

## ***Tourism Management In Increasing Regional Genuine Income In The Province Of The Special Capital Region Of Jakarta (Study During The Covid-19 Pandemic)***

### **Pengelolaan Pariwisata Dalam Meningkatkan Pendapatan Asli Daerah Di Provinsi Daerah Khusus Ibukota Jakarta (Studi Pada Masa Pandemi Covid-19)**

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#### **ABSTRACT**

*The main purpose of this research is to determine the effect of quality of service, brand image, customer experience and customer satisfaction on consumer loyalty. Consumer loyalty is consumer loyalty to the company, brand or product. Object of this research is customers who bought at PT. Kertajaya Utama Pekanbaru. Sampel used in this research is 100 customers who bought at PT Kertajaya Utama Pekanbaru. Sampling method used is purposive sampling. Methods of data analysis is multiple linear regression with SPSS. Independent variable is quality of service, brand image, customer experience and customer satisfaction. The dependent variable is onsumer loyalty. This research adduce that quality of service, brand image, customer experience and customer satisfaction has positive significant effect on purchasing decisions.*

**Keywords:** *Quality Of Service, Brand Image, Customer Experience, Customer Satisfaction, Customer Loyaly*

#### **ABSTRAK**

Tujuan utama dari penelitian ini adalah untuk mengetahui pengaruh kualitas layanan, citra merek, pengalaman pelanggan dan kepuasan pelanggan terhadap loyalitas konsumen. Loyalitas konsumen adalah kesetiaan konsumen terhadap perusahaan, merek atau produk. Objek penelitian ini adalah pelanggan yang membeli di PT. Kertajaya Utama Pekanbaru. Sampel yang digunakan dalam penelitian ini adalah 100 orang pelanggan yang membeli di PT Kertajaya Utama Pekanbaru. Metode pengambilan sampel yang digunakan adalah purposive sampling. Metode analisis data yang digunakan adalah regresi linier berganda dengan SPSS. Variabel independen adalah kualitas layanan, citra merek, pengalaman pelanggan dan kepuasan pelanggan. Variabel dependen adalah loyalitas pelanggan. Hasil penelitian ini menunjukkan bahwa kualitas layanan, citra merek, pengalaman pelanggan dan kepuasan pelanggan berpengaruh positif signifikan terhadap keputusan pembelian.

**Kata kunci:** Kualitas Pelayanan, Citra Merek, Pengalaman Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan

## **1. Introduction**

Since the COVID-19 pandemic in early March 2020, the tourism sector in Jakarta has plummeted. The Central Statistics Agency (BPS) noted that the number of tourist visits has started to decline since January 2020 with 173 thousand tourists visiting. The peak of the drop in visits was in April 2020 with 400 tourists. The Provincial Government of DKI Jakarta has begun implementing transitional large-scale social restrictions (PSBB) as the start of normal activities in the capital city, with the stipulation of "Governor Regulation Number 51 of 2019 concerning Implementation of Large-Scale Social Restrictions During the Transitional Period Towards a Healthy, Safe and Productive Society" and "Decree of the Governor of the Special Capital Region of Jakarta Number 563 of 2020 concerning Enforcement, Stages and Implementation of Activities/Activities of Large-

Scale Social Restrictions During the Transitional Period Towards a Healthy, Safe, and Productive Society".

The era of decentralization and regional autonomy has given authority to regional governments to improve and increase the quality of public services, particularly in the health sector. In connection with the current conditions, the spread of COVID-19 in all regions of Indonesia certainly requires a quick response from the government, especially local governments. Regarding the handling of Covid-19, the central government has prepared management guidelines and their impact on regional governments. It is not surprising that PAD revenues in 2019 did not decrease from the set target, instead what happened was excess income from the set target because in 2019 there had not been an issue regarding Covid-19.

The large amount of DKI Jakarta PAD income in 2019 exceeded the target of the Regional Revenue and Expenditure Budget - Changes (APBD-P) due to triggers that became an attraction for tourists, namely: 1) Media Promotion which was very intense through social media carried out by managers hotels, restaurants and entertainment venues. Based on internetworldstats data, it is known that in 2019 internet and social media users in Indonesia reached 143.26 million people, or the equivalent of 53% of the total population of Indonesia at that time. Where Indonesia is the 3rd (three) largest country in Asia and the 6th (sixth) largest in the world in the use of internet access and social media. This is of course used by economic players in the tourism industry sector to carry out promotions quite intensively, including managers of hotels, restaurants and entertainment venues in DKI Jakarta in order to increase the number of consumers at their respective places of business. 2) There are entrepreneurs who turn their businesses into one-stop entertainment, where hoteliers besides providing places to stay, also provide the best restaurants, as well as the best attractions or entertainment for guests. This makes guests even more pampered with no need to move locations to enjoy all their travel needs. It is this great experience that makes them want to repeat it in the future.

The Special Capital Region of Jakarta (DKI Jakarta) is the national capital and the largest city in Indonesia, which is the only city in Indonesia that has province-level status. Apart from being the capital of the State of Indonesia, this province has a very complete set of facilities for the community for its 10.65 million population. The existence of these complete facilities is what makes many people from outside the city come to Jakarta in order to fulfill their desire to improve their standard of living for the better. The amount of opportunity to work to earn income that is used to fulfill needs, both material needs and non-material needs. One of the non-material needs in question is the need for travel. For urban communities like DKI Jakarta, the psychological pressure is enormous, starting from fatigue at home, to fatigue at daily work which can cause stress which, if excessive, will seriously disrupt psychological health. For this reason, the Regional Government of DKI Jakarta provides tourist facilities in its area so that its citizens can enjoy it, as well as to increase Local Own Revenue (PAD).

This facility to meet the needs of traveling in DKI Jakarta is not only intended for DKI Jakarta residents, but also includes Indonesian citizens, even foreign countries. DKI Jakarta as the capital of Indonesia also has tourism potential that can compete with other regions in Indonesia. There are still many people who immediately think when they come across the word Tourism, then the first thing they think of is just a tourist object. Even though tourism in general can also be seen from the side of the sectors that support the tourism object itself.

Sectors in the tourism industry include business fields such as Hospitality, Restaurants, Shopping, and Entertainment businesses. Lots of hotels, restaurants, entertainment centers, as well as shopping centers with international standard services that can be enjoyed by tourists visiting DKI

Jakarta, ranging from 5, 4-, 3-, 2- and 1-star accommodation, places to eat / culinary, as well as shopping / shopping in the famous mall.

The definition of tourism can be seen from various perspectives and also does not have definite boundaries. Many tourism experts argue that the definition of tourism from various points of view, but from these various definitions have the same meaning. According to Hunziker and Kraft in Muljadi (2012) revealed that tourism is "symptoms that arise from the presence of foreigners or the whole travel relationship is not for permanent residence and has nothing to do with activities to earn a living. So that in carrying out his journey, he only looks for things that suit his wants and needs.

According to the Big Indonesian Dictionary, Tourism is an activity related to recreational travel. While the general understanding of tourism is a trip that is carried out by a person/group of people for a while which is held from one place to another by leaving the original place and with a plan or not the aim of making a living in the place visited, but solely to enjoy recreational activities for fulfill various desires. According to the Law of the Republic of Indonesia number 10 of 2009 concerning Tourism article 1 Paragraph 3 states that Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, Government and Regional Governments.

Meanwhile, according to Pitana in (Hanum, 2014: 49) states that the definition of tourism that has been put forward contains several main elements, namely: 1) There is a trip made by a person or group of people from one place to another. 2) There is an element of temporary residence in a place that is not his residence. 3) The main purpose or movement of people is not to seek or make a living at the place where they are going to go.

From the explanation above about tourism, it can be concluded that tourism is an activity that is supported by all facilities as well as tourism activities that benefit various parties, both tourists or visitors, the community and local government. However, from these definitions it can be seen that tourism will provide benefits if managed optimally by the local community, the government, the private sector and also tourists.

## **2. Methods**

Research is a process to find answers and understand the characteristics and phenomena or problems or problem formulation. The definition of research can also be interpreted as one of the scientific activities carried out to find the truth about a phenomenon or systematic event.

From this statement, it can be interpreted that a process or activity is said to be research if the data obtained is carried out in a scientific way. In line with this opinion, Arikunto (2006: 20), also stated that: "There are three important requirements in conducting research activities, namely: "Systematic, planning, and following scientific concepts. Systematic means that it is carried out according to a certain pattern, from the simplest to the most complex, so that the goals are achieved effectively and efficiently. Planning means being carried out with the element of thinking about the steps for its implementation. Adhering to scientific concepts means from the beginning to the end of research activities following predetermined methods, namely the principles used to acquire knowledge.

The scientific method used must be adapted to the conditions of the research environment so that research answers are obtained based on the facts found in the field. In general, the scientific method is also called the research method. Herdiansyah (2010) states the following: "The research method is a series of laws, rules and certain procedures that are regulated and determined based

on scientific principles in conducting research in certain scientific corridors whose results can be scientifically accounted for."

It can be concluded that research methods are needed to conduct research so that research results can be scientifically justified. Besides that, it is also to simplify and analyze the factors related to the main issues, so that an objective picture can be obtained. To carry out this research, it is necessary to have research methods that are closely related to procedures, and research instrument designs that are in accordance with the conditions and research problems to be studied. The research process begins with compiling the basic assumptions and conceptual models or thinking models that will be used in this study.

The analysis and conceptual model are then applied systematically in the collection and processing of data to provide a descriptive explanation. In qualitative research the information collected and processed must remain objective and not be influenced by the author's own opinion so that the data obtained is more realistic and credible.

The research approach that will be used in this research is qualitative research with a descriptive approach. As revealed by Creswell (2009), argues that: "Qualitative research is a mean for exploring and understanding the meaning of individuals, or groups, ascribe to a social or human problem. The process of research involves emerging questions and procedures, data is typically collected in the participant's setting, data analysis inductively building from particular to general themes, and the researcher making interpretations of the meaning of data. The final written report has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honors and inductive style, a focus of individual meaning, and the importance of rendering the complexity of a situation."

Research design is all the processes required in planning and conducting research. Design in research planning aims to carry out research, so that a logic can be obtained, both in testing hypotheses and in making conclusions. A good research plan design will be able to translate scientific models into practical research operations. While the design of the research implementation includes the process of making experiments or observations and selecting variable measurements, choosing sampling procedures and techniques, tools for collecting data then coding, editing and processing the data collected including the process of analyzing data and making reports.

### **3. Results and Discussion**

DKI Jakarta Province regional income has decreased. The management carried out by the Provincial Government of DKI certainly has an important role in increasing regional revenues after a decline in the economy in DKI Jakarta Province. This is because Regional Original Income is a reflection of an area. How much PAD is obtained by the local government and how is the local government financial allocation aimed at financing the development of the regional government in the context of the welfare of its people.

This is in line with the direction of the President of the Republic of Indonesia Joko Widodo that the priority of national development must be in accordance with the potential and also the real conditions of each region in the field. The development focus is directed at: 1) Industry, 2) Tourism, 3) Food security, 4) Micro and medium enterprises, 5) Infrastructure, 6) Digital transformation, 7) Low-carbon development, 8) Low-carbon reform, 9) Protection reform social services, 10) Education and skills reform, 11) Health reform with goals and targets that must be achieved in the context of handling the Covid-19 virus. Regional financing is any revenue that needs to be repaid and/or

expenditure that will be received back by the regional government, both in the relevant fiscal year and projected budget years.

There are several things that are being done in the management of tourism as a source of PAD that are being carried out by the Tourism and Creative Economy Office of the Central Jakarta Administrative City, namely as follows: Planning; a) Compilation; Humans basically live by having many desires for achievement with the goals desired by each individual. However, it cannot be denied that not all of the wishes that have been planned by an individual are inconsistent or contrary to the legal basis; b) Activity planning; in improving the PAD strategy, the DKI Jakarta Provincial Financial Management Agency (BKPD) made PP No. 12 of 2019 concerning Regional Financial Management starting from activity planning, budgeting, implementation, administration, reporting, accountability and supervision of regional finances; c) Target objectives; the objective of the PAD target is to give authority to regional governments to fund the implementation of regional autonomy in accordance with regional potentials as a manifestation of decentralization; d) Tourism potential; the potential of the city of Jakarta can be developed from the unique Betawi culture and from the development that continues to develop in the metropolitan city of Jakarta; e) HR Training: the success of an organization is of course determined by how competent the Human Resources (HR) are in it and this makes HR one of the main factors that cannot be separated from an organization.

HR is also the driving force of an organization that can bring the organization in achieving its goals. In practice in everyday life, there are not a few human resources who still cannot meet the criteria desired by an organization. Therefore, it is necessary to improve the quality of human resources in the organization with the aim of meeting the existing criteria and also creating more competent human resources. Improving the quality of Human Resources (HR) is not an easy thing, but it is also not something that cannot be done. This is because improving the quality of human resources contains matters related to the formation of individual character. The formation of this character includes improving skills, loyalty, and individual ability to carry out activities in daily life. Improving the quality of human resources can be done in various ways such as training, education, coaching, and recruitment by adjusting the classification to the needs of the organization.

Governance/implementation; a) execution time; there are 2 implementation times, namely the time to formulate or make provisions for Regional Original Revenue; b) Implementation; In accordance with what has been formulated by the Regional Government of DKI Jakarta; Standard operating procedures. Facility; 1) building facilities and infrastructure; Based on the Big Indonesian Dictionary (KBBI), facilities are anything that can be used as a tool in carrying out daily activities in order to achieve goals and objectives. While infrastructure is an indirect tool used in daily activities. The DKI Jakarta Province Regional Financial Management Agency (BKPD) must of course determine the actions in choosing the facilities and infrastructure used during planning and implementing strategies to increase Regional Original Income (PAD). This is because the determination has a very broad influence on the sustainability of the strategy. If the facilities and infrastructure do not meet the criteria and do not have the desired quality, then the activity will be hampered.

Utilization of Applications Using Existing Technology As the author discussed in the previous dimension, the DKI Jakarta Province Regional Financial Management Agency (BKPD) has utilized an existing application, namely the Smart Planning Budgeting (SPB) system. This system is of course very helpful for the DKI Jakarta Provincial Government's financial management performance because it accelerates and also provides more transparent results for the wider community. The DKI Jakarta Province Regional Financial Management Agency (BKPD) has ensured that its officials

increase the percentage of using the system so that in the future they are more accustomed to and are not left behind by trends that are currently being developed in the wider community.

The budget for regional income is Rp. 74.3 trillion came from Regional Original Revenue (PAD) Rp. 52.77 trillion, Transfer Income Rp. 18.45 trillion, as well as other, and other legal regional revenues of Rp. 13.4 trillion. (APBD DKI Jakarta Province).

Supervision; a) Head of Tourism Office; the head of the Service as the head of the Regional Apparatus Organization has the task of leading, planning, coordinating, controlling, evaluating and reporting all the activities of the Service in accordance with his authority. The DKI Jakarta Provincial Tourism and Creative Economy Agency has the task of carrying out Regional Government affairs based on the principle of autonomy which is the authority, deconcentration and assistance duties in the Tourism and Culture sector. While in the implementation of the task.

Head of Tourism; The Head of the Tourism Sector has the following duties: 1) Formulate technical policies in the tourism sector. 2) Organizing government affairs and public services in the field of Tourism and Culture; 3) Guidance and implementation of tasks in the field of Tourism and Culture; 4) Implementation of Tourism and Culture Development; 5) Implementation of tourism and culture promotion and marketing policies; 6) Implementation of the tourism development master plan; g. administrative services; 7) Implementation of other tasks given by the Regent in accordance with his duties and functions.

Reporting, tourism management One of the efforts that can be made by the government and society to preserve tourist objects is through tourism management. To achieve ideal tourism management, it must pay attention to the impact and intersection of customs or culture of the community around the tourist destination. Another thing that must be considered in tourism management is the involvement of the community, tourists, local government in an integrated manner as an effort to develop the potential for sustainable tourism governance. Management according to Leiper refers to a set of roles performed by a person or group of people, or it can also refer to the functions attached to these roles, including planning, directing, organizing, controlling. Another opinion was expressed by George R. Terry with the formula planning, organizing, actuating, and controlling (POAC)

The management of tourism as a source of local revenue consists of three components, namely: implementation, supervision, reporting (consisting of preparation of reports, presentation of reports, audits). The implementation of tourism management as a source of local revenue can be carried out using 6 steps for the government to increase tourism foreign exchange, namely: 1) Accelerating the completion of infrastructure projects; 1) Encouraging the development of tourist attractions; 3) Improving the quality aspects of amenities; 4) Strengthen tourism promotion; 5) Encouraging investment and 6) Developing standard tourism management procedures.

Supervision is a management function that is no less important in an organization where the role of personnel who already have the duties, authority and carry out the implementation needs to be carried out so that it goes according to the goals, vision and mission of the company and organization. The aspect of supervision is closely related to reporting. Because supervision must report any irregularities that occur immediately.

Reporting consists of three components, namely report preparation, report presentation, audit. Report preparation is an activity that is usually carried out in a work environment. Report preparation is an important activity in an information system in every organization. Compiling a report is the final task of an activity, both routine and occasional activities. After finishing compiling the report, the next step is presenting the report, the things that must be considered are making a title, compiling the opening sentence, compiling the contents of the report which contains the main

ideas and suggestions accompanied by reasons for the report, writing the closing sentence. Regarding the presentation of the report, it is necessary to carry out an audit which is a systematic process to objectively obtain and evaluate evidence regarding assertions about economic activities and events with the aim of determining the degree of conformity between these assertions.

Central Jakarta Administrative City Creative Economy (Rosliana). Meanwhile, the following is the result of an interview that the author conducted with Mr. Dedi Rustam Head of the Tourism Industry and Creative Economy Section of Central Jakarta Administrative City:

From the tourism industry, the efforts made to build public interest include: a) CHSE Certification (CHSE stands for cleanliness, Health, Safety and Environment Sustainability). The CHSE Protocol is one of so many Kemenparekraf efforts to realize Indonesian tourism that is ready and in accordance with these 4 aspects; b) Ease of licensing for the tourism industry; c) Competency certification for tourism industry business actors; d) Promotion of innovative and creative tourism industry activities; b) The concept of developing the tourism industry is adjusted to the theme of each industry and adapted to market interests (such as hotel/lodging accommodation, (restaurants/restaurants, cafes), etc. and adjusted to the National Tourism Development Master Plan; c) The role of the central government in developing tourism in DKI, apart from providing incentives, also provides ease of doing business for the tourism industry.

The following is the result of an interview with the Head of the Tourism and Creative Economy Sub-agency for the Central Jakarta Administrative City: 1) The Governor's Team and the Head of the DKI Jakarta Provincial Tourism and Creative Economy Service, ordered a fast recovery strategy for tourism, in terms of products, markets, information. Product: offline virtual tour, there are visits that prioritize open areas with online combinations. Brands/markets: limited to changing local tourists, so they can run according to the covid cluster. Information: strengthening information on social media such as Instagram, YouTube, Facebook, informing levels 1 to 10.

The city forum is starting to get better with the existence of the MRT, LRT, KRL, sidewalks, and others. During the urban tourist pandemic, the point is to promote: a) walking tours; b) running tours; c) trying to create fresh air and d) Research/several Areas. Marketing has begun to open up, with dwp events, urban 21, G20, world events in Bali, Mandaloka and collaboration with Jakarta, and collaboration with the city government.

PTSP is a One-Stop Integrated Service that can facilitate businesses in the tourism sector in obtaining permits. Processing of applications for licensing and non-licensing based on Article 8 of the Regulation of the Governor of DKI Jakarta Province, namely carried out by DPMPTSP, UP PTSP Kota Administration, UP PTSP Regency Administration, UP PTSP Kecamatan and UP PTSP Kelurahan where the application is received from the Applicant, the applicant's proxy and/or his representative. During the Covid-19 pandemic for PTSP in the tourism sector, namely the decrease in the number of business actors applying for permits.

#### **4. Conclusions**

The management of the tourism sector during the Covid 19 pandemic in DKI Jakarta Province has not been effective in increasing PAD. This can be seen from the empirical description of the management aspects which are the focus of this research, namely: a) In the planning aspect it appears that the planning of tourism object management activities programs that have been planned are not implemented optimally considering the many programs that have been halted cannot be carried out due to the rationalization of local government budgets for diverted into the budget for handling covid 19 and the closure of tourism objects during the covid 19 pandemic; b) In

the aspect of directing it appears that during the Covid 19 pandemic, directing activities were limited to directing employees at tourism objects to work from home given the government's work from home policy. In this condition the performance of employees and officers of tourism objects becomes less productive; c) In the aspect of organizing, the management of tourism objects during the Covid-19 pandemic was only limited to organizing work in limited pandemic conditions with an orientation towards prioritizing health and safety from the Covid-19 virus; d) In the aspect of supervision of the management of tourism objects during the Covid-19 pandemic, it was carried out through remote monitoring using an online system and not carried out directly in the form of face-to-face physical supervision.

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