 2017). The research approach chosen in this study is a mixed approach (mixed methods), which combines a quantitative approach and a qualitative approach (Yaniawati, 2017). According to Johnson in Bazeley (2015), the term mixed approach refers to a type of research in which a single researcher or group of researchers combines aspects of qualitative and quantitative research methods (such as using qualitative and quantitative perspectives, collecting data, analyzing it, and making conclusions) to reach broader and deeper understanding. The method used in the quantitative approach is in the form of a different t-test is a parametric test that follows the purpose of this study, namely to compare the development and advantages of natural tourism in Cirebon Regency and Banyumas Regency. This study also uses the Wilcoxon device test is used to test the significance of the two data to be compared (Bakhri, 2017).

Meanwhile, the method used in the qualitative approach is in the form of the triangulation method, which is a series of processes for strengthening the degree of confidence (credibility/validity) and consistency (reliability) of the data, useful as an analytical tool in the field, and able to enrich the data (Ikbar, 2012). . This process is usually carried out through observation and interviews with several informants and then comparing data obtained from one particular source or method with data obtained from other sources or methods (Gunawan, 2013).

The data collection techniques used in this study consist of (1) Primary data or data obtained directly in the field, including a) Observation, in the form of observing the object of research, namely natural tourism in Cirebon Regency and Banyumas Regency. b) Interviews, by communicating with parties involved in the development of nature tourism objects in Cirebon Regency and Banyumas Regency, and c) Documentation studies, obtaining data and information in the form of documentation, files, reports, and others. (2) Secondary Data obtained indirectly through intermediary media which are complementary. In this research, a literature study is used, or an attempt to find out theories in books, the internet, dictionaries, and others.

The resource persons that the author chose are parties who are directly or indirectly related to the development of natural tourism in Cirebon Regency and Banyumas Regency, including a) Cirebon Regency Government, b) Banyumas Regency Government, c) Visitors Tourism, d) Tourism Managers, d) Business Actors in Tourism Locations, and e) Communities Around Tourism Locations in Each Region.

There are three analytical tools used in this study including: (1) Analytic Hierarchy Process (AHP), is a decision-making tool or model with the main input being human perception (Render, 2006). In AHP, the weighting of a factor or variable can be carried out according to human perception, so that it is expected to be able to describe real conditions. A greater weight of a factor or variable indicates that the factor or variable is more important than other factors or variables in determining the priorities for the development of the creative economy. By incorporating the element of perception, the AHP method can overcome the main weaknesses in decision-making methods which so far are often known as weaknesses in converting qualitative data into quantitative form. In addition, AHP is also able to provide priority alternatives and track

inconsistencies in the considerations and preferences of a respondent (Saaty, 1990). The variables used in this study can be described in the following figure.
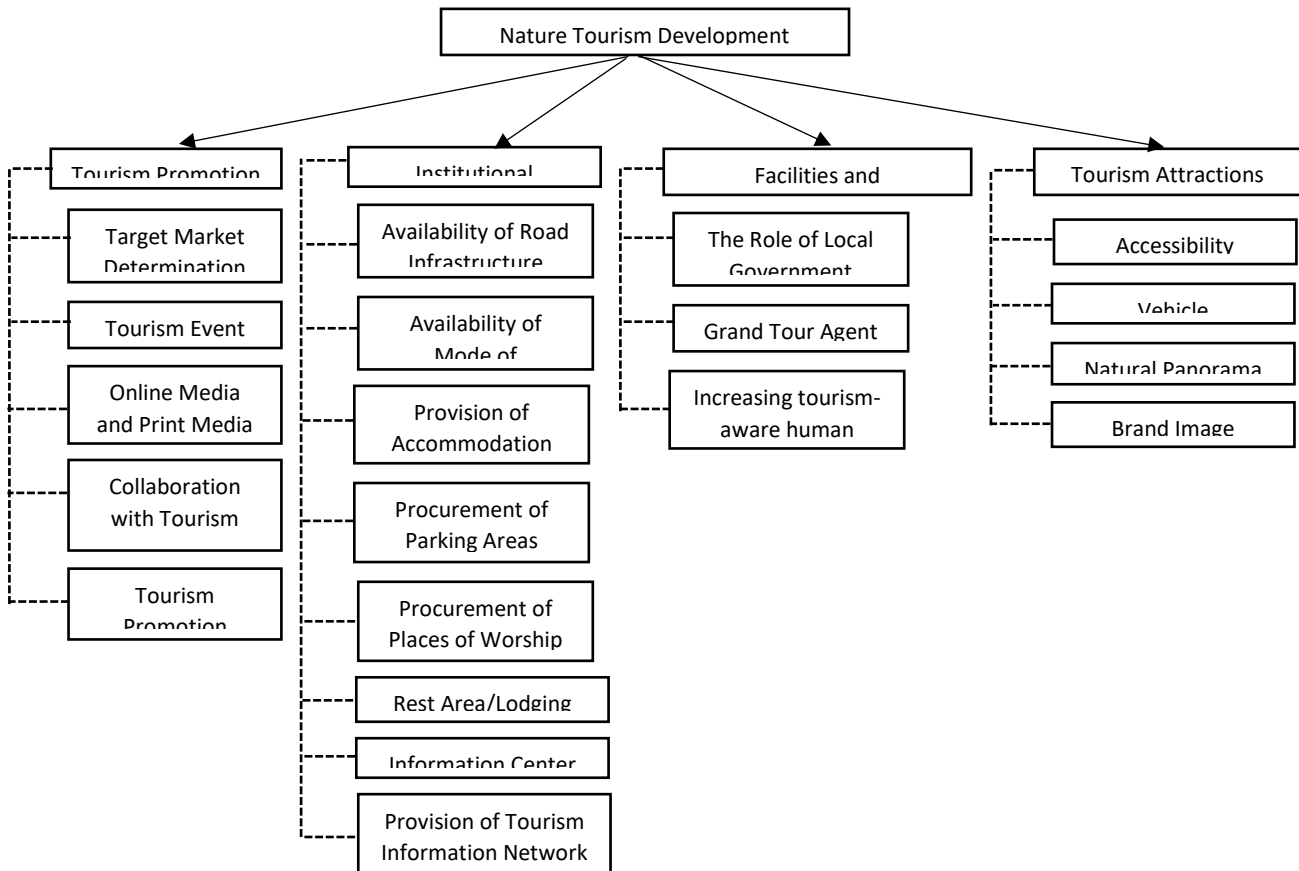

Figure 1. Nature Tourism Development

(2) Regression and Correlation Analysis, can assist in projecting the characteristics of the relationship between variables. Based on this model, one can determine the meaning and use as well as the direction/pattern of the relationship between variables (Susanti, 2019). In this study, regression and correlation analysis were performed on respondents who live in Cirebon and Banyumas districts. Where the results of distributing questionnaires regarding the conditions of supporting tourism in Cirebon Regency are the independent variable, then the development of tourism potential in Cirebon Regency is the dependent variable, as well as the results of the respondent's questionnaire in Banyumas Regency. (3) Analysis of Comparison Test (t-test), this method is used to test the average similarity of two independent populations, where researchers do not have information about the variance of the populations (Darma, 2021). In this study, the t-test was used to determine the comparison of tourism-supporting conditions in Cirebon Regency with Banyumas Regency based on the perceptions of the people who live in the region.

RESULTS AND DISCUSSIONS
Analytic Hierarchy Process (AHP)
In the figure 2 below, it can be seen that the first level of AHP analysis was carried out on 4 aspects, namely: 1) Tourism Promotion; 2) Facilities and Infrastructure; 3) Institutional; and 4) Tourist Attractions. The meaning of the order is that the priority is the most prioritized factor as the focus of implementing natural tourism development policies in the Cirebon Regency.
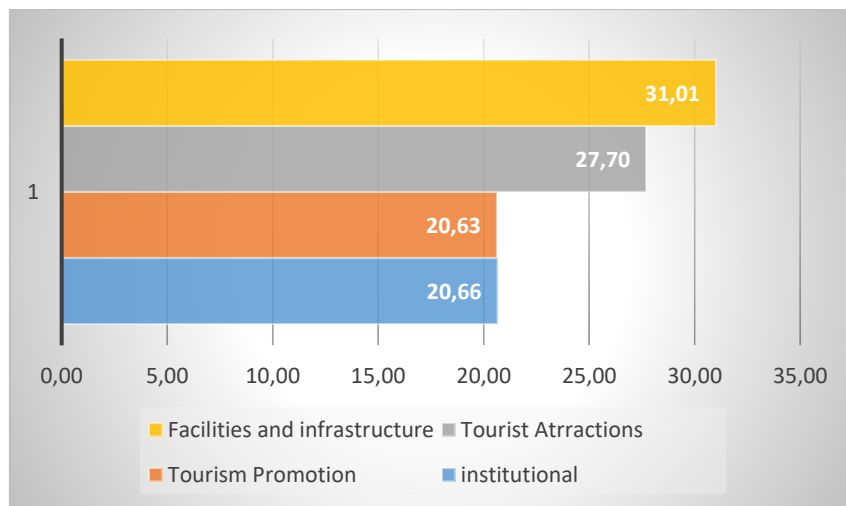
Figure 2. First Level AHP Calculation Results

The figure above shows that the Facilities and Infrastructure aspect is the aspect that is the priority with a weight of 31.01%, while the policy priority that needs to be the focus of the next Cirebon Regency is the Development of Tourist Attractions with a weight of 27.7%. The third priority is on the institutional aspect with a weight of 20.66%. The last aspect is tourism promotion with a weight of 20.63%. While the results of the first and second-level AHP calculations in full can be seen in the following table.

Table 3. Hierarchy of Aspects and Variables of Cirebon Regency Natural Tourism Development

First Level			Second Level (Varible)		
Aspect	Weight (%)	Priority	Variable	Weight (%)	Priority
Travel Promotions	20,63	P4	Determination of Target Market	2,60	P19
			Tourist Event	6,39	P5
			Online and Print Media	3,04	P18
			Tourism Collaboration	4,77	P10
			e-Branding	3,83	P13
Facilities And Infrastructure	31,01	P1	Road Infrastructure	7,05	P3
			Modes of Transportations	3,37	P15
			Acomodations	3,11	P17
			Parking Area	4,20	P11
			Worship Place	3,81	P14
			Rest Area/Lodging	3,32	P16
			Information Center	2,18	P20
			Travel Informations Network	3,96	P12
Institutional	20,66	P3	The Role Of Local Government	8,55	P2
			Grand Tour Agent	5,80	P8
			Increasing Tourism Awareness Human Resources	6,31	P6
Tourist Attractions	27,70	P2	Accessibility	10,18	P1
			Rides	5,90	P7
			Natural Panorama	4,83	P9
			Brand Image	6,79	P4
Total				100,00	

Source: Primary Data, 2021 (processed)

Furthermore, the table 3 explains the information on the results of the second level of AHP analysis the priority is accessibility with a weight of 10.18%, then the second is the role of local government with a weight of 8.55%, and the third is road infrastructure with a weight of 7.05%.

From the results of the hierarchical process analysis regarding priority strategies to improve Natural Tourism Development in Cirebon Regency and Banyumas Regency as a whole, it is known that the aspects of Facilities and Infrastructure, as well as aspects of increasing the Attraction of Tourist Attractions, are the core of the priority of developing Nature Tourism both in Cirebon Regency and in Banyumas Regency. The results of this analysis are in line with research conducted by Satryanto & Pamungkas (2015) which said that the attractiveness of tourist objects can enhance the development of natural tourism, and research by Febrianingrum et al. (2019) and Waseza (2017) which stated that the accessibility criteria were in the form of transportation to tourist objects and road conditions are closely related to the affordability/ease of tourists in reaching tourist sites. If a tourist attraction is not supported by supporting accessibility, tourists also tend not to be interested in visiting tourist objects.

Regression and Correlation Analysis
Regression and correlation analysis is intended to determine the existing tourism supporting conditions (conditions of natural tourism, tourist attractions, tourism infrastructure, tourism institutions, and the number of tourist visits) in influencing the development of nature tourism in the Cirebon and Banyumas districts. In addition, it also discusses how the significant value of each of these supporting conditions. The following are the findings obtained from the two analyzes:

Table 4. Findings of Regression Test Analysis and Correlation Test of Tourism Supporting Conditions in Cirebon Regency

Variable	r	R^2	Variable
Tourism Supporting Conditions with potential for Cirebon Regency tourism development	0,329	0,109	0,001

Source: Primary Data, 2021 (processed)

Based on the regression and correlation table 4, from 100 respondents, the relationship between tourism supporting conditions and tourism development potential in Cirebon Regency shows a moderate relationship (0.329) and has a positive pattern, meaning that the better the tourism-supporting conditions, the more potential for the development of natural tourism in Cirebon Regency. The coefficient value with a determination of 0.109 means that the regression line equation explains 10% of the variation in Supporting Conditions that can predict the potential for tourism development. The results of statistical tests found that there was a relationship between tourism supporting conditions and the potential for developing nature tourism in Cirebon Regency (p = 0.001).

Table 5. Findings of Regression Test Analysis and Correlation Test of Tourism Supporting Conditions in Banyumas Regency

Variable	r	R^2	Variable
Supporting conditions for tourism with potential for tourism development in Banyumas Regency	0,391	0,153	0,000

Source: Primary Data, 2021 (processed)

Based on the correlation and regression table 5, from 50 respondents, the relationship between tourism supporting conditions and tourism development potential in Banyumas Regency shows a moderate relationship (0.391) and has a positive pattern, meaning that the better tourism conditions, the more potential for tourism development in Banyumas Regency. The coefficient value with a determination of 0.153 means that the equation of the regression line explains 15% of the variations in tourism supporting conditions that can affect the potential for tourism development in the Banyumas Regency. The results of statistical tests found that there was a relationship between the conditions of tourism support and the potential for developing nature tourism in Banyumas Regency (p = 0.000).

As the findings of the regression and correlation analysis above, it can be seen that both the supporting conditions for tourism which in this case are in the form of natural tourism conditions, tourist

attractions, tourist infrastructure, tourism institutions, and the number of tourist visits in Cirebon Regency and Banyumas Regency, both are an equal opportunity or potential to be a factor in the development of natural tourism in each region. It can also be explained that the pattern of relationships that exist are also positive, namely the better the supporting conditions mentioned above, the better the potential for tourism development that occurs.

Related to these findings, it is also following some opinions of previous researchers. The elements of tourism according to Kuhaja (2014) stated that there is an activity to visit a place, it is temporary because it only lasts for a certain period, by a group or by an individual, there is something to be enjoyed, there is happiness/pleasure that is felt, there are facilities in place. and on to the tour. So it can be seen that many supporting factors are needed to realize the ongoing development of good and sustainable tourism so that it can bring benefits to fellow humans (Taqwin, et al, 2019).

Comparative Test Analysis (t-test)
Comparative test analysis is intended to find out how the comparison of tourism supporting conditions in Cirebon Regency with Banyumas Regency based on people's perceptions originating from each region spread out in Cirebon Regency and Banyumas Regency.

Table 6. Findings of the Analysis of the Comparative Test of Tourism Supporting Conditions in Cirebon Regency and Banyumas Regency

Tourist State	Mean	SD	P value
Cirebon Regency	10,93	1,429	0,000
Banyumas Regency	13	2,152	

Source: Primary Data, 2021 (processed)

Based on the comparison above, it was found that the average respondent's perception of the condition of supporting tourism in Banyumas Regency was higher, namely 13 with a variation of 2.152, compared to the condition of supporting tourism in Cirebon Regency, which was an average of 10.93, with a variation of 1.429. The results of the T-test obtained a p-value = 0.000, meaning that statistically there is a significant difference in the average conditions of tourism support in Banyumas Regency with tourism support conditions in Cirebon Regency. So that it can be interpreted that the conditions supporting nature tourism in Banyumas Regency are better than the conditions supporting nature tourism in Cirebon Regency, this is based on the results of distributing questionnaires from respondents who live in Cirebon Regency and Banyumas Regency.

CONCLUSSIONS
Based on the Process Hierarchy Analysis (AHP) at the first level, the policy priorities for developing nature tourism in Cirebon Regency that must be addressed are facilities and infrastructure, tourist attractions, institutions, and tourism promotion. Then based on Process Hierarchy Analysis (AHP) at a more practical level, the priorities for the development of natural tourism in Cirebon Regency are accessibility, the role of local government, and road infrastructure.

Then based on the Regression analysis and Correlation of Tourism Supporting Conditions with the tourism development potential of Cirebon and Banyumas Regencies both show a moderate relationship and have a positive pattern. However, the condition of supporting tourism in Banyumas Regency is better than the condition of supporting tourism in Cirebon Regency. So that Cirebon Regency needs to improve tourism-supporting conditions such as in Banyumas Regency.

And based on the results of the different test analyses, it was found that the conditions supporting tourism in Banyumas Regency were better than the conditions supporting tourism in Cirebon Regency. This is based on the results of distributing questionnaires to respondents who live in Cirebon and Banyumas Regencies. So based on the three analyzes that have been done, it can be concluded that the conditions supporting tourism in Banyumas Regency are better than those in Cirebon Regency.

SUGGESTION

The Cirebon Regency Government needs to learn a lot from Banyumas Regency and make improvements to facilities and infrastructure, tourist attractions, and tourism institutions. Apart from that, it is also necessary to be more intensely present in the development of nature tourism in Cirebon Regency. In addition, the Cirebon Regency government also needs to help improve tourism promotion which has multiple variants, both through print media and by utilizing information technology to reach a wider market. Then the Cirebon Regency government also needs to attract investors to help develop natural and artificial tourism, and also make cooperative efforts and constructive networking patterns; for example cooperation contracts for the development and management of tourism objects with private parties or other local governments.

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