

# INTRODUCTION AND MARKETING OF LOCAL NATURAL TOURISM POTENTIAL PEMATANG VILLAGE, NORTH LABUHANBATU REGENCY THROUGH SOCIAL MEDIA

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## Abstract

Social media has penetrated into many parts of people's lives, including influencing the way tourists conduct tourism activities in Pematang Village. This study aims to understand the contribution of social media in promoting tourism in Pematang Village and to formulate steps to optimize social media as a tourism promotion tool. The method used in this study is descriptive qualitative with data collection methods of observation, documentation and interviews with tourists and the community around the tourist attractions of Pematang Village. The data analysis technique used is SWOT analysis in SWOT analysis there are external factors consisting of opportunities and threats and internal factors consisting of strengths and weaknesses.

**Keywords:** *Marketing Local Natural Tourism Potential and Social Media*

## INTRODUCTION

Pematang Village is one of the villages in and located in NA IX-X District, North Labuhanbatu Regency, North Sumatra Province, Indonesia. Based on local residents, Pematang Village has a history and origins that began around the 1700s. At that time, two important figures came named Nagaramba and Takki Nabolon. Nagaramba settled in the Padang Nabidang area and had a territory covering Siria-ria, Aek Badingin, Huala Panarik, and the Sigabu area. Meanwhile, Takki Nabolon settled in Napompar with his territory covering Sigital, Napompar Jae, Sopolongat, and Standing (Hajoran). These two figures lived far apart, but each had great influence in their area. Entering the 1800s, major changes occurred in the archipelago along with the revolution that hit various regions. During that time, the Dutch encouraged the formation of local kingdoms, one of which was the Sultanate of Negeri Lama under the leadership of Sultan Badar Alamsyah. This sultanate then expanded its power to the areas of Padang Nabidang and Napompar. In its development, two local leaders were appointed: King Jatorop, son of Nagaramba, and King Jaummaha, son of Takki Nabolon. After Indonesia proclaimed its independence in 1945, the two kings agreed to form a single region in 1949 which was later named Pematang Village. Initially, the village government was led by a lurah or village head. Then, in 1955, official village head elections were held, and Mara Saiman Munthe was elected as the first Head of Pematang Village. Wikipedia.com (2024).

The formation of Pematang Village is unique and has a history that can be a very strong basis for conducting ecotourism development research. So it is necessary to conduct economic studies for the development of ecotourism in Pematang Village which has a wealth of natural tourism. especially natural bathing and hill tourism which if managed well can be a source of income and improve community welfare and tourists can learn about the history of Pematang Village. According to Hidayat & Maryan (2019) If an area has natural water tourism and a feasibility study analysis is carried out using the Natural Tourism Attraction Object (ODTWA) method, the feasibility level is 74.5%, then the area is worthy of being a natural tourism and religious tourism destination. According to Albayudi et al (2024) It is necessary to conduct direct observation or monitoring of Pematang Village using the five senses to focus attention on the objects observed using the area exploration method to find out the general picture of the location.

Based on the results of observations during the implementation of the Thematic Community Service (KKN) in Pematang Village, the author found several tourist spots. The tourist attractions are Aek Siparahu natural baths, Aek Sibujing Natural Baths, and Lumpattan Natural Baths. This village has the potential for natural beauty which, if utilized optimally, can be a source of increased income for local residents. The concept of community-based ecotourism is a form of tourism development that emphasizes direct participation from the community, while

maintaining local wisdom values and utilizing traditional knowledge in managing the environment sustainably. Hijriati (2014).

Implementation of the Community Service (PKM) entitled Development of Analysis of Tourism Object Development Strategy in Pematang Village, North Labuhanbatu Regency. The issuance of Regulation of the Minister of Home Affairs Number 33 of 2009 concerning Guidelines for Ecotourism Development in the Region has become the basis for the North Labuhanbatu Regency Government to encourage the development of the ecotourism sector. This effort is in line with the growing tourism trend in Indonesia, where the concept of ecotourism is increasingly in demand as a form of sustainable tourism activity. In general, the development of ecotourism in Pematang Village must of course be based on a persuasive approach in order to gain attention and approval from the community or community leaders and the village government. The implementation of this community service begins with providing education on the impact of ecotourism development in Pematang Village.

The management and development of natural bathing tourist destinations in Pematang Village is one of the supporting factors that plays a major role in improving the standard of living and economy of the local community. The tourism sector itself is able to provide various benefits, both in terms of social, economic, and its contribution to environmental conservation. In addition, tourism is often used as a strategic step in encouraging the economic growth of a country Ramenusa (2016). The number of visitors each week at the Pematang Village natural bathing tourist attraction depends on the weather conditions, in the dry season the number of visitors can reach an average of  $\pm 90$  people per week, while in the rainy season the number of visitors can decrease by an average of  $\pm 45$  people per week. The lack of visitors during the rainy season is due to poor infrastructure leading to the Pematang Village natural bathing tourist attraction. There are several points on the road, where there are puddles and also the condition of the river water that flows murky during the rainy season. The decrease in the number of visitors can experience a decrease in the income turnover of the owner of the natural bathing tourist attraction. Limited funds can also hinder the development of natural bathing tourist attractions, so that all development of tourist attractions is carried out in stages according to the finances of the owner of the tourist attraction. Due to limited funds, the development of natural bathing tourist attractions is very slow, so that it can also affect the decrease in the number of visitors coming to tourist attractions. Therefore, the participation of the government is needed, especially the North Labuhanbatu Regency Tourism Office and the local community in developing the natural bathing tourist attraction, in order to create quality natural bathing tourism and increase tourist attraction.

Pematang Village natural bathing tourism, is  $\pm 35$  km from the city of Rantauprapat, can be reached by vehicle in  $\pm 45$  minutes and passes through uphill and winding roads. Natural bathing tourism in Pematang Village has very great potential because the water is very clear, but this tourist spot has not been managed properly. n to the maximum so that there is a lack of interest from tourists to visit this tourist spot.

## **LITERATURE REVIEW**

The introduction of local natural tourism in Pematang Village is a crucial step to introduce the natural potential in Pematang Village. mature to a wider public. According to Adolph (2016a) Nature-based tourism is a form of recreation and tourism activity that relies on natural resources as the main attraction, both those that are still natural and those that have gone through a management or cultivation process, to attract visitors. In the process of developing a tourist destination, there are three key elements that must be considered according to the principles of tourism management, namely attractions, accessibility, and amenities, known as the 3A concept. Nugraha (2024). Attractions are an important element in attracting visitors, so this is one of the key factors in the tourism industry. Accessibility is one of the crucial elements in the tourism sector that can be understood in various ways, including the ease of reaching a tourist location. Amenities are facilities that support the needs of visitors when carrying out tourism activities. Pematang Village is one of the villages whose natural beauty has great potential to be an attractive tourist destination for visitors.

Pematang Village nature tourism offers various interesting experiences along the way, such as enjoying the beautiful natural scenery, trekking in the forest and exploring the river along the way. In general, tourism potential includes various resources owned by an area and has the potential to be developed into an attraction for tourism activities. Nugraha (2024). Transforming a village into a tourist destination is one effort to encourage community activity and active participation in regional development. Priowuntato, Krissandi, and Nugroho (2021).

Marketing of natural tourist objects is an activity that aims to introduce, promote, and offer the natural beauty of Pematang Village to visitors. According to Adolph (2016b) It can be concluded that the marketing mix in the tourism sector is a series of integrated activities to convey information to consumers, with the aim of meeting the needs and desires of tourists, both existing and potential visitors. This effort can be done through various effective

marketing strategies and approaches to increase the number of tourists and provide a positive impact on the economy of the community in Pematang Village. Therefore, the development program and utilization of regional tourism potential and resources are expected to be able to contribute to sustainable economic growth. Ramenusa (2016). The success of tourism promotion is highly dependent on the existence of promising tourist attractions and the readiness of human resources at the local level. These two aspects are crucial factors in efforts to introduce tourist destinations to the wider public. Akasse and Ramansyah (2023).

Introduction and promotion of natural tourism potential in Pematang Village through social media platforms is an efficient method to attract visitors, both local and outside the area. According to Yanti et al (2024) With the rapid advancement of technology, social media now plays a role as the main medium for individuals and business actors to communicate, share experiences, and disseminate information more widely. By using social media that has a large reach, villages can introduce their natural beauty more widely and directly to the right target audience. Effective use of social media in marketing tourist destinations, especially in an era of rapid technological advancement, can support the tourism promotion process more efficiently. Akasse and Ramansyah (2023). The promotion process is carried out to introduce products or services to the public, which in the context of marketing communications, is one of the efforts to convey information to the public or consumers. Advertising through various media is nothing new, because advertising continues to develop along with the progress of the media itself. Akasse and Ramansyah (2023). Advances in communication technology have a significant impact on the tourism industry, especially in terms of promoting tourist destinations. Promotions that previously relied on traditional media such as newspapers, radio, and television are now gradually shifting to social media, which is considered more effective and efficient. Akasse and Ramansyah (2023)

## **IMPLEMENTATION METHOD**

### **A. Implementation Method**

The method used in this PKM implementation research is a qualitative method. For data collection consists of three parts, namely, observation, documentation, and interviews (depth interviews). Some questions during the interview are:

1. What makes you interested in visiting natural tourism in Pematang Village?
2. What do you like about nature tourism in Pematang Village?
3. What suggestions do you have for the development of nature tourism in Pematang Village?
4. What do you dislike about nature tourism in Pematang Village?
5. What do you like about nature tourism in Pematang Village?
6. How did you find out about natural tourism in Pematang Village?
7. What are the threats to nature tourism in Pematang Village?
8. How do you see the potential for natural tourism in Pematang Village?

The author met and made friends with the Pematang Village apparatus and the local community. The author used this as analysis material to see how far the potentials in Pematang Village are so that he can see what programs and steps will be taken. From several visits and visits, the author finally got a conclusion about the potential in Pematang Village, which can be developed, namely natural bathing tourism, which is an attraction for tourists.

### **B. Place and Time of Implementation**

The location of the implementation of this PKM is in Pematang Village, NA IX-X District, North Labuhanbatu Regency. This PKM was implemented based on several considerations in addition to academic considerations to meet the requirements in completing the final assignment, there are also empirical considerations. Pematang Village has the potential for natural bathing tourism which is considered worthy of being developed and needs to be used as a consideration for the local government of North Labuhanbatu Regency. while the time for the implementation of this PKM starts on August 15 - October 15, 2024. The author presents the PKM activities in the form of a timeline below.

**TABLE 1. PKM RESEARCH ACTIVITY IMPLEMENTATION SCHEDULE**

| Stages of activity                  | August – October 2024 |          |        |        |        |          |
|-------------------------------------|-----------------------|----------|--------|--------|--------|----------|
|                                     | Week 1                | Week 2-3 | Week 4 | Week 5 | Week 6 | Week 7-8 |
| Observation                         |                       |          |        |        |        |          |
| Socialization                       |                       |          |        |        |        |          |
| Mentoring                           |                       |          |        |        |        |          |
| Promote                             |                       |          |        |        |        |          |
| Inauguration of tourist attractions |                       |          |        |        |        |          |
| Evaluation                          |                       |          |        |        |        |          |

### C. Research Sample

The sample in this study was selected using the accidental sampling method, where individuals who happen to meet researchers can be used as samples, by considering the suitability or qualifications that are relevant to the characteristics needed in the study. The number of samples in this study was 10 people, consisting of tourists and local residents around the tourist location.

### D. Data Analysis Techniques

The data analysis approach used is SWOT, which includes evaluation of external factors, namely opportunities and threats, as well as internal factors including strengths and weaknesses. Furthermore, the factors that have been identified will be arranged in a matrix that maps internal and external aspects. This matrix aims to formulate a more detailed business strategy, using parameters that include internal strengths and the impact of external factors.



Table 2.  
SWOT Matrix Diagram

| <div style="text-align: center;"> <b>Faktor Internal</b><br/> <b>Faktor Eksternal</b> </div> | STRENGTH (S)   | WEAKNESS (W)   |
|--|--|--|
|  | Tentukan faktor-kekuatan internal                                      | Tentukan kelemahan internal  |
| OPPORTUNITES (O)   | STRATEGI (SO)  | STRATEGI (WO)  |
| Tentukan faktor ancaman eksternal  | Ciptakan strategi yang menggunakan kekuatan untuk memanfaatkan peluang | Ciptakan strategi yang meminimalkan kelemahan untuk memanfaatkan peluang |
| THREAT (T)   | STRATEGI ST  | STRATEGI WT  |
| Tentukan faktor ancaman eksternal  | Ciptakan strategi yang menggunakan kekuatan untuk mengatasi ancaman    | Ciptakan strategi yang meminimalkan kelemahan dan menghindari ancaman    |

Source :Sylvia (2017)

#### E. Tourist Location Survey



Figure 1. Tourist Location Survey

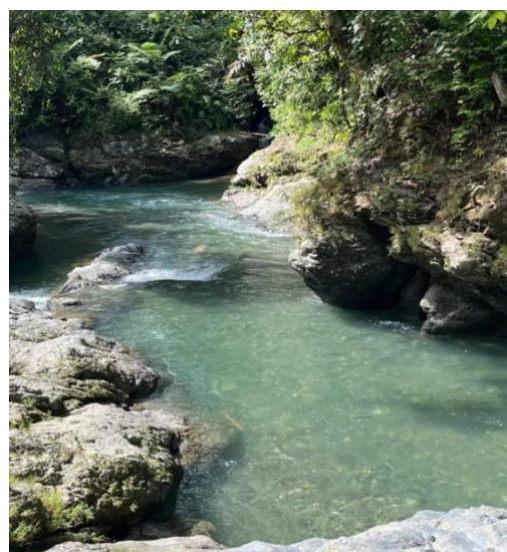


Figure 2. Photo of Tourist Attraction

It can be seen in the first picture above, that the activity carried out is a direct field survey, to identify the natural potential that can be developed in Pematang Village. The potential that can be developed is natural bathing tourism, which can be used as a tourist attraction. In the second picture above, it can be seen that the tourist attraction in Pematang Village has a clear river flow, natural rocks, and beautiful natural scenery. So this is one of the attractions for tourists to visit the natural tourism of Pematang Village.

## **RESULTS AND DISCUSSION**

### **1. Observation and socialization**



**Figure 3 Socialization to the Community**

Observations were made to determine what potential could be developed in Pematang Village, so that researchers could conduct socialization to village officials and the surrounding community. The socialization was carried out on August 28, 2024 and resulted in an agreement to run an ecotourism program. The socialization of the implementation of this PKM was well received and enthusiastically received by the village head, village officials and the community. In the socialization, the author conveyed the potential in Pematang Village, namely a natural bathing tourist spot that will be developed to support the ecotourism of Pematang Village and also the economy of the surrounding community.

### **2. Mentoring**





Figure 4. Field assistance

Activities aimed at improving the welfare of local communities through sustainable ecotourism development. This mentoring program includes direct guidance in the field, as well as support through social media. Introduction to ecotourism, marketing and program development according to needs.

### 3. Tourist Attraction Promotion



Figure 5. Tourist Attraction Promotion Flyer

In a strategy, careful planning is needed to ensure the process runs smoothly. This also applies to ecotourism promotion, where there are various patterns applied. According to The Great War (2022) If marketing and promotion strategies are implemented effectively, the tourist attractions owned by a destination will be better known by the public, so that the local government can obtain income from the tourism sector. Therefore, it is important for the government of the North Labuhanbatu Regency Tourism Office, the Pematang Village government and tourism object managers to carry out careful planning. With proper planning, the promotional policies implemented can run effectively, so that the main goal, namely increasing the number of visitors, can be achieved.

Promotion includes various activities carried out with the aim of creating an efficient marketing process. This aims to achieve specific promotional program targets, as well as to improve overall marketing activities, namely to increase the number of tourists visiting. According to Riyadi and Nurhaida (2022) Social media, as part of the internet platform, remains an economical promotional option for many tourist destinations. This is supported by various studies that show how the internet has become a new foundation in the use of communication media and various other sectors.

The development of innovation in the field of communication has an impact on the tourism industry, especially in the aspect of promoting tourist attractions. The marketing process that previously relied on traditional media such as newspapers, radio, and television, is now slowly starting to shift to social media platforms which are considered more effective. This change poses a challenge for the government and tourism managers in an effort to attract visitors. Careful promotional planning plays a crucial role in ecotourism marketing itself. In the promotion process, effective media is needed so that the message conveyed can be understood by the outside community. Social

media, if utilized properly, can function as a powerful marketing tool and this also includes promotion in the tourism sector. Currently, tourism sector actors and managers often use social media to market tourist destinations. Social media is considered more practical and easier to reach by the public. Promotion will run well if accompanied by the selection of the right message. This is important so that the information provided can be understood by the wider community.

According to Akasse and Ramansyah (2023) Tourism promotion is very important in tourism activities. Tourism promotion has a crucial role in the tourism sector. The success of a tourist spot depends heavily on how effective the promotion is, so designing a promotional strategy is very important. By utilizing social media platforms that reach many people, Pematang Village can display its natural beauty more widely and directly to the appropriate audience. Social media has emerged as a powerful means of spreading advertisements because there is a chain effect that allows messages conveyed through this platform to be shared repeatedly, creating activities or habits among communities online to exchange information. At this stage, the target of promotional cooperation involves several fellow students, tourism managers, village governments and the community. To promote to their respective social media. Through this promotional effort, it is hoped that cooperation will be established from various parties to develop ecotourism programs.

#### 4. Inauguration of tourist attractions



**Figure 6. Ribbon cutting photo (Inauguration of Tourist Attraction)**

Inauguration of ecotourism in Pematang Village, NA IX-X District, North Labuhanbatu Regency, The inauguration of the tourist spot was held on October 15, 2024. Which was inaugurated directly by the Pematang Village government (Pematang Village Head), which was attended by several Pematang Village officials, the local community, representatives from Labuhanbatu University lecturers and several Labuhanbatu University students.

#### 5. Evaluation

After that, we enter the evaluation stage, where the program will be reviewed thoroughly to improve quality, so that it can provide a better contribution to the development of subsequent programs.

Based on the information obtained through observation in this study, the researcher used the SWOT analysis approach to evaluate the available data. The following are the results of the analysis conducted based on the factors in the SWOT matrix:

##### a. Internal Factors

According to Sylvia (2017) Internal factors refer to elements related to tourist attractions, which include strengths and weaknesses in attracting visitors to the tourist destination.

##### b. External Factors

External factors include the attraction of tourism, including the opportunities and challenges that exist in attracting visitors to the local natural tourism of Pematang Village. According to Sylvia (2017) External



The following is an explanation of the details related to the strengths, weaknesses, opportunities and threats that exist at local natural tourism destinations in Pematang Village:

- Strengths consisting of (1) the beauty of the beautiful natural scenery along the journey. (2) Cool air. (3) Clear river water flow.
- The weaknesses faced include inadequate road access to the location, lack of maintenance of available facilities, less than optimal promotional strategies, lack of attention to cleanliness conditions, and minimal supporting facilities to support tourism activities.

- Opportunities consist of (1) planning for the development of tourist attractions by the government.
- Threats consist of (1) the potential for natural disasters such as floods and landslides; (2) the uniqueness of other tourist attractions that can attract more tourists.

|  |  |   |
|--|--|---|
| <div> <div>Internal Factors</div> <div>External Factors</div> </div> | <b>STRENGTH (S)</b> <ul style="list-style-type: none"> <li>- The beauty of the beautiful natural scenery along the way and the cool air</li> <li>- The clear flow of river water</li> <li>- Natural bathing tourism</li> <li>- Local community that is hospitable</li> </ul> | <b>WEAKNESS (W)</b> <ul style="list-style-type: none"> <li>- Damaged or inadequate roads</li> <li>- Lack of maintenance of existing facilities</li> <li>- Lack of information and promotion about village tourist attractions</li> <li>- Poor hygiene</li> <li>- Minimal supporting tourism facilities</li> </ul> |
|  | <b>OPPORTUNITIES (O)</b> <ul style="list-style-type: none"> <li>- Tourism object development planning by the government</li> <li>- Tourist attractions located in the countryside which is still beautiful</li> </ul>  | <b>SO STRATEGY</b> <ul style="list-style-type: none"> <li>- Realizing the development of tourism objects by the government</li> <li>- Improve the image of tourism products so they can compete with other tourist attractions</li> </ul>   |
|  |  | <b>WO STRATEGY</b> <ul style="list-style-type: none"> <li>- Improve cleanliness and maintenance of existing facilities</li> <li>- Adding supporting tourism facilities/infrastructure that are still lacking</li> </ul>   |

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|   |   |  |
|---|---|--|
|   | <ul style="list-style-type: none"><li>- Maintaining and preserving the sustainability of tourist attractions</li></ul>  | <ul style="list-style-type: none"><li>- Conduct continuous promotion through social media</li></ul>  |
| <b>THREATS (T)</b> <ul style="list-style-type: none"><li>- Potential for natural disasters such as floods and landslides</li><li>- The uniqueness of other tourist attractions that can attract more tourists</li></ul> | <b>ST STRATEGY</b> <ul style="list-style-type: none"><li>- Conducting evaluations in marketing tourist attractions</li><li>- Improving the environmental quality of tourist areas</li></ul> | <b>WT STRATEGY</b> <ul style="list-style-type: none"><li>- Conducting effective promotional activities</li><li>- Increasing the diversity of tourist attractions</li></ul> |

Based on the alternative strategies that have been designed, the steps for developing natural tourism objects in Pematang Village include efforts to build a positive image of the destination so that it can compete with other tourist attractions, improve cleanliness and maintain existing facilities, and add supporting facilities that are still inadequate. In addition, the realization of development programs from the government is very much needed, accompanied by improving the quality of the environment around the tourist area and implementing more effective promotions to attract visitors.

## CONCLUSION AND SUGGESTIONS

### 1. Conclusion

Pematang Village, located in NA IX-X District, North Labuhanbatu Regency, has a promising natural bathing potential to be developed into a leading tourist destination. The development of this nature-based tourism potential requires a mature promotional strategy and planning so that the message conveyed can be widely accepted by the community. Effective ecotourism promotion allows the general public to become more familiar with the destination, which can ultimately increase the number of tourist visits. The results of this study emphasize the importance of solid cooperation between the Pematang Village government, the North Labuhanbatu Regency government, especially the Tourism Office, the management, and the local community, in order to create a significant increase in visits to the tourist location.

The proposed development strategy includes improving the image of the tourist attraction to be able to compete with other destinations, improving the cleanliness and maintenance of existing facilities, and adding supporting tourism facilities that are still lacking. Government support in realizing the tourism attraction development plan is very much needed, accompanied by efforts to maintain the quality of the environment around the tourist area. In addition, an innovative and adaptive promotional strategy is needed to the development of communication technology, so that tourist destinations in Pematang Village can be known more widely and attract more visitors.

### 2. Suggestion

As a contribution of thought, this research is expected to provide material for the community in Pematang Village as a guideline for developing ecotourism businesses. In addition, it can also be used as input for the local government authorities, especially the Tourism Office of North Labuhanbatu Regency.

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