

# POTENTIAL MAPPING IN AN EFFORT TO REALIZE SUSTAINABLE ECOTOURISM DESTINATIONS. CASE STUDY: ARANYA FOREST

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## Abstract

The importance of considering the potential of a location that will be used as an ecotourism destination is carried out in an effort to ensure the sustainability of the ecotourism destination in the future. This study aims to examine the potential for developing a forest- and community-based ecotourism destination in Aranya Forest in Bogor Regency, with a focus on social and environmental sustainability. The research method is descriptive qualitative with data collection through observation, interviews and triangulation. Data analysis was conducted using NVIVO 12 Pro software. The results of the study indicate that Aranya Forest has great potential to be developed as a sustainable ecotourism destination. The potential wealth of natural resources, the enthusiasm of the management, and the active participation of stakeholders including the local community. There are several obstacles such as limited infrastructure, ineffective promotion, and a lack of human resources. This study concludes that Aranya Forest is capable of becoming a leading destination that offers a pleasant tourism experience, while contributing to local economic empowerment and sustainable environmental conservation.

**Keywords:** *Ecotourism Potential, Aranya Forest, Social Sustainability, Environmental Sustainability, Destination Development, Community Participation.*

## INTRODUCTION

Developing sustainable ecotourism destinations is a strategic step to promote tourism that prioritizes not only economic benefits but also environmental aspects and community empowerment. One emerging concept in ecotourism is forest-based destinations, which combine the values of nature conservation with the active participation of local communities. Aranya Forest, located in Bogor Regency, offers great potential as a sustainable ecotourism destination, thanks to its natural beauty of pine forests and rich local culture. As a highly biodiverse area, Aranya Forest not only attracts tourists to enjoy its natural scenery but also provides an opportunity to learn about the importance of forest conservation and the benefits of ecosystems for life. In its development, Aranya Forest embraces a concept that involves the surrounding community as managers and key partners, thus positively impacting the local economy and raising environmental awareness. This research aims to assess the potential for developing a forest- and community-based ecotourism destination in Aranya Forest, with a focus on social and environmental sustainability. It will also identify the challenges facing sustainable ecotourism and the steps needed to optimize the area's management as an environmentally friendly tourist destination that provides long-term benefits to the surrounding community.

## LITERATURE REVIEW

The word 'tourism' is derived from the term 'travel', which refers to the activity of traveling for recreational purposes. Tourism encompasses a variety of entertainment activities supported by facilities and services provided by individuals, companies, and both central and regional governments. According to Law Number 10 of 2009, tourism is defined as a series of recreational activities that include various facilities and services provided by entrepreneurs, communities, and regional governments. According to Murdana et al. (2023), tourism is an activity that moves people temporarily to locations outside their place of residence and work, engages in activities while at that destination, and provides facilities to meet their needs. Tourism has a significant economic impact.

### **A. Sustainable Tourism**

The Ministry of Tourism and Creative Economy defines sustainable tourism as the development of the tourism sector that has long-term positive impacts on the environment, society, culture, and economy, both now and in the future. This impact is felt by both local communities and tourists. According to Putri et al. (2023), sustainable tourism plays a crucial role in preserving culture and the environment. Key steps that must be taken to support sustainable tourism in Indonesia include environmental conservation, waste management, preservation of cultural sites, and empowerment of local communities to increase tourism revenues.

### **B. Ecotourism**

Ecotourism is a tourism concept that focuses on preserving nature and culture. According to Rainanto et al. (2024), ecotourism emphasizes sustainability by wisely managing natural resources, educating tourists, and encouraging the active participation of local communities. Ecotourism contributes to environmental preservation and provides economic benefits to local communities.

### **C. Stakeholders**

According to Pauna et al. (2023), stakeholders are all parties who can influence or be influenced by existing policies, both internal and external. Successful tourism destination development requires a thorough understanding of the characteristics of relevant stakeholders. All parties involved in tourism development must feel the benefits. Collaboration between stakeholders is essential to support the development of a region's tourism potential. Rainanto (2024) also stated that collaboration between stakeholders opens up opportunities for risk sharing and leveraging synergies from diverse expertise, which can accelerate innovation and improve efficiency in project implementation.

### **D. Tourism Potential**

Potential is an ability that can be further developed. Zulfa and Arif (2020) state that potential is a resource that can be enhanced through planned efforts and sound strategies to achieve optimal results. Local potential includes natural resources, cultural diversity, and the local community. Natural potential is influenced by a region's location, climate, and landscape. Each region has unique local potential, influenced by different natural conditions. This interconnected triangle involves natural factors, culture, community behavior, and their well-being (Kusuma 2022).

### **E. Tourism Constraints**

A constraint is an obstacle that can prevent the achievement of a goal or the implementation of an activity. The tourism industry can face various challenges that can impact the sector's growth, development, and sustainability. Furthermore, the development of cultural tourism in a region can also face obstacles that take a long time and often encounter challenges that prevent its implementation from going according to plan.

## **METHOD**

This study uses a descriptive qualitative approach where data is obtained through interviews, observations and triangulation to test the validity of the data. Data analysis was carried out using NVIVO 12 Pro software. Informants in this study were: Owner and Manager of Aranya Forest, Head of the Tapos TNGGP Resort Center, Deputy Head of PHRI Bogor Regency, Head of Pancawati Village, Head of the DISBUDPAR Tourism Attraction Team, Local Community.

## **RESULTS AND DISCUSSION**

Based on a direct survey conducted at the Aranya Forest location, there are various potentials that can be developed to increase tourist attractions, including:

### **A. Conservation Activities**

Nature conservation is one aspect that could be further strengthened at Aranya Forest. Activities include tree planting, conservation education, waste management, and recycling programs.

### B. Infiltration wells

The construction of infiltration wells aims to manage rainwater and increase groundwater availability. The infiltration wells are expected to reduce the risk of flooding, improve soil absorption, maintain natural balance, and support agriculture in the surrounding area.

### C. Glamping

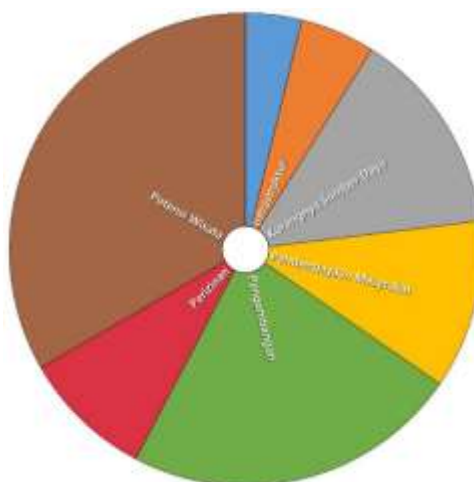
Glamping can be a new attraction for travelers seeking a comfortable outdoor experience. Furthermore, glamping offers a safe and comfortable accommodation option for travelers traveling at night.

### D. Bicycle Path

The development of bicycle paths could attract tourists who enjoy sports and outdoor adventures. Routes could range in difficulty from easy to more challenging, with a focus on safety and environmental sustainability.

### E. Tour Packages

Tour packages will be developed to attract more visitors and extend the duration of visits to Aranya Forest. Several types of packages, such as educational tours, trekking, and cycling, will be offered at a price that includes these activities.



Hierarchy Chart, source NVIVO 2025

Based on data analysis conducted through interviews using Nvivo 12 Pro software, the Hierarchy Chart, Word Cloud, and Project Map features were utilized to present the research results in the form of diagrams and data sets. The results show four main themes: Theme 1 (the role of managers) with subthemes (community empowerment, sustainability, and development); Theme 2 (the role of stakeholders) with subthemes (permits, support, cooperation, and guidance); Theme 3 (tourism potential) with subthemes (conservation, ecotourism, and MSMEs); and Theme 4 (constraints) with subthemes (infrastructure and resource shortages). The Hierarchy Chart feature was used to organize and group data in a structured manner according to predetermined themes and subthemes. Presenting data using this feature makes it easier to visualize the relationships between the main themes and subthemes, which in turn helps clarify understanding of the data structure and focus of the discussion. Based on the results displayed in the Hierarchy Chart, the number of references identified through the diagram above is:

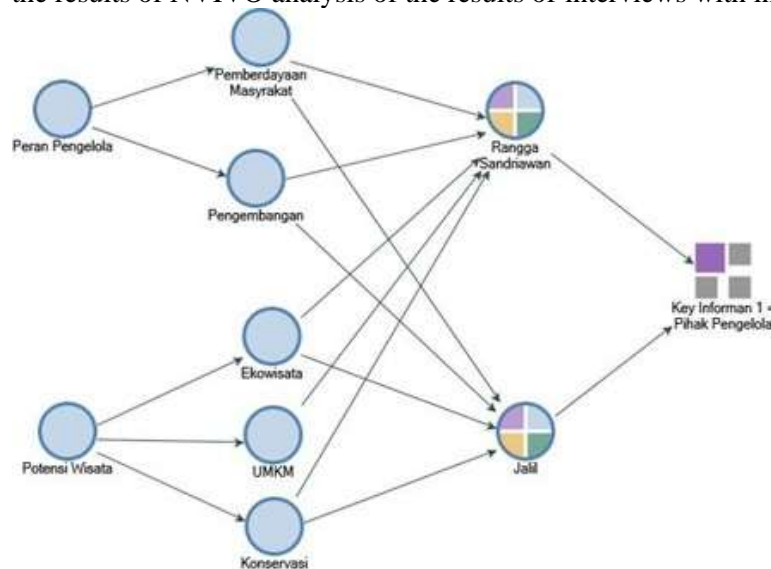
Subtheme	Number of References
Role of Manager – Development	18
Role of Management – Community Empowerment	9
Stakeholder Role – Licensing	7
Tourism Potential	6
Constraints – Lack of Resources	3
Constraints – Infrastructure	4

Based on the Word Cloud analysis below, the most frequently occurring words in interviews with informants were 'Tourism' (4.29%) and 'Development' (3.23%). These two words were dominant, indicating that the main focus of the analysis was related to Coffee & Aranya Forest. The word 'Community' (2.15%) highlighted the importance of community empowerment in tourism development. Meanwhile, the word 'Ecotourism' (1.56%) indicated that this study focused on ecotourism. Thus, it can be concluded that tourism development is the main topic in this study.



Word Cloud, source NVIVO 2025

The following will show the results of NVIVO analysis of the results of interviews with informants.



Aranya Management Analysis Map – source NVIVO 2025

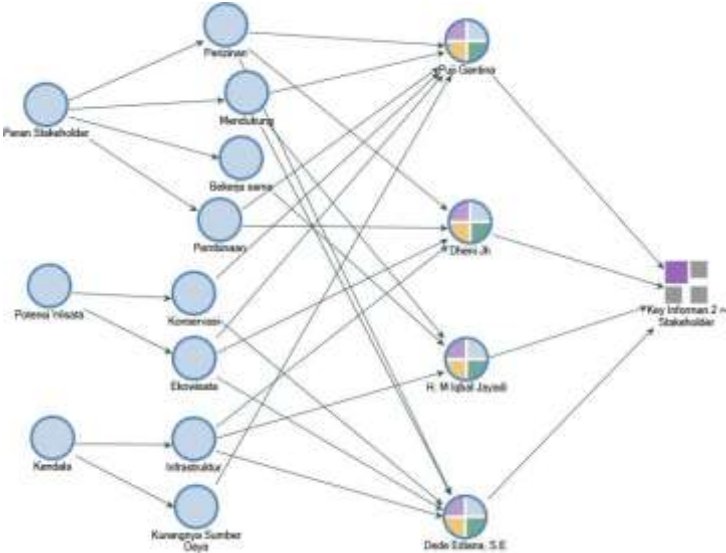
The Aranya Manager's explanation points can be seen in the following table.

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Tema	Subtema	Jawaban	
		Rangga Sandriawan (Owner Aranya Coffee & Forest)	Jalil (Manager Aranya Coffee & Forest)
Peran Stakeholder	Pertanian	Sebenarnya disini tuh mengharapkan apa yang dilakukan nantinya menjadi sebuah destinasi wisata dengan harapannya dapat membantu perekonomian masyarakat sekitar. Serta adanya pengembangan pemberdayaan masyarakat.	Untuk mengembangkan Aranya ini sebagai pariwisata berkelanjutan, mungkin strategi yang diterapkan harus berfokus pada keberlanjutan lingkungan, pemberdayaan masyarakat, dan pengalaman wisata yang unik.
	Mendukung	Serta adanya harapan untuk pengembangan pemberdayaan masyarakat yang memiliki motivasi pribadi sebagai putra daerah untuk mengembangkan desa lebih kesitu.	Motivasi kami untuk mengembangkan wisata di aranya yaitu melalui media sosial motivasi nya ya berupa ajakan untuk main ke wisata di aranya ini. Dimana konsep pengembangan ini akan adanya atraksi wisata bagi wisatawan yang akan berkunjung.
	Bekerja sama	Mungkin yang pertama banyak-banyak masukin program entah itu berkenan langsung dengan ekowisata, eduwisata, ataupun desa wisata	Menjadi destinasi ekowisata yang memberikan dampak positif bagi lingkungan, ekonomi, dan masyarakat lokal. Upaya agar ekowisata ini menjadi berkelanjutan adalah mempertahankan pengelola yang jujur dan cekatan, menjadikan ekowisata ini sumber penghasilan yang sehari hari.
Potensi Wisata	UMKM	Sebenarnya kan mau mengarah ke pemberdayaannya konservasi atau UMKM karna ada korelasinya dengan ekowisata. Terus yang kedua berhubungan baik dengan para stakeholder.	Untuk mengembangkan Aranya ini sebagai pariwisata berkelanjutan, mungkin strategi yang diterapkan harus berfokus pada keberlanjutan lingkungan, pemberdayaan masyarakat, pengalaman wisata yang unik dan mendukung UMKM.
	Konservasi	Pertama mungkin dalam perannya dalam memberikan program-program pemberdayaan seperti meningkatkan UMKM, Konservasi dan Ekonomi berkelanjutan.	Ada beberapa macam contohnya pengenalan tentang konservasi air atau sumur serapan, lorak, penanaman pohon, banyak nya jenis pepohonan, caffe di tengah hutan, dan banyak lagi yang lainnya.

Source: NVIVO 2025



Stakeholder Analysis Map – Source NVIVO 2025



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The explanation points of the Stakeholders, Head of the Tapos TNGGP Center and Head of the DISBUDPAR Tourism Attraction Team can be seen in the following table:

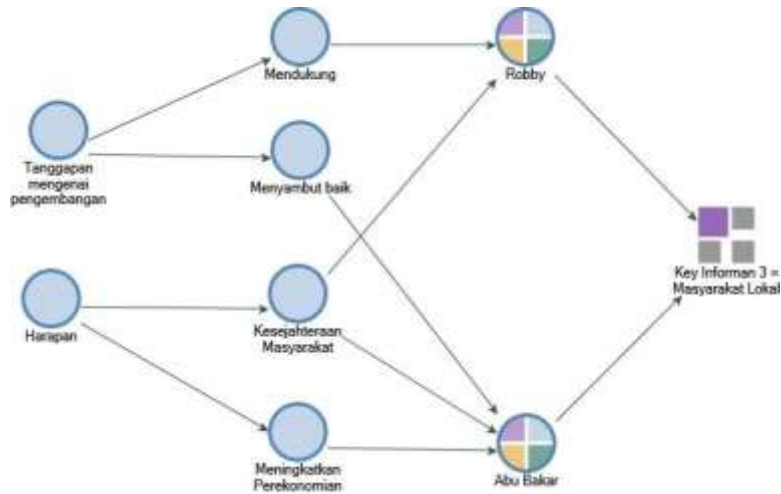
Tema	Subtema	Jawaban	
		Puji Guntina (Kepala balai besar Resort Tapos TNGGP)	Dheni Jh (Ketua team daya tarik wisata DISBUDPAR)
Peran Stakeholder	Perizinan	Karena Aranya ini berdekatan dengan kawasan Taman Nasional tentunya ada satu perizinan yang memang menjadi support apa itu pelayanan, salah satunya ada izin jasa, ada dua jasa yang memang cafe aranya ini berjalan. Satu namanya izin jasa perjalanan wisata, kedua izin jasa makanan dan minuman.	Pertama sebenarnya ini pada saat mereka mengurus OSS untuk perizinan itu ada SPPL atau AMDAL, sebenarnya dalam perizinan itu sudah terikat untuk kepatuhan termasuk pola ruang unit seperti berapa persen yang boleh dibangun dengan kondisi di wilayah ini. Itu kan sudah ada di dokumen tata ruang wilayah.
	Mendukung	Selain itu ada support pengembangan program di Aranya Coffee & Forest seperti pendampingan teknis dan pelatihan kapasitas bagi para pelaku usaha lokal.	Upaya yang sudah dilakukan mungkin penerapan regulasi dan kebijakan yang mendukung ekowisata, seperti pengembangan kawasan konservasi, zonasi wisata, serta insentif bagi pelaku usaha.
	Pembinaan	Peran kami mungkin salah satunya bisa disebut Pembina untuk lokasi yang masuk kawasan, kalo Aranya itu mitra kita untuk pengembangan yang kami inginkan banyak tujuan-tujuan yang memang memiliki kesinambungan dengan program kami.	kami lakukan pembinaan ke mereka bagi yang sudah ada ya karena memang tanah nya tuh porsi kami ada kewenangan nya untuk pembinaan sematamata untuk keberlanjutan keberlangsungan perusahaan.
Potensi Wisata	Konservasi	ada program penanaman selain itu ada sumber resapan, imitan konservasi lingkungan juga mereka mimikikan lingkungan juga.	Selain tadi standar kegiatan usahanya kami juga memastikan tidak merusak lingkungan, karena kan kan wisata boleh berinovasi boleh berkembang tetapi konservasi tetap dijaga.
	Ekowisata	salah satunya kita bikin event sarasehan itu membuka peluang untuk pengembangan berbasis ekowisata berkelanjutan. Selain itu kami berkomunikasi terus dengan pemiliknya terkait dengan pengembangannya.	Untuk pengembangan destinasi ekowisata berkelanjutan sebetulnya kami dari beberapa tahun sebelumnya lebih mengarahnya berbasis masyarakat lebih diarahkan untuk pemberdayaan desa wisata, desa wisata yang dikelola nya bukan perorangan atau perusahaan tapi oleh masyarakat.
Kendala	Infrastruktur	Kendala lain mungkin terbataunya infrastruktur serta ada tempat usaha lain menjadi kompetitor, ada salah satu lagi yang terkait wisata alam karena kadang alam kan tidak bisa di prediksi atau kadang alam ini instestainya harus besar.	Akses sih sudah pasti ya sepengetahuan kami sih biasanya dari jalan rusak atau kemacetan kan pariwisata juga yang harus diperhatikan itu juga salah satu daya menarik minat wisatawan berkunjung kesana.
	Kurangnya Sumber Daya	Biasanya dengan SDM masyarakat karena terkadang mungkin orang tua dulu ada sedikit omongan "lalu orang hutan, orang leuseng" itulah yang memang harus kita hilikan nih. Artinya SDM itu rendah nah sekarang lah kita salah satu forum untuk merubah mindset itu.	Yang pertama masyarakat atau kelompok di sekitar yang kurang berperan aktif, intinya harus kelihatan dulu nih ada wangnya gitu gabisa yang ayo kita mulai dari nol.

Source: NVIVO 2025

The explanation points of stakeholders from the Deputy Chair of PHRI Bogor Regency and the Head of Pancawati Village can be seen in the following table.

Tema	Subtema	Jawaban	
		Dede Ediana (Wakil ketua PHRI Kab.Bogor)	H.M Iqbal Jayadi (Kepala Desa Pancawati)
Peran Stakeholder	Perizinan	PHRI membantu untuk perizinan serta mengurus legalitas usaha, sekaligus menjadi jembatan antara pelaku bisnis dan pemerintah agar proses regulasi lebih efisien dan mendukung pertumbuhan industry pariwisata.	Jelas ketika membunhikan legalitas untuk support secara administrasi, intinya kami memberikan kemudahan apalagi kan pengusaha lokal adapun secara teknik pemasaran disitu kan punya marketing masing jadi sebetulnya ketika kolaborasi kepala desa dengan pengusaha baru itu ada pernyataan kerja sama gitu.
	Mendukung	Kami dari PHRI mendukung Aranya untuk terus berinovasi, mengutamakan kualitas pelayanan serta mengadopsi praktik keberlanjutan agar dapat menjadi destinasi yang menarik.	jadi dari sekian resort atau cafe yang ada di Pancawati pemerintah desa mensupport secara penuh mengenai pengembangan wisata.
	Bekerja Sama	Mungkin salah satunya fokus mendorong sinergi antara Aranya dengan sektor pariwisata, baik melalui kerja sama dengan pemerintah, komunitas wisata, maupun pemangku kepentingan lainnya.	intinya kami memberikan kemudahan apalagi kan pengusaha lokal adapun secara teknik pemasaran disitu kan punya marketing masing jadi sebetulnya ketika kolaborasi kepala desa dengan pengusaha baru itu ada pernyataan kerja sama gitu ketika mungkin ada permintaan untuk kerjasama pertimbangan nya kepada pimpinan.
Potensi Wisata	Konservasi	Upaya yang sudah dilakukan mungkin penerapan regulasi dan kebijakan yang mendukung ekowisata, seperti pengembangan kawasan konservasi, zonasi wisata, serta insentif bagi pelaku usaha. Aranya juga memiliki unsur Eduwisata, karena dapat menjadi tempat edukasi tentang konservasi alam, keberlanjutan lingkungan, dan proses kopi dari hulu ke hilir.	kebijakan yang mendukung wisata berbasis alam secara berkelanjutan yang mencakup pemanfaatan sumber daya secara bertanggung jawab, konservasi lingkungan, serta peningkatan kesejahteraan masyarakat lokal.
	Ekowisata	Upaya yang sudah dilakukan mungkin penerapan regulasi dan kebijakan yang mendukung ekowisata, seperti pengembangan kawasan konservasi, zonasi wisata, serta insentif bagi pelaku usaha.	dapat menjadikan ekowisata yang tidak hanya menguntungkan secara ekonomi saja, tetapi memberikan manfaat jangka panjang juga bagi lingkungan dan komunitas lokal.
Kendala	Infrastruktur	untuk coffee shop Aranya infrastrukturnya kurang memadai menjadi faktor penghambat, apalagi ada beberapa spot jalan yang masuk jelek sehingga menjadi turunya wisatawan yang berkunjung.	Hambatan yang paling krusial tentu saja adalah infrastruktur, terutama jalan. Oleh karena itu, dalam setiap kesempatan, kami selalu mendorong pemerintah kabupaten untuk lebih memperhatikan hal ini.

Source: NVIVO 2025



Local Community Analysis Map, Source: NVIVO 2025

The points of explanation for the local community can be seen in the following table:

Tema	Subtema	Jawaban	
		Robby (Masyarakat Lokal)	Abu Bakar (Masyarakat Lokal)
Tanggapan mengenai Pengembangan	Mendukung dan Menyambut baik	Tentunya saya sebagai masyarakat lokal sangat mendukung pengembangan wisata di Aranya Coffee & Forest, karena saya sendiri melihat adanya potensi besar yang dimiliki kawasan ini untuk menjadi destinasi ekowisata berkelanjutan.	Sebagai masyarakat lokal, kami menyambut baik pengembangan wisata di Aranya Coffee & Forest karena memiliki potensi besar untuk meningkatkan perekonomian daerah sekaligus memperkenalkan keindahan alam dan budaya lokal kepada wisatawan.
Harapan	Kesejahteraan Masyarakat dan Meningkatkan Perekonomian	tetap menjaga keseimbangan antara pelestarian lingkungan, budaya, serta kesejahteraan masyarakat sekitar. Saya pribadi ingin melihat masyarakat disini lebih banyak dilibatkan, sehingga manfaatnya benar-benar dirasakan secara langsung.	Untuk meningkatkan perekonomian daerah sekaligus memperkenalkan keindahan alam dan budaya lokal kepada wisatawan. Selain itu, pengelola sebaiknya membuka peluang kerja yang prioritasnya diberikan kepada warga sekitar, seperti seperti mendukung pengembangan UMKM lokal, serta menyediakan pelatihan agar masyarakat memiliki keterampilan yang relevan dengan sektor pariwisata.

Source: NVIVO 2025

CONCLUSION

The role of managers and stakeholders is crucial in developing Aranya Forest as a sustainable ecotourism destination. Managers are directly involved in community empowerment with the goal of improving local economic well-being and strengthening community participation in tourism activities. They also contribute to the development of the area by adapting ecotourism management to prioritize environmental, social, and cultural aspects. Stakeholders, such as the government, national parks, and local communities, also play a role in providing regulations, infrastructure, and empowerment programs such as MSMEs and nature conservation. Collaboration between managers and stakeholders is crucial for maintaining tourism sustainability, enhancing destination appeal, and positively impacting local communities. Aranya Forest holds significant potential as a sustainable ecotourism destination, with its rich natural resources serving as a major draw for tourists interested in natural beauty and environmental conservation education. Glamping, trekking, and cycling can enhance the appeal for adventure-seeking travelers. Furthermore, the development of infiltration wells as part of an environmental conservation effort also plays a crucial role in enhancing the area's sustainability. Wise and efficient natural resource management will be key to maintaining a balance between tourism and ecosystem sustainability. Challenges in the development of Aranya Forest include limited infrastructure and resources. Inadequate infrastructure can reduce tourist comfort and safety, impacting the number of visits. Limited resources, including financial, human, and technological, also pose obstacles to achieving sustainable ecotourism. Therefore, these issues require serious attention from managers and stakeholders to ensure successful tourism development in Aranya Forest and contribute to sustainable tourism.

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