



## The Influence of Promotion and Development of Tourist Attractions on Local Revenue Kabupaten Pesisir Barat

Irfan Fikri<sup>1</sup>, Lia Sari<sup>2</sup>, Dewi Susanti<sup>3</sup>, Lindawati<sup>4</sup>, Firman Bayu<sup>5</sup>, Andala Rama Putra Barusman<sup>6</sup>

<sup>1,2,3,4,5,6</sup> Pascasarjana, Universitas Bandar Lampung, Lampung, Indonesia

\*[Irfan\\_fikri@gmail.com](mailto:Irfan_fikri@gmail.com)

### Abstract

The purpose of this study was to identify whether motivation affects employee performance, whether work culture affects performance, and whether motivation and culture together affect employee performance. This research was conducted using descriptive statistical methods to analyse the data quantitatively. The results showed that promotion has a positive effect on Regional Original Income of West Pesisir Regency as evidenced by the hypothesis test with a t value of 16.092 > a t table value of 2.048, then  $H_a$  is accepted. Then the development of tourism objects has a sig effect on local revenue of West Pesisir Regency as evidenced by the hypothesis test with a t value of 3,960 > t table value 2.048, then  $H_a$  is accepted, and the promotion and development of tourism objects have a sig effect on local revenue of West Pesisir Regency as evidenced by the hypothesis test with a t value of 3.960 > t table value 2.048, then  $H_a$  is accepted.

**Keywords:** Promotion, Tourism Development, Regional Original Revenue

### Introduction

The definition of tourism is traveling from one location to another by people or groups in an effort to enjoy the environment with all its social, cultural, natural and scientific facts (Laut et al., 2021). West Pesisir Regency was formed based on Law No. 22 of 2012 concerning the formation of New Autonomous Regions in 2013, with the Regency capital located in Krui. It is located on the western side of Lampung Province directly facing the Indian Ocean and two small islands, Betuah Island and Pisang Island ([pesisirbaratkab.go.id](http://pesisirbaratkab.go.id)). West Pesisir Regency continues to stretch its tourism potential for tourists to visit to enjoy the natural landscape with ± 210 km of coastline and the dense tropical forests of the Bukit Barisan Selatan National Park.

With the support of the West Pesisir government in developing the tourism sector, one of the missions is to realise the West Pesisir Regency as a tourist destination based on local wisdom. In addition to the many local wisdom traditions that attract tourists to visit the west Pesisir, this district is also very famous for its simple, friendly and safe community culture. This can be seen from the low crime rate on the west Pesisir, even tourists do not need to worry about losing items or vehicles while on vacation (Farhan & Anwar, 2016). The Tourism Office of West Pesisir Regency is pursuing several strategic steps in order to maximise the regional potential of West Pesisir Regency as stated in the Regional Tourism Development Master Plan of West Pesisir Regency, one of which is promotion.

The development of tourism in an area brings many benefits to local governments and communities, namely economically, socially and culturally (Pratt, 2015). Therefore, the management of tourist attractions should be carried out more purposefully and systematically, and equipped with supporting facilities (Roy et al., 2020). According to (Barusman et al., 2020), tourism management, especially in Lampung province, is still not well managed and the supporting facilities for the attractiveness of various tourist attractions, such as the west Pesisir district, are not entirely in good condition, especially accessibility to various existing tourist attractions. Limited transportation facilities and uneven tourist attractions result in obstruction of access to mobility of facilities and infrastructure to tourist attractions (Jaiblai & Shenai, 2019). This is because the local government is still focused on tourism objects that are favoured. From the description above, it needs to be realised by the tourism office of the west Pesisir district in order to play an extra role in the process of promotion and development of tourist attractions, both tourist objects that have been managed and tourist objects that have not been managed. Given that tourist attractions in the west Pesisir district have enormous potential to grow the economy and regional income of the district if these attractions can be managed, developed and promoted properly.

Based on Article 6 of Law Number 33 of 2004, paragraphs 1 and 2, the source of regional income consists of other legal regional income as well as regional original income in the form of regional tax proceeds, regional retribution proceeds,

regional property management, and regional balancing funds. According to (Maharani et al., 2022), the strategy to increase local revenue can be done by developing the tourism sector. Supported by the opinion of (Ahmad, 2022), which states that well-managed natural resources and wealth are the main potential for increasing regional income. Local revenue has a major influence on measuring the performance and ability of local governments to manage their regions (Sari & Mustanda, 2019). According to (Saifuddin, 2020), optimising local revenue requires the use of technology so that the performance of institutions and sectors supporting local revenue becomes more optimal. The ability and success of local governments can usually be measured by the amount of local revenue they contribute (Warganegara et al., 2019). (Tobing et al., 2022) The increase and decrease in tourism will greatly affect local revenue.

Based on the above phenomenon, a study was conducted that discusses the influence of promotion and development of tourist objects on the west Pesisir on increasing regional original revenue in the form of a thesis entitled: The Effect of Promotion and Development of Tourism Objects on Regional Original Revenue in West Pesisir Regency (Study at the Tourism Office of West Pesisir Regency).

## **Literature Review**

### **a. Promotion**

Promotion is marketing in the form of communication that aims to provide information, influence and persuade customers to be interested in what is offered (Barusman et al., 2019). Promotion is a very important factor for the company as a smooth and successful way to achieve goals (Hasibuan & Napitupulu, 2021). According to (Kotler, 2008), promotion has several indicators, namely:

- a) Advertising, Specifically any kind of non-personal presentation and advertising that requests payment from the sponsor in exchange for ideas, products or services.
- b) Sales promotion Specifically, incentives provided in the near future to encourage the purchase or sale of a good or service.

- c) Public relations and publicity Specifically, creating positive relationships with a variety of businesses in a variety of ways to get good press, enhance one's brand, and handle or resolve negative situations.
- d) Personal selling Specifically, a company's sales force makes personal presentations to customers in an effort to close deals and create relationships.
- e) Direct marketing, Specifically, direct interactions with customers that are deliberately conducted with the intention of eliciting prompt reactions and cultivating bonds with loyal customers.

#### **b. Tourism Development**

The activity of tourism can be viewed as a complex system with a number of elements, including economic, ecological, political, social, and cultural ones (Hajar, 2022). The analysis of tourism cannot be separated from other subsystems, such as politics, socioeconomics, culture, and others, if tourism is viewed as a system. Development is a way to make something advanced, good, perfect, and useful. Currently, tourism development is a programme in regional development that is expected to contribute to the receipt of Regional Original Revenue and create jobs in the region (Rusyidi & Fedryansah, 2019). The development of the tourism industry does not only depend on the commercial skills of the private sector. Without help from the government and the community, economic growth and tourism cannot run effectively (Rodríguez et al., 2022). According to (Hadinoto, 1996; Yuningsih et al., 2019), there are several things that determine the development of a tourist attraction including:

- a) Tourist Attractions, A tourist attraction is a performance with the purpose of entertaining that has an attraction and is local to learning about life and culture in the local area.
- b) Promotion and Marketing, Promotion is a crucial component of the planning section since it serves as a way to promote the available tourist attractions and encourage visitors to visit them.
- c) Tourism Market, The tourism market is the real demand for certain tourism products based on travel motivations. This understanding supports the creation

of various motives, such as the desire to find fulfilment in things like history, sports, cultural values, and natural beauty.

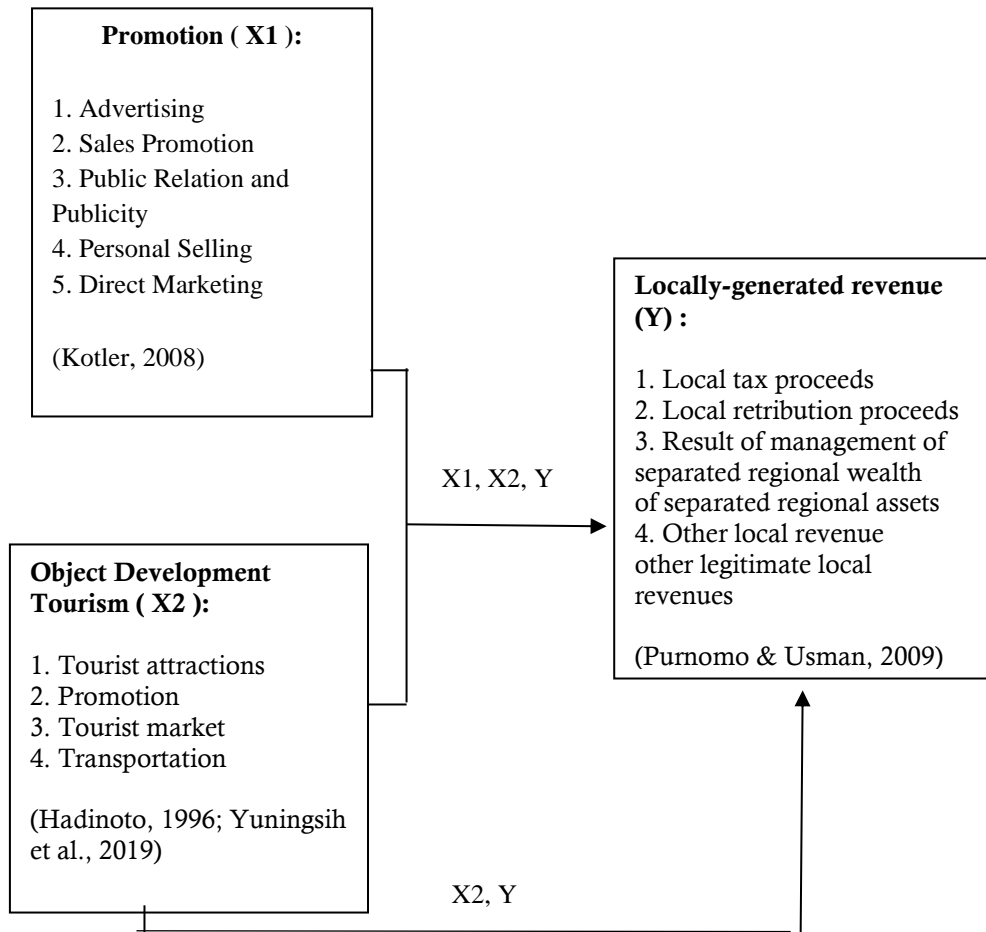
- d) Transportation, The amount and location of tourism development are significantly influenced by transportation.

### **c. Regional Original Revenue**

The money that the region receives from local sources and collects in accordance with its laws and regulations is known as "regional original revenue". This Regional Original stream stream will be able to boost regional financial capacity since it plays a significant role in supporting regional development (Pratt, 2015). Local taxes, local levies, the management of segregated local assets, and other legal local revenues are the sources of local own-source income that are intended to give regions choice when seeking funding (Purnomo & Usman, 2009), the indicators of Regional Original Revenue are:

- a) Local tax revenue, Local tax is a type of local revenue that comes from a person's mandatory contribution. The more development carried out by a region, the value of taxes obtained by the region will certainly increase as well.
- b) Results of local retribution, Local levies are local taxes that local governments use to pay for certain services or permits they provide for the benefit of individuals or groups.
- c) The results of the management of separated regional assets, Actions taken include planning, determining needs, controlling, maintaining, securing, utilising, and changing the legal status and business administration.
- d) Other legitimate local revenue, Revenue derived from the sale of non-separated regional assets, current account services, interest income, receipts for regional compensation claims, commission receipts, profit receipts, tax fine income, and retribution fine income.

## Conceptual Framework



## Hypotesis

1. Promotion has a positive and significant effect on increasing local revenue.
2. The development of tourist attractions has a positive and significant effect on increasing local revenue.
3. Promotion and development of tourist attractions have a positive and significant effect on increasing local revenue.

## Method

This research uses a quantitative descriptive method that aims to determine the influence relationship between two or more variables. This research emphasizes the analysis of numerical data (numbers) processed by statistical methods using SPSS. The basis of this research is a survey conducted by distributing questionnaires to respondents with questions related to the research in order to obtain objective

and valid data. The population in this study was all employees at the West Pesisir Regency Tourism Office, totaling 30 employees. According to (Arikunto, 2012) if the research subject is less than 100, it is better to take it all. So the population in this study was 30 employees at the Pesisir Regency Tourism Office who served as research respondents.

**Table 1 Operational Variable**

Variable	Indicator	Measurement Scale
<b>Promotion (X<sub>1</sub>)</b>	Advertising	Likert
	Sales Promotion	Likert
	Public Relation and Publicity	Likert
	Personal Selling	Likert
	Direct Marketing	Likert
	Tourist attractions	Likert
<b>Object Development Tourism (X<sub>2</sub>)</b>	Promotion	Likert
	Tourist market	Likert
	Transportation	Likert
<b>Locally-generated revenue (Y)</b>	Local tax proceeds	Likert
	Local retribution proceeds	Likert
	Result of management of separated regional wealth	Likert
	Other local revenue other legitimate local revenues	Likert

Source: Data processed, 2023

## Result And Discussion

The data in this study were obtained by distributing questionnaires to 30 employees of the West Pesisir Regency Tourism Office. The following are the characteristics of the respondents:

**Table 2 Characteristics of Respondents Based on Age**

No	Age	Amount	%
1	20-30	9	30
2	31-40	12	40
3	41-50	8	26,67
4	51-60	1	3,33
<b>Amount</b>		30	100

Source: Data processed, 2023

Based on the data in table 2, it can be concluded that most of the respondents were aged 31-40 for a total of 12 people or 40%.

**Table 3 Characteristics of Respondents Based on Education**

No	Education	Amount	%
1	S2	2	6,67%
2	S1	19	63,33%
3	Diploma	6	20%

4	SLTA	3	10%
<b>Amount</b>		30	100%

Source: Data processed, 2023

Based on the data in table 3, it can be concluded that most of the respondents have a bachelor's degree with a total of 19 people or 63.33%.

**Table 4 Characteristics of Respondents Based on Gender**

No	Gender	Amount	%
1	Male	19	63,33
2	Female	11	36,67
<b>Amount</b>		30	100

Source: Data processed, 2023

Based on the data in table 4, it can be concluded that most of the respondents are male with a total of 19 people or 63.33%.

## Validity Testing

### a. Promotion Variable Validity Test Results

This measurement is done by comparing the value of  $r$  count with the  $r$  table. If the value of  $r$  count  $\geq r$  table, then the questionnaire is declared valid (Ghozali, 2012). There were 30 respondents in this study, when viewed in terms of the Product Moment  $r$  value with a significance level of 0.05 or 5%, thus obtaining a  $r$  table = 0.361.

**Table 5 Validity Test Results Promotion variable**

	<i>Item-Total Statistics</i>			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Statement 1	31.30	9.045	.489	.371
Statement 2	31.90	7.886	.511	.292
Statement 3	31.63	8.033	.394	.248
Statement 4	31.57	7.702	.453	.269
Statement 5	32.00	6.345	.417	.104
Statement 6	31.33	7.747	.452	.269
Statement 7	31.77	7.013	.484	.152
Statement 8	31.90	8.024	.459	.229
Statement 9	31.47	7.775	.462	.262
Statement 10	31.63	7.206	.455	.211

Source: Data processed, 2023

The statistical test results can be concluded that  $r$  count  $>$   $r$  table with a significant level of  $0.05=0.361$  so that all statement items about Promotion (X1) are declared valid.



## b. Results of the Validity Test of Tourism Object Development Variables

**Table 6 Results of the Validity Test of Tourism Object Development Variables**

<i>Item-Total Statistics</i>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Statement 1	31.27	9.444	.462	.457
Statement 2	32.00	11.241	.481	.554
Statement 3	31.53	9.844	.465	.456
Statement 4	31.60	8.869	.427	.434
Statement 5	31.80	7.614	.397	.363
Statement 6	31.00	9.310	.478	.452
Statement 7	31.70	8.631	.462	.368
Statement 8	31.83	10.695	.404	.487
Statement 9	31.37	8.999	.414	.439
Statement 10	31.50	8.741	.397	.406

Source: Data processed, 2023

The statistical test results can be concluded that  $r_{count} > r_{table}$  with a significant level of  $0.05=0.361$  so that all statement items about Tourism Object Development (X2) are declared valid.

## c. Validity Test Results of Local Revenue

**Table 7 Validity Test Results of Local Revenue**

<i>Item-Total Statistics</i>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Statement 1	31.03	11.413	.447	.547
Statement 2	31.77	12.668	.478	.599
Statement 3	31.27	11.168	.457	.519
Statement 4	31.23	9.978	.389	.493
Statement 5	31.53	8.947	.473	.438
Statement 6	30.77	10.737	.430	.526
Statement 7	31.37	10.171	.457	.466
Statement 8	31.60	12.248	.407	.549
Statement 9	31.20	10.648	.454	.518
Statement 10	31.13	10.947	.402	.533

Source: Data processed, 2023

The statistical test results can be concluded that  $r_{count} > r_{table}$  with a significant level of  $0.05=0.361$ , so that all statement items about Local Revenue (Y) are declared valid.

## Reliability Test

Internal consistency reliability is a Cronbach's Alpha ( $\alpha$ ) consistency measurement technique. if the test results of Cronbach's Alpha ( $\alpha$ )  $> 0.60$ , it can be said that the variables used in the study are reliable (Ghozali, 2012). The reliability test of each variable in this study can be seen in the following table:

### Reliability Test of Research Variables

**Table 8 Results of Reliability Calculation of Research Variables**

<i>Variabel</i>	<i>Cronbach Alpha</i>	<i>Batas Reliabilitas</i>	<i>Keterangan</i>
<i>Promotion (X1)</i>	0.767	0,60	Reliabel
Tourism Development (X2)	0.773	0,60	Reliabel
Regional Original Revenue(Y)	0.649	0.60	Reliabel

Source: Data processed, 2023

The reliability test results in table 8 show that the Cronbach Alpha value of the Promotion variable (X1) is  $0.767 \geq 0.60$ . Thus, it can be concluded that the measuring instrument used in this study is reliable. Then Cronbach alpha of the Tourism Object variable (X2) is  $0.773 \geq 0.60$ . Thus it can be concluded that the measuring instrument used in this study is reliable. As well as the Cronbach Alpha value of the Regional Original Revenue variable (Y)  $0.649 \geq 0.60$ . Thus, it can be concluded that the measuring instrument used in this study is reliable.

## Multiple Linear Regression Analysis

### a. T-Statistic Test

Quantitative analysis to test the associative hypothesis (influence between variables) using Multiple Linear Regression Analysis. The following are the results of Multiple Linear Regression of Promotion variables (X1) and Tourism Object Development (X2) on Regional Original Revenue (Y) of the West Pesisir Regency Tourism Office.

Table 9 T-Statistic Test

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.150	2.464		2.091	.040
	Promotion	.681	.042	.806	16.092	.000
	Tourism Development	.220	.056	.196	3.960	.240

a. Dependent Variable: Regional Original Revenue

Source: Data processed, 2023

Table 9 Coefficients illustrates the following regression equation:

$$Y = 5.150 + 0.681X_1 + 0.220X_2 + e$$

Based on the regression coefficient with a constant value of Regional Original Income (Y) at the Tourism Office of West Pesisir Regency, it is 5,150. The regression coefficient of 0.681 implies that each addition of one score or value of Promotion (X1) will provide an increase in Regional Original Income (Y) at the West Peisir Regency Tourism Office of 0.681, or 68.1%, it can be seen that the correlation of the Tourism Object Development variable (X2) has a moderate level of relationship of 0.220 or 22%, this shows that the X1 and X2 variables respectively affect the Y variable.

From the T-test coefficients output, it is known that the regression coefficient value of the Promotion variable (X1) is 0.681 with a positive value (+) and the Tourism Object Development (X2) is 0.220 with a positive value (+), so it can be said that Promotion (X1) and Tourism Object Development (X2) independently have a positive influence on Regional Original Revenue (Y) at the West Pesisir Regency Tourism Office. A positive influence (+) means that any increase in (X1) the value of Promotion and (X2) the value of Tourism Object Development will provide an increase in (Y) the value of Regional Original Revenue at the West Pesisir Regency Tourism Office.

## b. F-Statistic Test

**Table 10 F-Statistic Test**

ANNOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	37.302		18.651	4.507	0.14
	Residual	334.065	27	12.373		
	Total	371.367	29			

a. Predictors: (Constant), Tourism Development, Promotion

b. Dependent Variable: Regional Original Revenue

Source: Data processed, 2023

Based on table 10, the Sig F value is  $0.000 < 0.05$  and the F count (4.507)  $\geq$  F table (3.23). This means that Promotion (X1) and Tourism Object Development (X2) have a joint effect on Regional Original Revenue (Y) at the West Pesisir Regency Tourism Office, thus the hypothesis is accepted.

## c. Coefficient of Determination

**Table 11 Determination Coefficient Test Results**

<i>Model Summary<sup>b</sup></i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 <sup>a</sup>	.842	.807	3.421

a. Predictors: (Constant), Tourism Object Development (X2), Promotion(X1)

Source: Data processed, 2023

Based on table 11, it is known that the R<sup>2</sup> value is 0.842. Based on this value, it can be seen that Local Revenue (Y) is influenced by Promotion (X1) and Tourism Object Development (X2) by 0.842. This means that Local Revenue (Y) is influenced by Promotion (X1) and Tourism Object Development (X2) by 84.20% and the remaining 16.80% is influenced by other variables not examined. Furthermore, it can be said that Promotion (X1) and Tourism Object Development (X2) together have an 84.20% effect on Public Service Quality (Y) at the Bandar Lampung District Attorney's Office, while the remaining 16.80% is caused by other variables.

### 1. Promotion Affects Regional Original Revenue of West Pesisir Regency

The results of the calculation of the t value count  $16.092 > t$  table value 2.048, are accepted. Thus, it can be said that the promotion of local revenue in the West Pesisir Regency has a positive and significant effect. This proves that promotion is one of the factors or variables that can influence and increase the local revenue of West Pesisir Regency.

## **2. Tourism Object Development Affects the Regional Original Income of West Pesisir Regency**

If the results of the calculation of the t value count are  $3.960 > t$  table value 2.048, then  $H_a$  is accepted. Thus, it can be said that the development of tourism objects on the original income of the West Pesisir Regency. This means that the development of tourism objects is one of the factors or variables that can influence and increase the original income of the West Pesisir Regency.

## **3. Promotion and Development of Tourism Objects Affect Regional Original Income of West Pesisir Regency**

If the results of the calculation of the t value count are  $3.960 > t$  table value 2.048, then  $H_a$  is accepted. Thus, it can be said that the development of tourism has had a positive and significant effect on the original income of the West Pesisir Regency. The development of tourism objects is one of the factors or variables that can influence and increase the local revenue of West Pesisir Regency.

## **Conclusion**

- a. Promotion of Local Revenue has a positive and significant effect on the West Pesisir Regency Tourism Office.
- b. Tourism Object Development has a positive and significant effect on Regional Original Revenue at the West Pesisir Regency Tourism Office.
- c. Promotion and Tourism Object Development together have a positive and significant effect on Regional Original Revenue at the West Pesisir Regency Office.

## **Bibliography**

- Arikunto, S. (2012). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Barusman, M. Y. S., Barusman, A. R. P., Barusman, T. M., & Reda Putri, A. P. (2020). Sustainable Tourism with Community Based Tourism in Lampung. *International Journal of Advanced Science and Technology*, 29(06).
- Barusman, A. R. P. (2019). The Impact of 7p's (Marketing Mix) on Student Parents' Decision at School for Disable Students with Special Needs. *IOSR Journal Of Business and Management (IOSR-JBM)*. 21(5), 22–28.
- Farhan, H., & Anwar, K. (2016). The Tourism Development Strategy Based on Rural and Local Wisdom. *Journal of Sustainable Development*, 9(3), 170.
- Hadinoto, K. (1996). *Perencanaan pengembangan destinasi pariwisata*. UI Press.
- Hanafi Ahmad, A. (2022). Pengaruh Jumlah Kunjungan Wisatawan, Objek Wisata, Dan Retribusi Pariwisata Terhadap Pendapatan Asli Daerah. *Jurnal Sosial Ekonomi Bisnis*, 2(1), 50–61.
- Hasibuan, M., & Napitupulu, V. (2021). Pengaruh Lingkungan Pemasaran Terhadap Pendapatan Usaha Sentra Industri Pengolahan Salak Agrina Parsalakan. *JURNAL EKONOMI*, 23(1), 60.
- Jaiblai, P., & Shenai, V. (2019). The Determinants of FDI in Sub-Saharan Economies: A Study of Data from 1990–2017. *International Journal of Financial Studies*, 7(3), 43.
- Kotler, G. A. (2008). *Prinsip-prinsip pemasaran. Jilid 1. Edisi ke-12* (12th ed.). Erlangga.
- LAUT, L. T., SUGIHARTI, R. R., & PANJAWA, J. L. (2021). DOES TOURISM SECTOR MATTER IN REGIONAL ECONOMIC DEVELOPMENT. *GeoJournal of Tourism and Geosites*, 37(3), 832–837.
- López-Rodríguez, C. E., Mora-Forero, J. A., & León-Gómez, A. (2022). Strategic Development Associated with Branding in the Tourism Sector: Bibliometric Analysis and Systematic Review of the Literature between the Years 2000 to 2022. *Sustainability*, 14(16), 9869.
- Maharani, H., Suharno, S., & Widarno, B. (2022). ANALISIS PENGARUH JUMLAH KUNJUNGAN WISATAWAN, JUMLAH OBJEK WISATA DAN TINGKAT HUNIAN HOTEL TERHADAP PENDAPATAN ASLI DAERAH (Studi Kasus Pemerintah Kabupaten Karanganyar). *Jurnal Akuntansi Dan Sistem Teknologi Informasi*, 16(4).
- Pratt, S. (2015). Potential Economic Contribution of Regional Tourism Development in China: A Comparative Analysis. *International Journal of Tourism Research*, 17(3), 303–312.
- Purnomo, S. A., & Usman, H. (2009). *Metodologi penelitian sosial*. Bumi Aksara.
- Roy, J., Suharto, R. B., & Darma, C. (2020). Degree Of Potential And Development Strategy Of Tourism Objects. *International Journal Of Scientific & Tecnology Research*. 8 (09). 2343-2347
- Rusyidi, B., & Fedryansah, M. (2019). PENGEMBANGAN PARIWISATA BERBASIS MASYARAKAT. *Focus : Jurnal Pekerjaan Sosial*, 1(3), 155.

- Saifuddin, R. (2020). PEMANFAATAN TEKNOLOGI INFORMASI DALAM PENINGKATAN PENDAPATAN ASLI DAERAH. *Inovasi Pembangunan : Jurnal Kelitbang*, 8(2).
- Sari, N. M. D. P., & Mustanda, I. K. (2019). PENGARUH UKURAN PEMERINTAH DAERAH, PENDAPATAN ASLI DAERAH DAN BELANJA MODAL TERHADAP KINERJA KEUANGAN PEMERINTAH DAERAH. *E-Jurnal Manajemen Universitas Udayana*, 8(8), 4759.
- Siti Hajar. (2022). Tourism Development Policy Through Economic Potential in Supporting Tourism and Creative Economy Programs in the Lake Toba Region. *International Journal of Health, Economics, and Social Sciences (IJHESS)*, 4(1), 18–30.
- Tobing, J. A. D. E., Isa, S. F. P., Munawaroh, S. Z. Al, & Windayana, H. (2022). Strategi pengelolaan pembelajaran berbasis teknologi (multiplatform) di masa pandemi Covid-19. *Jurnal Pembangunan Pendidikan: Fondasi Dan Aplikasi*, 9(2), 113–120.
- Warganegara, T. L. P., Sari, R., & A.A, I. (2019). Analisis Strategi Peningkatan Pendapatan Asli Daerah dalam Pelaksanaan Otonomi Daerah di Kota Bandar Lampung. *Jurnal Ilmiah ESAI*, 13(1), 18.
- Yuningsih, T., Darmi, T., & Sulandari, S. (2019). MODEL PENTAHELIK DALAM PENGEMBANGAN PARIWISATA DI KOTA SEMARANG. *JPSI (Journal of Public Sector Innovations)*, 3(2), 84.