

MANAGEMENT OF CULINARY BUSINESS KOPI BUKAN LUWAK PAKEM, SLEMAN, YOGYAKARTA AS A CREATIVE INDUSTRY

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The culinary business in Yogyakarta is growing rapidly. Culinary development is in line with the development of culture and customer behavior. Culinary is one of the priority sectors for Yogyakarta because it is closely related to tourism which functions as a tourist attraction. Culinary and tourism both complement each other as a convenience. Yogyakarta with its trademark has many varieties and types of culinary, one of which is a coffee shop. Kopi Bukan Luwak is a warong or coffee shop located in the Pakem area, Sleman, Yogyakarta where in this area there are many similar coffee shop businesses, both in terms of the menu served, similar in terms of service and in terms of atmosphere, and scenery. But uniquely this coffee shop is never empty of customers. In connection with this phenomenon, it is necessary to know how to manage this coffee shop in order to survive in the midst of competition but still attract customers. By using qualitative descriptive methods and direct data collection in the field, this research is expected to reveal how to manage the culinary business of this coffee shop. Management by involving stakeholders in several parts of the culinary business provides opportunities for positive interactions to win the competition and build customer intimacy.

Keywords: Management, Culinary, Loyalty, Customer.

INTRODUCTION

Culinary is one of the characteristics of Yogyakarta as a tourist city. Culinary is closely related to tourism as a tourist attraction. Culinary and tourism both complement each other as an amenity (Mason, 2020). It is undeniable that currently culinary tourism is very attractive to tourists, its uniqueness and distinctiveness become the main attraction for tourists. Pakem as one of the sub-districts in Sleman Regency, Yogyakarta is a tourist destination that is already quite famous among tourists. There are various types of tourism destinations owned by Pakem, including nature tourism, cultural tourism, museum tours, educational tours, as well as culinary tours. Along Jalan Kaliurang as the main access from Yogyakarta to the Pakem area, you can find many culinary places with a variety of culinary offerings served according to customer tastes, as part of a culinary tour. One of them is

Kopi Bukan Luwak; this coffee shop is favored by customers of various ages both from domestic tourists and some foreign tourists they want to taste the culinary specialties. Kopi Bukan Luwak is precisely located on Jl. Kaliurang No.17, Pakembinangun, Pakem, Sleman Regency, Special Region of Yogyakarta 55582.

The existence of the Kopi Bukan Luwak has positive potential for the development of the tourism sector in the Pakem area, Sleman, Yogyakarta in the context of a culinary tourism attraction. Moreover, culinary is currently one of the tourist destinations for tourism.

Warung Kopi Bukan Luwak is a warong that serves Yogyakarta, style home cooked food, with employees from Magelang Regency, Central Java. This shop was established on August 17, 2017. The Warung Kopi Bukan Luwak is open every day from eight in the morning until ten at night. The price of the food sold is quite cheap and varies from Rp. 1,000, - up to Rp. 12.500,-.

The menus served at this shop include: brongkos, mangut lele, mangut nila or bawal, sambal dadak, tempeh garit, telur kriuk, pindang tepung, sayur asem. Drinks available at this waronk include: kopi bukan luwak, es timun kerok, teh tubruk with palm sugar/rock sugar, wedang jahe gepoek, teh tawar/teh manis dan es jeruk. Besides that, this warong also provides home made snacks, including coro bikang, tape goreng, and tempe mendoan.

The concept of this coffee shop is very unique. Its uniqueness has been felt since the first time you entered the shop, you can already feel the very dominant Javanese impression by taking the concept of a Javanese house. The eating and drinking utensils used also use tools used by ancient Javanese people such as glasses and plates made of zinc. The facilities provided for customers of this shop are quite complete, starting from toilets, a large parking area, children's playground, photo spots, and a prayer room. The hospitality provided by the employees of this shop is very good, it can be seen from the employees who work with a friendly smile to the visitors who come. This shop is usually crowded with visitors on weekends, Saturdays and Sundays.

Accessibility to this coffee shop is quite easy. The transportation that can be used is bicycles, motorbikes, cars and even buses because it is not uncommon for this coffee shop to also get group customers from out of town. The geographical condition of this shop is adjacent to Mount Merapi, Yogyakarta or precisely around the foot of Mount Merapi, so many tourists go up and down the mountain and stop by for breakfast, lunch, or dinner. This coffee shop has regulations made by the owner where all available food cannot be wrapped or taken home.

Currently, coffee shop businesses in various cities in Indonesia are mushrooming and are in great demand by the public. Almost in every city in Indonesia there is a coffee shop business. Urban residents have a higher

consumptive attitude than rural residents. Consumer needs for food, practicality, and the existence of a consumptive attitude at this time have led to the emergence and development of coffee shops that provide practical food needs of the population. This is inseparable from the existence of coffee as one of the commodities that support the Indonesian economy. Indonesia is one of the world's largest coffee bean producing and exporting countries. This condition is one of the main factors driving the development of coffee shops. Another driving factor is the coffee habit of the Indonesian people. Coffee or drinking coffee reflects a lifestyle that is also part of social interaction. Panggabean in (Ompusunggu & Djawahir, 2014) said that socially and culturally the activities of drinking coffee or drinking coffee (gathering with friends, relatives, or colleagues, while enjoying coffee) in coffee shops that cannot be separated from consumer habits, where each individual spends their time in a coffee shop with various habits carried out. Referring to this, these behavioral habits cannot be underestimated. At first gathering in coffee shops was only an activity to fill spare time and rest. But in its development, coffee has become a lifestyle that continues to grow (Said, 2017).

Although there are many similar business competitors, both in terms of the menu served, similar in terms of service and similar in terms of atmosphere and scenery. But uniquely this coffee shop is never empty of customers. While we know that the existence of competitors can potentially be a threat, on the other hand it can also be a trigger to be able to provide something better in terms of products and services to customers. With the existing phenomenon, a method or method of managing this coffee shop is needed in order to be able to serve the best for its customers.

The success of a business lies in the work culture of the business. Culture acts as a social controller and regulator of the organization. The values and beliefs of a shared work culture

become the norms of group work. And operationally it is called work culture because it is a guideline and direction for employee work behavior (Chatab, 2007).

According to Menurut Hogan & Coote (2014), organizational culture is the basic pattern accepted by the organization to act and solve problems, form employees who are able to adapt to the environment and unite members of the organization. For this reason, it must be taught to members including new members as a correct way of studying, thinking and feeling the problems they face.

This research focuses on the research focus on the Management of Culinary Business at the Kopi Bukan Luwak Pakem, Sleman, Yogyakarta, so that it is able to survive in the midst of similar business competition and be able to build customer loyalty.

METHOD

According to Handayani (2018), Culinary business is a business that knows no time and never dies. This business always exists in every region or place, for various ages and classes of society, both large and small scale. The description of the contribution of domestic income does not apply comprehensively, there is a negative side from the culinary sub-sector, where some UKM (SME) players fail to run their business and leave their place of business because there are no buyers. The basic problems faced include weaknesses in the field of organization and human resource management including leadership, managerial skills and spirituality. This condition cannot be separated from the success of an organization. In any condition, the owner of the UKM (SME) in the culinary sector must be ready and able to face all the challenges that occur in the field to achieve the goals in accordance with the planned business strategy.

In traveling, tourists will get experience. The experience gained can affect the formation of the image, including the culinary image. In

building a good culinary image, it is necessary to be supported by several factors such as the quality of food taste, the use of fresh raw materials, beautiful natural scenery, and several other things. On the other hand, the selling price of food is too expensive, the lack of hygiene and food health, as well as a long food processing process, and the presence of unqualified human resources have the potential to be inhibiting factors. (Akbar & Pangestuti, 2017).

Customer loyalty needs to be built through an experiential marketing approach. This is done by providing space for customers to actively and deeply participate in a brand. Customers have the flexibility to convey ideas and emotions that are more complex so that a positive emotional bond is established between them. The form of customer engagement can be in the form of views, likes, on social media to comments, sharing information, and communicating directly with brands. So that customer satisfaction becomes an intermediary or mediates the effect of experiential marketing on customer loyalty. This shows that experiential marketing has a significant effect on customer loyalty through customer satisfaction (Amrullah, 2017).

Strategy, according to Ahimsa Putra (dalam Damis, 2018), is a pattern formed by various human-planned efforts to solve the problems faced. The strategy arises from the results of human interpretation by using a certain frame of mind on the environment or situation at hand. Strategy here is intended as a square off to defeat the opponent or achieve other goals. Strategy usually refers to an overarching or long-term plan that includes a series of actions that are directly directed towards achieving a goal. If the strategy emerges from the results of human interpretation using a certain frame of mind, the energy seeks to grow the competitive power of companies over the environment, and or the socio-economic situation they are facing. (Damis, 2018).

The survival strategy applied by the company is closely related to the company's ability to survive. The ability to survive is more owned by small-medium industries because of the nature of the business itself which is directly managed by the owners so that it is flexible in adapting to environmental changes and has speed with determination. (Soegoto, 2013). Small industries benefit from geographical conditions, which make small industrial products get natural protection because the market they serve is not covered by large-scale product innovations. Therefore, the development of small industries and home industries plays an important role in economic development.

This research is a descriptive research with a qualitative approach. According to Moleong (2007), qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the condition of a natural object (as opposed to an experiment) where the researcher is the key instrument. Qualitative research emphasizes meaning rather than generalization. Qualitative descriptive research aims to describe, explain, and answer in more detail the problems to be studied by studying as much as possible an individual, a group or an event. In qualitative research, humans are research instruments and the results are written in the form of words or statements that are in accordance with the actual situation. The research location is in Kopi Bukan Luwak Pakem, Sleman, Yogyakarta, with the time of the study being carried out in October - November 2019. From the type of data obtained, the researchers then collected data using the methods of observation, interviews, and documentation. Furthermore, the data is processed using data processing techniques which include: data reduction, data display (data presentation), conclusion drawing/verification. In analyzing the data, the author uses SWOT analysis to evaluate the strategic planning method to achieve the objectives of the analysis with the best results.

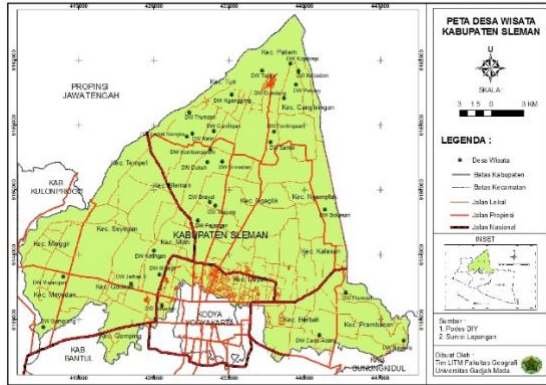
SWOT is an analytical tool that is generally used to formulate strategies for strategically identifying various factors based on expert intuition (understanding and knowledge) of an object. (Utama & Mahadewi, 2018).

RESULTS AND DISCUSSION

Kopi Bukan Luwak located on Jl. Kaliurang No.17, Kledokan, Pakembinangun, Pakem, Sleman Regency, Special Region of Yogyakarta. Sleman is one of the regencies in the Province of the Special Region of Yogyakarta. Sleman has the motto Sleman Sembada (Sehat, Makmur dan merata, Bersih dan berbudaya, Aman dan adil, Damai dan dinamis, Agamis). Sleman Regency is geographically located between 1070 15' 03" and 1070 29' 30" East Longitude, 70 34' 51" and 70 47' 30" South Latitude, with an area of 57,482 ha or 574.82 Km² or about 18% of the total area. Province of the Special Region of Yogyakarta. Administratively, this district consists of 17 sub-districts, 86 villages and 1,212 hamlets with various tourism potentials. One of the sub-districts in Sleman Regency is Pakem District. Pakem sub-district is in the upper area or commonly called the northern area (mountain area close to Mount Merapi). Kopi Bukan Luwak is located in Pakem District, which means Kopi Bukan Luwak is located in the North area (near Mount Merapi).

The existence of a Kopi Bukan Luwak has a positive impact on culinary businesses in Pakem District as an alternative or choice for various culinary delights in the area.

Maps of Sleman Regencies

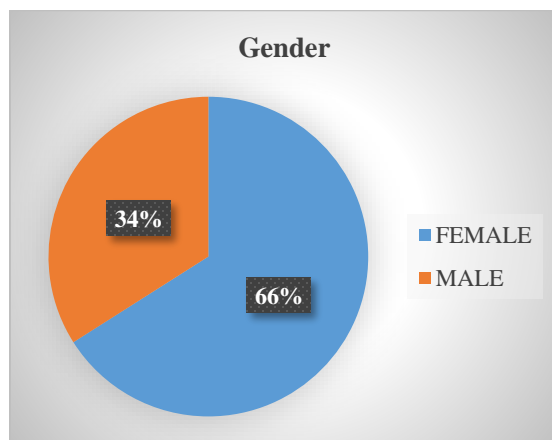


Picture 1. Maps of Sleman Regencies

In this study, researchers describe respondents to determine the characteristics of the population being studied. The descriptions obtained through the results of interviews during the study were calculated from the total number of informants, namely 100 people. The selection of these 100 informants consisted of interview data and questionnaires, informant description data consisting of gender and age, and tourist satisfaction.

1. Gender

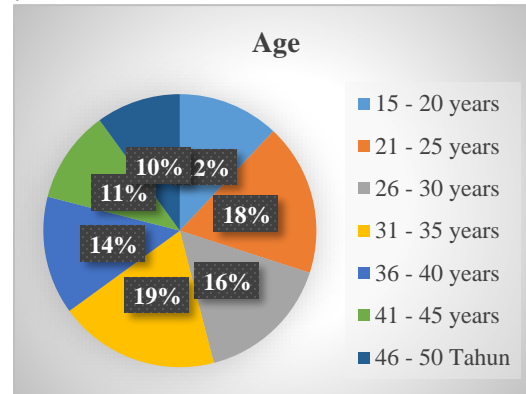
From the grouping of respondents based on gender, they are divided into two categories, namely women and men from 100 respondents, it is known that 66 people are female, and 34 people are male, with a percentage of 66% female and 34% male.



Picture 2. Informant Chart by Gender

2. Age

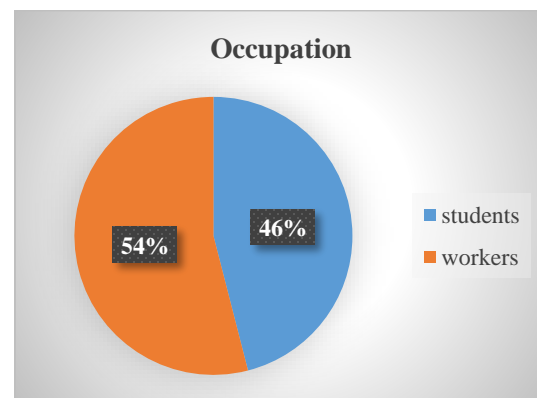
Respondents' age was divided into seven categories, namely 15-20 years old, 21-25 years old, 26-30 years old, 31-35 years old, 36-40 years old, 41-45 years old and 46-50 years old. We can see data from 100 respondents that respondents aged 15-20 years were 12%, 21-25 years old 18%, 26-30 years old 16%, 31-35 years old 19%, 36-40 years old 14%, 41-45 years 11%, 46 – 50 years 10%



Picture 3. Informant Chart by Age

3. Occupation

Based on the occupation of the author divides it into two categories, namely students and working, and it can be seen that the respondents are students it can be seen as much as 46% and those who work as much as 54%



Picture 4. Informant Chart by Occupation

Environmental factor

1. Analysis of Internal Environmental Factors

a. Facility

Facilities are facilities that support a place to improve and facilitate tourists in visiting tourist attractions. Service facilities are facilities that support the existence of a tourist attraction which includes accommodation (hotels, restaurants, telecommunications, etc.) as well as information officers needed by tourists. The facilities provided are also quite complete starting from the seats and tables provided are quite a lot and make it easier for tourists to sit and eat even tourists can decide where they want to sit because the seats provided are outside and inside, besides that, 2 bathrooms are also provided. which is clean and fragrant, there is a large parking area so tourists don't need to be confused about parking their transportation, there are also swings for children to play, there is also a prayer room and lots of spots to take pictures too.

b. Accessibility

Accessibility is the ease with which tourists reach their destination. To reach the location of Warung Kopi Bukan Luwak is very easy, the location of Kopi Bukan Luwak is on Jl. Kaliurang No.17, Kledokan, Pakembinangun, Pakem, Sleman Regency, Special Region of Yogyakarta, the Kopi Bukan Luwak Cross is very large on the side of the road to make it easier for tourists to get there. The location of this coffee shop is the benchmark from the Islamic University of Indonesia Jalan Kaliurang, continue to the north past the Raminten restaurant on the left of the road, continue straight north until you meet the Indomaret mini market on the left of the road. Opposite Indomaret, there is an alleyway and there is a sign for Warung Kopi Bukan Luwak, just go straight in and continue until on the right side of the road there is a food stall with the big words "Coffee Not Luwak" written on it. Access to reach Kopi Bukan Luwak can use bicycle transportation, motorbikes, cars, and even buses. Kopi Bukan Luwak often accepts group customers from out of town as well.

c. Funding

The financial funding of this coffee shop is carried out personally and independently, everything related to the funding is borne by the owner of the coffee shop.

d. Human Resources (HR)

Human resources have a very important role, competent human resources are needed in every management and development of a business. Good quality human resources can improve their own welfare while also increasing the income and welfare of all stakeholders. The relationship between the workforce as a company asset that is intertwined with the coffee shop business is very good, those who work in this coffee shop are like family to each other.

e. Service

In a culinary business, service is very important. Through an interview with Mbak Ais as Manager of Kopi Bukan Luwak, Mbak Ais said that quality, comfort, service and cleanliness are the most important things for the development of a restaurant business. From the observations made by the author, the service at this coffee shop is very good, the employees who work are very friendly to tourists who come. From the results of the questionnaires and interviews, it can be seen that the service received good marks from various informants.

Internal Factors	<i>Strength</i>	<i>Weakness</i>
1. Aksesibilities	✓	
2. Facilities	✓	
3. Funding		✓
4. Employees	✓	
5. Services	✓	

Tabel 1. Table of Internal Environmental Factors

2. Analysis of External Environmental Factors

a. Regulation

Everything related to Kopi Bukan Luwak, whether menu, taste, price, schedule of activities, promotions, is handled directly by the owner of Kopi Bukan Luwak. So the policies and regulations that exist in Kopi Bukan Luwak are made directly by the owner of Kopi Bukan Luwak. Like the food in Kopi Bukan Luwak, you can't take it home.

b. Market share

This warung kopi has a fairly diverse market share from all social strata, ages, and origins from tourists, both local, domestic and foreign tourists who want to experience the typical culinary atmosphere of a coffee shop. This coffee shop emphasizes simplicity and a village atmosphere which is reflected in the shape of the building, the selection of furniture and cutlery and the food menu served.

c. Promotion

The core concepts of marketing include: needs, wants, demands, production, utility, value and satisfaction, exchange, transactions and market relationships, marketing and markets (Al-Bakry, 2013). Everything related to Kopi Bukan Luwak, whether menu, taste, price, schedule of activities, promotions, is handled directly by the owner of Kopi Bukan Luwak. So the policies and regulations that exist in Kopi Bukan Luwak are made directly by the owner of Kopi Bukan Luwak. Like the food in Kopi Bukan Luwak, you can't take it home.

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d. Community Relations

The community around this coffee shop is involved in its operational activities according to their level of education and experience. A concrete example of the involvement of local residents is the empowerment of residents as parking attendants, gardeners and cleaners, as well as a delivery service (with a consignment system) processed snacks from local residents. In social activities, this coffee shop also plays a role in the development of surrounding villages by helping with road repairs, building mosques and so on.

The relationship between the coffee shop owner and the community has been maintained on an ongoing basis and is quite good. Most of the people around Kopi Bukan Luwak work as farmers and traders in the market. The community supports the existence of this coffee shop in their environment which makes tourists come to their village.

e. Competitor

Based on observations made by many competitors with the same type of business. One of its competitors is in the same area. This needs to be considered because competitors can be a threat to the Kopi Bukan Luwak.

External Factors	<i>Opportunities</i>	<i>Threats</i>
1. Regulation	✓	
2. Market segment	✓	
3. Promotion	✓	
4. Community relation	✓	

5. Competitor		✓
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Tabel 2. Table of External Environmental Factors

3. SWOT analysis

Internal	Strengths (S)	Weakness (W)
		1. Aksesibilities 2. Facilities 3. Employee 4. Services
External	Opportunities (O)	Weakness Opportunities (WO)
	1. Regulation 2. Market segment 3. Promotion 4. Community relation	1. Maintaining food regulations in Kopi Bukan Luwak cannot be taken home. Because the cooking process is only one time so that consumers who come at night can still taste which of course will increase word of mouth promotion about the atmosphere of eating at Kopi Bukan Luwak which of course will be supported by good service. 2. Build deeper relationships with local community members to improve the regional

Threats (T)	Strengths Threats (ST)	Weakness Threats (WT)
1. Competitor	1. Improving service quality, speed of service and quality of food through human resource guidance and direct observation to competitors' locations to increase repeat customers.	1. Increasing the number of investors and investment figures to increase the competitiveness of Kopi Bukan Luwak against competitors, adding facilities that are not owned by competitors to expand the market share of Kopi Bukan Luwak and increase profits.

Tabel 3 : Matrix SWOT

According to the results of the SWOT analysis above, a strategy can be formulated as follows:

1. Strengths Opportunities (SO) Strategy

- a. Maintaining food regulations that exist in Kopi Bukan Luwak cannot be taken home. Because the cooking process is only one time so that consumers who come at night can still taste which of course will increase word of mouth promotion about the atmosphere of eating at Kopi Bukan Luwak which of course will be supported by good service.
- b. Build deeper relationships with local community members to improve the local economy and actively participate in community activities in the area. For example, contributing to the construction and maintenance of roads so as to facilitate access to Kopi Bukan Luwak.

2. Weakness Opportunities (WO) Strategy

- a. It is necessary to add other investors to accelerate the development of the Kopi Bukan Luwak restaurant business from all aspects. These funds can be used to increase promotions, build main and supporting infrastructure and as additional capital stock.

3. Strategy Strengths Threats (ST)

- a. Improving service quality, speed of service and quality of food through human resource guidance and direct observation to competitors' locations to increase repeat customers.

4. Weakness Threats (WT) Strategy

- a. Increasing the number of investors and investment figures to increase the competitiveness of Kopi Bukan Luwak against competitors, adding facilities that are not owned by competitors to expand the market share of Kopi Bukan Luwak and increase profits.

CONCLUSION

In the management of Kopi Bukan Luwak, the role of the community is very important in developing the culinary business of Kopi Bukan Luwak. Without the support of the community, the Kopi Bukan Luwak business will not have a good reputation and is widely known by tourists until now. In addition, the existence of Kopi Bukan Luwak is also very helpful for the economy of the surrounding residents who contribute to the development of Kopi Bukan Luwak. In running any business, there must be competitors with the same type of business. However, if the quality of the products offered are of good quality, competitors are not something to worry about. Because Kopi Bukan Luwak already has its own characteristics in running its business.

Culinary tourism of Kopi Bukan Luwak has its own charm in the eyes of tourists. In addition to affordable food and drink prices, the atmosphere of the Kopi Bukan Luwak warong is also unique and tourists rarely find it at eating places in general.

Efforts to develop it are also very unique, in terms of promotions that are carried out indirectly, the promotion is not carried out by the manager, but by tourists who visit Kopi Bukan Luwak. They make reviews about Kopi Bukan Luwak on social media and blogs. This proves that Kopi Bukan Luwak is much liked by tourists. The influence of consumer feedback is very large in increasing the popularity of restaurants on the internet and increasing the number of visitors who come to Kopi Bukan Luwak.

The existence of a single investor in Kopi Bukan Luwak funding can bring advantages and disadvantages for each. With a single funding decision making becomes more centralized and easy to apply directly to the field. However, the existence of a single investor causes a lack of constructive input that can be received from the point of view of business partners. Financially, the existence of a single investor causes limited

funding to improve supporting infrastructure and risk management funds to compete with competitors.

Building a business without good quality results will be unsatisfactory. If you want to start a business, you must be able to plan carefully and do it as much as possible if you want the business to have maximum results as well. This becomes a kind of motivation for the manager of Kopi Bukan Luwak in running their business.

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