

SUSTAINABLE DEVELOPMENT OF THE PENTAHHELIX – BASED GUCI TOURISM VILLAGE (CASE STUDY ON THE SERWITI TOURISM DESTINATION BUMDESA BERKAH TIRTO GUCI)

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ABSTRACT Curug Serwiti Tourism of BUMDesa Berkah Tirta Guci, Tegal Regency, is one of the tourist attractions in Guci Village that adopts a community-based tourism concept. This research uses a descriptive qualitative field research approach, and data is collected through observation, documentation, and interviews. The objectives of this research are to understand the role of the community in tourism management, to understand the pentahelix collaboration model in tourism that synergizes various stakeholders to build tourism sustainability post-Covid-19 pandemic, and to explain the economic impact of tourism on the Guci Village community. The results of this research are expected to demonstrate that the community has an important role in tourism sustainability, and the community's ability to manage taxes, as well as tourism sustainability itself. BUMDesa Berkah Tirta Guci, Tegal Regency, uses the pentahelix model for the development of Curug Serwiti Tourism Destination. This model involves the community as the main actors in tourism management, the government, businesses and private companies, academics, and the media. BUMDesa Berkah Tirta Guci, Tegal Regency, believes that the Curug Serwiti tourist destination will remain viable in the future if all parties participate.

Keywords: *Pentahelix, BUMDesa, Tourism*

INTRODUCTION

The Covid 19 pandemic that has hit Indonesia for 2 years has really hit various sectors. The tourism sector is the sector that is hardest hit, because it cannot carry out any activities. During the Pandemic, the Tourism Sector Cannot Contribute From an Economic Side. Furthermore, the tourism sector is one of the foreign exchange contributors to the Indonesian economy (Purwowidhu, 2023). The tourism sector is a catalyst for national development which is capable of creating jobs for the community (Rosardi R.G, 2020).

The Government is Focusing on Developing the Tourism Sector to Play a Role as the Spearhead of the State's Excellence and Community Welfare. This is because of the many benefits of tourism. One of them is reflected in the government policy which grants authority to regional governments. In Tourism Village Management. According to Law no. 10 of 2009 concerning Tourism, Regional Governments Have a Role in Increasing Tourism Potential. Everything is appropriate, starting from opening up space, encouraging investment and developing the tourism sector, monitoring tourism locations and providing funds to increase tourism potential (UU RI, 2009).

Development of tourist villages is one way for local governments to increase tourism potential. Based on the same concept, equitable development of remote areas such as villages is intended to improve the welfare of the Indonesian population by exploring regional potential and empowering local communities. Based on Law Number 6 of 2014 concerning Villages, this is the most important

government program. Village level governments have special authority or autonomy to manage resources and plan regional development (UU RI, 2014).

Village Potential to Develop Tourism Destinations Based on Community and Based on Local and Cultural Wisdom of the Community. In Such Places, It Can Drive Economic Improvement Through The Principles Of Sustainability And Collaboration. It has an important role in creating jobs in tourist villages and increasing the potential for creative economic growth in the region. The National Medium Term Development Plan (RPJMN) 2020–2024 stipulates that tourist villages will help realize village independence through economic and socio-cultural transformation. In this regard, the 2020–2024 RPJMN aims to establish 244 independent tourism villages by 2024.

The data above shows that as of September 2023 there are 4,732 tourist villages in Indonesia, an increase of 31% from the 3,613 tourist villages in the previous year. It is hoped that the increase in the number of tourist villages can maximize the development of the tourism potential of each tourist village. This is shown by the current number of tourist village categories, which consist of 3483 pioneer villages, 937 developing villages, 290 developed villages and 23 independent villages. Of course, the current number of tourist village categories shows that tourism village development is still needed to achieve targets in accordance with the RPJMN.

Apart from that, the 2020–2024 RPJMN establishes the concept of sustainability, or sustainability, where prioritizing sustainability concentrates on environmentally sound development to achieve TPB/SDG success targets in all sectors, including tourism (Fasa at al, 2022). Minister of Tourism and Creative Economy Regulation No. 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations is part of government policy that supports the sustainable tourism sector (Permenkraf, 2021). Sustainable Village Tourism aims to increase the potential of the village, including natural resources, art and culture, as well as how community social activities develop within it, all of which contribute to the village economy and improve community welfare (Pugra et al, 2021). Tourist villages are attractive because of their local characteristics, which differentiate them from other tourist villages. Tourism activities can attract tourists if they are equipped with infrastructure that supports them.

After the COVID-19 pandemic, people are starting to return to their activities, especially in the economic and tourism sectors. In economic recovery which has declined drastically, many special approaches have been implemented by the tourism management community to reorganize systems that can help economic recovery and tourism. Tourism is an effort to revive the community's economy, taking into account the benefits of continuing tourism activities as one component of the presence of community-managed ecotourism based on the collaboration of five elements, or what is usually called the Pentahelix representation. In accordance with the Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016, Guidelines for Sustainable Tourism Destinations, the Government has established the Pentahelix Model as one of the Tourism Development Strategies. According to the Regulation of the Minister of Tourism of the Republic of Indonesia (2016), these

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elements are Business (Business), Government (Government), Community (Community or Society), Academic (Academic), and Media (BGCAM) (PM pariwisata, 2016).

Tourist destinations are places where natural resources and environmental beauty can attract tourists and become places where local communities live to carry out social, cultural and economic interactions. Communities Also Play an Important Role in Developing Tourist Destinations. Community Based Tourism is a type of tourism that gives local communities the opportunity and chance to be involved and control tourism development. Community-Based Tourism Development Must Focus on Economic Development, Development of Facilities and Infrastructure, Development of the Health Sector, and Creation of Community Welfare. There are three important components in implementing community-based tourism. These components are as follows (Husanah et al, 2023):

- a) Local Communities are Involved in Establishing Tourism Development Management;
- b) Economic Access is Provided Equally to All Levels of Society in Tourist Areas; And
- c) Involving Local Communities as Decision Makers Through the Implementation of Political Empowerment (Capacity Building).

Pentahelix is a socio-economic development model that encourages a knowledge-based economy to encourage innovation. Pentahelix in Tourism is a plan to develop tourism with society, government and media. According to the Lindmark Perspective, Pentahelix in the Tourism Industry Involves Business, Academics, Government, and Non-Profit Institutions to Improve Tourism (Husanah et al, 2023).

In the Regulation of the Minister of Tourism of the Republic of Indonesia No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, "BGCAM" is an abbreviation of "Business", "Private", "Government", "Community", "Academic", "Media", and "Academic" (Husanah et al, 2023) . BGCAM Is an Important Component That Can Help the Growth of the Tourism Industry. Some of the Roles of Actors (Stakeholders) in Pentahelix are as follows (Husanah et al, 2023):

1. Communities in mapping and managing tourism, contributing to tourism activities, and forming communities or groups in tourism, and having the ability to promote tourism and existing micro, small and medium enterprises (MSMEs).
2. The government is managing community activities, making bureaucratic policies, regulating tourism, making regulations or rules, and allocating funds for development.
3. Academics/Education as a component that has knowledge and encourages change, including by conducting evaluations and research, creating innovations to develop tourist attractions, and providing knowledge to the tourism management community.
4. Both business people and the private sector also play an important role in providing funds or CSR (Corporate Social Responsibility) assistance to meet tourism development needs and several other things that can help tourism development.

5. Media not only functions to disseminate information, but also plays a role in tourism by promoting the beauty of tourism potential.

Based on previous research, the Pentahelix model has been applied to tourism development on Lemukutan Island, West Kalimantan by involving actor elements including the role of society, the role of government, the contribution of the private sector, the role of academics and the role of the media. In its implementation, the role of the community on Lemukutan Island was to actively manage and develop tourism, even though it was hampered by the Covid-19 pandemic; The Government's Role in Contributing Through Infrastructure Development that Supports Tourism Accessibility, Even though It is Not Fully Involved in Management; Contribution of the Private Sector Providing Financial Support and Resources, Especially Post-Pandemic, Which Helps Improve the Local Economy; The Role of the Media in Tourism Promotion, Even though There is No Formal Collaboration Yet; And the role of academics is to provide knowledge-based training and guidance to support sustainable tourism development. Therefore, this implementation shows that collaboration between various stakeholders is very important for effective and sustainable tourism management on Lemukutan Island (Rahu, 2021).

With a variety of existing potentials, such as its unique history and extraordinary natural potential, Guci has a lot of potential to become a village that can become a tourist attraction. Guci Village is an old village that has many historical stories and local wisdom that is well preserved to this day and has the potential for natural beauty. This tourist village is called a "Natural Destination", which means a place that is based on nature and has strong values. With strong natural potential, Guci Village has a calm and shady atmosphere with shades of green, cool air and still alive village forests.

Based on the background that has been described and based on the results of previous research, the author is interested in conducting research with the title "Sustainable Development of the Pentahelix-Based Guci Tourism Village (Case Study at the Serwiti Bumdesa Berkah Tirto Guci Tourism Destination)". This research is public sector research that seeks to examine the sustainable development of the Pentahelix-based Guci tourist village (case study at the Serwiti Bumdesa Berkah Tirto Guci tourist destination). Based on this, the formulation of the problem in this research is how is the sustainable development of the Pentahelix-based Guci tourist village carried out? Based on the background and problem formulation, the research objective in this study is to produce a concept for sustainable development of the Pentahelix-based Guci tourist village.

METHOD

The object of this research is BUMDesa Berkah Tirto Guci. The data for this research consists of both primary and secondary data, which were gathered through various methods, including observations, interviews, and documentation. In the research process, direct communication was carried out with the partners, namely the management of the Serwiti waterfall at BUMDesa Berkah Tirto Guci.

Data collection techniques involved observation, interviews, and documentation. Primary and secondary data were obtained through direct inspection, interviews, and documentation conducted by the researchers at the research location. To select the samples, a purposive sampling technique was employed, where the researchers chose individuals or groups involved in managing the Serwiti waterfall tourism at BUMDesa Berkah Tirto Guci. The samples were chosen because they were believed to possess substantial knowledge about tourism activities and plans. Secondary data was gathered from various sources, including scientific works, books, journals, and websites related to tourism in Guci.

The data obtained was analyzed in several steps. First, the data underwent a reduction process, which involved reviewing its completeness, selecting, and grouping the data according to the research objectives. Then, the selected data and information were presented. The final step involved drawing conclusions from the information provided. To ensure the validity of the data, two techniques were used: technique triangulation and source triangulation.

RESULTS AND DISCUSSION

Village-Owned Enterprises (BUMDes) are business entities whose capital is wholly or largely owned by the village through direct or indirect participation whose aim is for the welfare and inequality of village communities. The management of BUMDes is completely handed over to the village to regulate its resources and direction of development. Furthermore, BUMDesa Berkah Tirto Guci is a village-owned business entity which is managed by several people to run its business, one of which is in the tourism sector. BUMDesa Berkah Tirto Guci is located on West Ring Road, Guci Village, Bumijawa District, Tegal Regency, Central Java.

Based on the results of direct observations with the management of BUMDesa Berkah Tirto Guci, existing tourism had been managed for a long time before the Covid-19 pandemic occurred. One of the most visited tourist attractions is the Serwiti waterfall. Curug Serwiti is a family tourist park which includes waterfall tours, photo spots, places to relax and eat with the family. This tourism provides good results and has a big impact on the economic growth of the surrounding community. The surrounding community has also started to build tourist areas, build accommodation, expand the distribution of harvests, make products, and develop small and medium enterprises (MSMEs). Many private institutions and educational institutions also help the development of this tourism by conducting research and providing various kinds of training to the community.

In 2020, tourism activities almost did not occur at all. This is caused by the Covid-19 pandemic which blocks access to Curug Serwiti for those who do not live there. This condition resulted in a decline in the community's economy and a drastic reduction in people's income. BUMDesa Berkah Tirto Guci will reopen its tourism in 2021 by complying with health protocols to prevent transmission of the Covid-19 virus, including using masks, maintaining distance, and washing hands with soap. With the reopening of tourism, BUMDesa and communities around tourism experienced a significant increase in income. Moreover, with the increasing development of Serwiti waterfall tourism, it has become an attraction for visitors to travel with very affordable ticket prices for the general public (Interview, 2024).

Based on further observations, Ust. Imamudin as Director of BUMDesa Berkah Tirto Guci stated that "Curug Serwiti is a huge opportunity for economic growth for the surrounding community and income for BUMDesa. Therefore, the decision to choose and develop Serwiti Waterfall as a sustainable tourist attraction in Guci Village is very important to make. "This tourism development can be carried out by BUMDesa with the surrounding community to work together, such as carrying out regular promotions, building homestays, adding tourist spots, producing processed community products, and increasing sales of MSME products, especially in post-Covid-19 conditions (Interview, 2024)."

Apart from the collaboration between BUMDesa and the surrounding community, there are other stakeholders who are helping and synergizing in the development of the Guci Tourism Village through the Curug Serwiti Tourism Object, namely:

Community/Society

Community or Society plays an important role in carrying out good and optimal cooperation. In accordance with the information obtained during the interview, it is known that there is no community that has become a stakeholder to contribute to the management of the Serwiti Guci Waterfall Tourist Attraction. In fact, if there are communities that join together to work together to manage tourist attractions, it can improve management and have the impact of rapid economic growth for the people who want to join. For example, by forming a community or association to open a lodging business, tour guide services, game rides, transportation services, and the like to increase income in managing the Curug Serwiti tourist attraction and the community (Interview, 2024).

Government

The government is the party that is considered the administrator and is responsible for implementing policies and regulations established by law. The government has complete authority to control the region, so the government's role is necessary for the progress of the region (Interview, 2024).

Village Government

The Guci Village Government has the function of providing a place for stakeholders who wish to carry out training and assistance in Guci Village through BUMDesa Berkah Tirto Guci. There are no special funds reserved by the village government for tourism management at Curug Serwiti. According to village government representatives, the village government has not participated in tourism activities because there are no Village Regulations (Perdes) that provide the power to implement policies. Researchers say that the government builds infrastructure, such as building or repairing roads, but not for tourism, but for community and village development (Interview, 2024). Furthermore, the government only visited places affected by the disaster in the Guci Village area. This condition has received attention from local and external communities.

According to representatives from local communities, the government should participate in tourism activities in accordance with the law, but to date, the government has not done so. The community stated that in Guci Village itself, the government is gradually participating in tourism

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development and development, but village government regulations do not yet regulate special budgeting and financing (Interview, 2024).

Apart from that, as Director of BUMDesa Berkah Tirto Guci said that tourism was included in the work plan, but it was not going well. According to him, the implementation of activities must be supported by funds that have been budgeted by the government. In the same way, tourism will take place only after a Village Regulation or Village Regulation is drawn up with a predetermined budget (Interview, 2024).

Regional Government

The Regional Government here also has a role similar to the role played by the Village Government. From the results of direct interviews with representatives of village officials and BUMDesa managers, it is known that the Regional Government has a role or contribution in managing the Serwiti Guci Waterfall Tourist Attraction through direct assistance by the Tegal Regency Community and Village Empowerment Service (DISPERMADES) and the Tegal Regency Youth, Sports and Tourism Service (DISPORA).

Ahmad Syauqi as Treasurer of BUMDesa said that DISPERMADES had provided assistance in managing Serwiti Waterfall Management and the Financial Reporting System through organized training programs. Furthermore, DISPERMADES also helps in infrastructure development in the Guci Village area which of course provides many benefits to improve the quality of life of the community. Apart from that, assistance is also provided for the development of appropriate technology, such as the SISKEUDES application and the SIA BUMDesa application to make financial reporting easier.

DISPORA here also has an important role in helping the management of BUMDesa Tirto Guci and the surrounding community through training programs aimed at improving their skills and abilities in various fields, including sports and entrepreneurship. Then, DISPORA also helps in improving facilities and infrastructure such as sports fields, sports halls and other facilities, to support sports activities and improve the health of village communities. DISPORA also carries out sports guidance and development in villages by holding various competitions and sports activities involving village youth, so that it can improve sports achievements at the local and national level (Interview, 2024).

Academics

Academics play an important role in the tourism industry because they can be experts for change who can help, teach and train people with knowledge. Academics are also research institutions that can implement policies and activities based on research, so that tourism development at Serwiti Waterfall, Guci Village becomes a driver of tourism sustainability into the future (Interview, 2024). Director of BUMDesa Berkah Tirto Guci stated that "The role of academics is really needed to increase sustainability for the prosperity of tourism in Guci Village, especially at Curug Serwiti. For example, when there is assistance from students who carry out community service by teaching insights about information systems, financial management, photo and video content, and so on in order to advance and

promote tourism in Guci Village. "Therefore, this service activity really helps BUMDesa Berkah Tirto Guci in managing Serwiti Waterfall tourism to be better and progress in the future (Interview, 2024)."

Business / Private

The COVID-19 pandemic has put the world economy on the brink of recession, but that is not a reason to stop creating business opportunities through tourism in order to continue to encourage a stable economy. Based on information from the management of BUMDesa Berkah Tirto Guci, it is known that the main focus of developing this tourist village is to utilize Serwiti Waterfall as a public tourist attraction as well as opening up opportunities for local people who want to run businesses in the area. This aims to help local communities in their daily livelihoods such as trade, tour and transportation services, tour guides, accommodation or lodging, and other businesses that can be run, as well as providing business opportunities for BUMDesa Berkah Tirto Guci. Therefore, researchers say that good cooperation in managing tourist attractions can be a very good business opportunity in the future [24].

Media

Media is a very effective promotional tool for promoting the Curug Serwiti tourist destination in Guci Village to a wide audience. This allows the destination to be known by many people and continue to exist for the future. The media used to introduce and promote tourism is social media in the form of Instagram. Based on the results of a direct interview with the manager of BUMDesa Berkah Tirto Guci, he stated that "Social media Instagram is very influential in introducing tourist villages to the general public through content such as photos and videos about the tourist area, namely Curug Serwiti (Interview, 2024)."

All parties are indirectly responsible for working together to manage the Curug Serwiti tourist attraction in a sustainable manner, which helps sustain tourism and encourages the concept of sustainable tourism. However, these stakeholders experienced poor communication and coordination problems. This especially applies to communication between the village government and the community regarding the development of the Guci Village tourist area. Below are the results of the author's mapping in describing the role and participation of pentahelix stackholders at Curug Seriwiti as a tourist attraction in Guci Village.

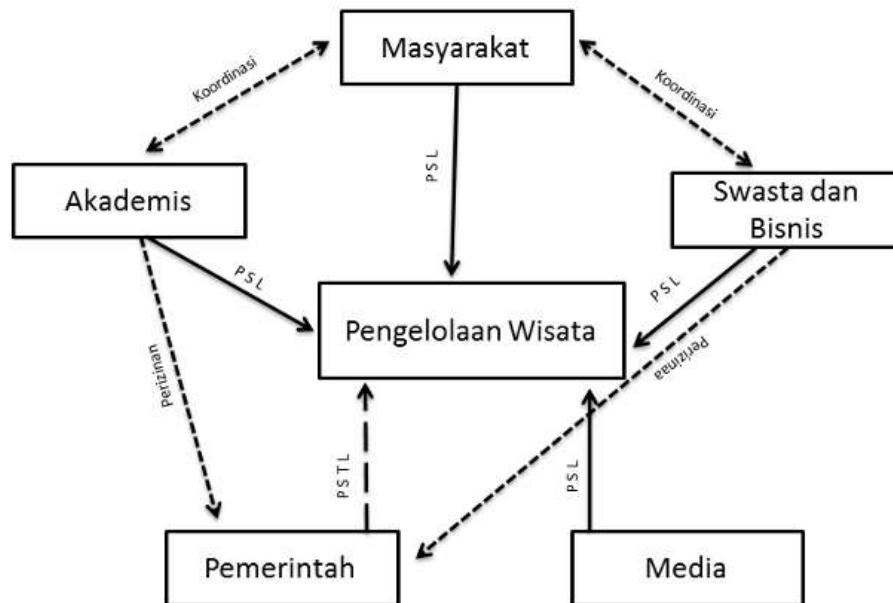


Figure 1 Pentahelix Model in Tourism Attraction Management Mapping

Source: Previous Researchers

Information:

- PSL with a Straight Line shows a Direct Role in Tourism Attraction Management.
- PSTL with a large dotted line indicates an indirect role in managing tourist attractions.
- Licensing with a small dotted line shows that in the development of a tourist attraction, permission is required to enter and participate in management.
- Coordination with a dotted line. Two arrows indicate the need for coordination between the two parties.

Based on the picture and information above, it can be explained that the Community, Academics, Business or Private Sector, and the Media have a Direct Role in Management of Tourist Attractions for Sustainable Tourism Village Development. In this case, the local community plays an important role as joint managers of BUMDesa Berkah Tirto Guci which has full responsibility as a Village-Owned Enterprise; Academics has a role as a research, training and mentoring institution in the field of science; Business or private sector plays a role in helping source funds for management; The media here also plays a role in introducing and promoting tourist attractions so that they are widely spread in various regions in order to attract visitors to come see them. Meanwhile, the government has an indirect role in helping tourism continue by developing infrastructure and carrying out supervision.

However, changes in society in the future will always occur and of course this can have a positive or negative impact on its management. However, the existence of the management of the Serwiti Waterfall

tourist attraction in Guci Village always provides positive or profitable changes for the surrounding community, BUMDesa managers and the Guci Village Government.

CONCLUSION

The management of the Serwiti Waterfall tourist attraction in Guci Village has experienced significant and very big changes after the end of the Covid-19 pandemic. These changes have had a positive or profitable impact on the surrounding community, BUMDesa managers, and the Guci Village Government. In this case, some of the impacts felt include: communities can cooperate with each other in managing tourist attractions as a field of work to find daily livelihoods, BUMDesa managers can develop their business to be more advanced with good cooperation between the community and the Guci Village Government, and the Guci Village Government has become more well-known and has a widespread presence in various regions through existing social media promotions.

Researchers suggest additional improvements based on previous research results. For example, researchers are expected to be able to properly describe the economic conditions of the community, the number of tourists, the potential of natural resources, and the economic conditions of the community in Guci Village as a Sustainable Tourism Village Destination Development. Apart from that, researchers can also provide suggestions for good sustainable development for the Curug Serwiti tourist attraction so that it continues to develop and exist in the future, such as adding stakeholders to increase cooperation in developing tourist attractions in various institutions, organizations and other agencies that can provide more advanced economic growth for the Guci Village community.

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