

Strengthening Heritage-Based MSE Products in Supporting the Potential of Sangiran Tourism Village

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Abstract

Sangiran Tourism Village is administratively located in Krikilan Village, Kalijambe District, Sragen Regency. The location selection is purposive because Sangiran Tourism Village is located in Sragen Regency and has abundant potential in the form of heritage and ecology tourism. Another thing that supports the choice of location is that Sangiran Tourism Village is located in the Sangiran Ancient Human Site tourist complex, which is an international-class tourism resort and has been designated as a cultural heritage site by UNESCO. It is supposed that the tourism and creative industry potential in Sangiran Tourism Village can be developed further. In that case, it is expected that it will be able to improve the welfare and economy of the community, especially in Krikilan Village. The main problems in the Sangiran tourism village community are: a) There needs to be an introduction to science and technology related to the procurement of souvenirs that can be the mainstay of the region. b) There is no science and technology related to making souvenir designs that can arouse their creativity c) Types of souvenirs that are not in demand by visitors and relatively expensive in prices d) Marketing that still needs to be more extensive to increase sellers' income. This triggered the service team to analyze the situation faced by the Sangiran community so as to find a point of discovery to hold training and assistance in making souvenirs. Community service in the context of community empowerment in Sangiran Tourism Village was carried out with the following objectives: a) Providing insight into souvenirs, including making models, b) introducing and providing training on designing alternative souvenirs, especially those that are typical of the Sangiran area. c) Assisting in making designs and models d) Assisting in the marketing of souvenirs that have been successfully produced.

Keywords: *handicraft, Sangiran, souvenir, tourism village*

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Introduction

Tourism is a series of travel activities carried out individually or in groups with different intentions, for recreation. For peaceful purposes, people must see and educate by actively engaging with all elements outside their environment and meet the needs that suddenly come in order to get the beauty of culture or sustainability and various natural conditions that are the target of tourist visits. It is recommended not to use half-heartedness when traveling based on one's creative ideas (Muljadi, 2009).

RI Law No. 10 of 2009 concerning tourism explains that tourism is a general activity that correlates with the tourism sector, which is multidimensional and interdisciplinary, becoming a manifestation of the needs of each individual and nation, as well as visitors and citizens, foreign tourists, local governments, which emerges as a form of inter-city and private relations. Tourism is a variety of activities that provide various services and facilities delivered by the community, the private sector, the central government, and local governments. Tourism is a personal activity that is carried out individually or by a group of individuals by visiting a special area with the aim of recreation, individual quality development, and in order to recognize the potential or characteristics of the tourist attraction visited (Hasan, 2014).

The Sangiran site has various potentials, including the site itself, which is an area that stores a research history that always remains and makes the Sangiran Museum the most complete paleontology site in Indonesia. Until now, the Sangiran Museum has collected approximately 30,000 fossils, including fossils of humans, animals, plant fossils, and artefacts. The human bones found in Sangiran are Homo Erectus, which once lived in the world ranging from 1,800 to 300 thousand years ago, besides that the individual population of Home Erectus in Sangiran represents 50% of the world's population and 65% of the national level so that Sangiran gets the nickname "The Home Land of Java Man".

The emergence of the phenomenon of community-based tourism management is a criticism of tourism management that is carried out without involving the community and is seen as less able to empower the community. Community-based tourism (CBT) is a tourism management concept that prioritizes active community participation with the aim of providing welfare for them while maintaining environmental quality and protecting their social and cultural life. The

concept of community-based tourism is in accordance with sustainable tourism which requires community participation (Purmada et al., 2016).

The development of the Sangiran site area further leads to the development of the potential of the surrounding area, which seeks to focus on rural areas and the surrounding socio-cultural reality, which is the carrying capacity for the sustainability of the Sangiran site area. Currently, tourism development is only constant on the famous potential. Still, there needs to be more creativity in collaborating between the forces of nature and culture and the creativity of the surrounding residents, increasing the similarity of attractions with other tourist attractions. The progress of the national tourism industry in recent years has begun to focus on the village-based tourism development model as explained in detail in Law No. 10 of 2009 concerning tourism.

Sangiran Tourism Village is a tourist village located in the Sangiran site complex, which is a manifestation of the development and management of community-based activities. Sangiran Tourism Village has various regional potentials and cultural arts, including rodent art, *hadrah*, *kotek* mortar, coconut shell crafts, and lucky stone art. In the context of sustainable tourism development, tourism development is not only a means to improve the economy but also the independence of the regional economic, political, cultural, and social systems from subordination to increased political and economic capabilities. Developing local tourism in relation to community empowerment requires community participation, cooperation with existing communities, the process of human resources, and tourism village management management that managers can understand.

The Sangiran Museum plays a key role as the main tourist attraction in Sangiran Tourism Village. A visit to the Sangiran Museum and exploration of its archeological site offers visitors an opportunity to gain in-depth information about the life patterns of ancient humans on the island of Java. This information has contributed to the development of various fields of science, such as anthropology, archeology, geology, and paleoanthropology. Thus, the Sangiran Museum is not only a place but also an important center for scientific research and learning related to the early history of humans and civilization as shown in Figure 1.



Fig. 1. Tourism potential of Sangiran Museum (source: primary data, 2023)

Sangiran Tourism Village is administratively located in Krikilan Village, Kalijambe District, Sragen Regency. The location selection is purposive because Sangiran Tourism Village is located in Sragen Regency and has abundant potential in the form of heritage and ecology tourism. Another thing that supports the choice of location is that Sangiran Tourism Village is located in the Sangiran Ancient Human Site tourist complex, which is an international-class tourism resort and has been designated as a cultural heritage site by UNESCO. It is supposed that the tourism and creative industry potential in Sangiran Tourism Village can be developed further. In that case, it is expected that it will be able to improve the welfare and economy of the community, especially in Krikilan Village.

Community empowerment through increased development in the tourism sector is one of the alternative solutions to solve this poverty problem. Especially for rural areas, the program to create tourist villages is one of the programs that should be prioritized. Because, tourism has a large multiplier effect, especially with creative industries such as the development of the culinary industry, performing arts, design, or fashion. The development of local arts and cultural potential is one form of tourist village that is being developed in Indonesia. Because entering the era of globalization, there is a tendency for people to want to understand cultures outside their environment. Indonesia's cultural diversity can be a special attraction for tourists to recognize the similarities and differences between one culture and another. However, the development of cultural tourism currently tends to be directed at the development of sustainable tourism, which in practice can provide broad space for community participation and improve community welfare (Risman, et al. 2016).

Currently, human resources in the Sangiran area still need to be developed in terms of skills, especially for people around tourist attractions, especially in aiming for market opportunities in the area around them. Community activities are very monotonous; from morning to evening, they are in the fields as farmers, except for those who are still in school. From the afternoon

until the evening, before leaving to rest, they usually gather, or if there is a certain event, they practice arts such as dancing or karawitan. The touch of art related to fine arts has not become a mainstay for local youth. In fact, if you look further, the number of people in the Sangiran area is very large, and if they are fostered further, they will be more productive.

Sangiran, which has community groups, is a promising target for fostering these Human Resources (HR). As described above, each of the youth still needs to be observant of market opportunities related to the tourism sector, in this case, souvenirs. Existing art groups have great potential to be further developed, in this case, related to aspects other than the performing arts, namely the aspect of fine arts. So far, the art group still needs to maximize the existing tourism resources to be further developed. For this reason, the community service team aims to give community groups training and assistance that is beneficial for increasing their economic resources and revitalizing local tourist attractions.

Increasing the potential of craftsmen and souvenir markets as museum supporters has an important value for the creative souvenir industry in supporting the existence of the Sangiran Museum, especially as a world cultural heritage. Thus, it will be able to optimally provide education, information, and entertainment to its visitors (Wiranto, 2011). The Sangiran Museum is quite crowded with visitors including shopping at the souvenir kiosks in the museum complex, but the designs of the souvenirs marketed are less attractive and informative. This encourages the need to increase the creativity of souvenir designs based on museum collections, community myths, and types of visitors. In addition, the importance of souvenir marketing channels, so that the information can be disseminated optimally.



Fig. 2. Types of Sangiran souvenirs today

Figure 2 shows the typical souvenirs sold at a kiosk. Related to the souvenirs, the main problems in the Sangiran Tourism Village community are:

- a. There needs to be an introduction to science and technology related to the procurement of souvenirs that can be the mainstay of the region.
- b. There is no science and technology related to making souvenir designs that can arouse their creativity.
- c. Types of souvenirs that are not in demand by visitors and relatively expensive prices.
- d. Marketing still needs to be more extensive to increase sellers' income. This triggered the service team to analyze the situation faced by the Sangiran community so as to find a point of discovery to hold training and assistance in making souvenirs.

Methods

Community empowerment is defined as an effort to provide power to the people who have the potential but have not been able to develop it. The government is responsible and tasked with identifying potential and providing direction to the community in an effort to increase empowerment. Empowerment is a long-term process that requires certain steps such as information sharing, training, and mentoring that require community involvement (Mafruhah et al., 2019).

Local institutions play a crucial role as the main actors in the development of tourist villages. The success of tourism village development depends on the ability of local institutions to design policies, manage resources, and be open to market dynamics. The local institutions of Krikilan Village have a strategic role in the preservation of nature and culture and ensure active participation and equitable economic benefits for the communities around Sangiran Tourism Village. Sangiran Tourism Village has tourism actors in the form of institutions consisting of *BUMDes*, *Pokdarwis*, village government, tourism village managers, youth organizations, community leaders, and private parties.

At the same time, the Krikilan Village Government also appointed a tourism village manager to explore the natural and cultural potential of Krikilan Village. The development of tourism villages involves elements of community empowerment, the government, and the private sector. The goal is to have a wider positive impact on the economy of the people of Krikilan Village. In addition, the development of tourist villages also helps preserve the culture and

nature of the village. This makes the village government look for ways to make the existence of the Sangiran Museum have an economic impact on the surrounding community based on community empowerment.

The tourism development strategy is implemented within a predetermined period in the process of achieving the goal. This tourism development strategy focuses on certain things in tourism to make it easier in the tourism development process. Sastrayuda (2010) explained that the tourism village development is one of the alternative tourism products that can encourage sustainable rural development and has the following management principles:

1. Utilizing the facilities and infrastructure of the local community.
2. Benefit the local community.
3. Small-scale to facilitate the establishment of mutual relations with the local community.
4. Implementing the development of rural tourism products.
5. Establish the development of rural tourism products.

Patchwork is small pieces of cloth made from waste from tailors or fabric that is no longer used at home. By doing a little touch of handcrafted art, the patchwork can be made to produce various kinds of goods. Handicrafts are a kind of art of human creativity to make crafts that are attractive and have high selling value. The art of patchwork handicrafts can become a promising business opportunity. Fabric rags are often considered waste in the textile industry, but in fact, has great potential that is often overlooked. In an effort to reduce textile waste, one can see patchwork as raw material that can be turned into valuable goods using particular skills. Creativity and expertise in processing patchwork into product variety can be an effective means of teaching manual skills and promoting environmental awareness. Processing patchwork into handicrafts creates new opportunities for individuals to develop sewing, knitting, and decorating, as well as to create unique products that have aesthetic value. Cloth patchwork can be transformed into various items that can be used in everyday life. Apart from that, processing patchwork also has economic potential. The products made from patchwork can be sold, both locally and by internet online so that it can become a source of additional income for individuals and communities.

The dedication to making souvenirs from patchwork in tourist villages can provide significant economic benefits for village communities. This program can not only improve people's skills in the field of crafts but also open up new opportunities to utilize local materials that were

previously considered waste. Using patchwork as a basic material for souvenirs can also be a unique selling point because apart from being environmentally friendly, this product also has cultural value that can attract tourists who want to take home something unique and useful.

The development of tourist villages requires participation not only from the government as the authority holder, but the participation of local communities is also very important in all stages of development, starting from the planning, implementation, and supervision stages (Priasukmana & Mulyadin, 2001). The success of this program is highly dependent on active community participation, innovation in design, and effective marketing strategies to introduce products to a wider market. With the right approach at each stage of implementation, tourist villages can improve the welfare of their communities through making souvenirs made from patchwork, while preserving culture and creating awareness of the importance of environmental sustainability. The stages carried out in service are:

A. Identification of Village Problems and Potential

The first stage is to conduct observations and interviews with local communities to identify existing tourism potential and understand the problems faced by the village, such as the lack of typical souvenir products that can increase community income. Identifying village potential is very important so that the souvenir products made are relevant to the village's characteristics and tourist attractions. Analysis of market needs and potential products that can be produced by the community will provide a strong basis for designing this service program.

B. Training and Skills Development

Providing skills training to village communities regarding souvenir making. This training covers techniques for making craft items (for example, handicrafts from local materials), as well as the design and production of souvenirs that can attract tourist interest. This training will increase community capacity in creating quality products. This will also have a direct economic impact on the community because they can increase their income from selling souvenirs. Increasing these skills is the first step to introducing the added value of local products.

C. Souvenir Product Design and Innovation

Using a participatory design approach, which involves the community in designing souvenir products. The training participants are given the freedom to innovate and add elements of

local wisdom to their products, such as traditional motifs or typical village symbols. Design innovation is important to differentiate souvenir products from products already on the market. By involving the community in the design process, they also feel ownership and pride in the products produced, which in turn can strengthen the village's cultural values.

D. Provision of Materials and Production Facilities

Providing support in providing raw materials that are easily available around the village, such as natural materials or waste that can be recycled into souvenir products. In addition, adequate production facilities are provided to facilitate mass manufacturing of products. Using local raw materials can increase the selling value of products and have a positive impact on the environment by reducing waste. Providing production facilities also ensures that the souvenir-making process can be carried out efficiently and sustainably.

E. Souvenir Marketing and Sales

Develop a marketing strategy for souvenir products that involves direct marketing in tourist villages or through online platforms. This program can include opening souvenir shops or stands at tourist locations, as well as utilizing social media and marketplaces to reach tourists from abroad. Effective marketing will determine the long-term success of this program. If people can market their products well, this will open up greater economic opportunities for them. Therefore, the right marketing strategy is very important to introduce souvenir products widely.

F. Evaluation and Continued Development

After the implementation of souvenir-making and marketing, an evaluation was carried out to assess the extent to which this program had an impact on the village community's economy. Evaluation is carried out by collecting feedback from participants and consumers, as well as analyzing sales data. Evaluation is very important to find out whether the goal of service, namely economic empowerment of village communities through making souvenirs, has been achieved. From the evaluation results, further developments can be designed to overcome the obstacles faced and improve existing strategies.

The method of approach offered to solve the problems of program partners that have been mutually agreed upon for the two main aspects in the period of realization of community service is by using training and mentoring methods technically the method used is the focus

group discussion method and the assistance method where in this activity the program partner participants, namely *BUMDes* and the community in the Sangiran Tourist Village, are the main actors in order to achieve the goals training activities. Meanwhile, in the implementation of methods in the field, the community is the main actor in designing and analyzing their potential and problems for the purpose of creating innovative products that will provide added value and higher competitiveness.

The implementation of training activities was carried out in collaboration with *BUMDes* of Sangiran Village, which was attended by the community that joined. This handicrafts training aims to develop the potential of the community's creative industry, which will have an impact on increasing the community's economic income. The stages of training activities include preparation, planning, product design, implementation, evaluation, and reporting. The steps in the training process in detail are:

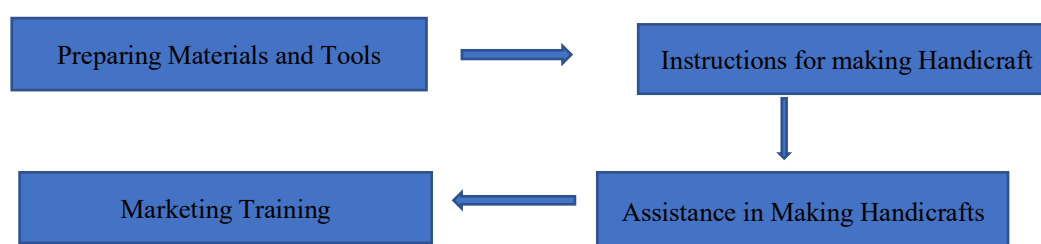


Fig. 3. Handicrafts manufacturing and marketing scheme

Figure 3 shows the scheme for making and marketing handicrafts. The first stage, namely the preparation stage, was carried out by participants by preparing materials and tools to make handicrafts in the form of patchwork, flannel, foam, thread, sewing tools, handbag and *jampela* pot designs, zippers, scissors, and sewing machines. Then the planning stage continued, including planning the handicrafts to be made, namely handbags, and *jampela* pots. At the product design stage, participants made designs for small and large handbags, as well as designs for *jampela* pots with apple, orange, and strawberry motifs. The implementation stage was the process of making handicrafts according to the predetermined design, and then marketing the products that had been produced. The final stage was an evaluation of the handicraft products that have been produced and marketed, then publication was carried out as the final process, namely reporting results and discussions.

Results and Discussions

The aim of this training is to develop creativity in creating valuable products from rags, reduce waste, and stimulate the community's economy. By utilizing patchwork, it is expected that people can create unique and economically valuable products, which can be sold in local and international markets. This training also aims to increase awareness about the importance of waste management and the use of sustainable raw materials. Thus, it is expected that this creativity training can have a positive impact that is sustainable for the people of Krikilan Village. Apart from overcoming the problem of patchwork waste, this training is also expected to improve community skills and capacity, create new business opportunities, and stimulate the local economy. Through an innovative and sustainable approach, this training is expected to make a real contribution to the development of MSMEs and community welfare (Fitriyah et al., 2024).

In this community service, the method applied involves hands-on practice and practical guidance to improve expertise in making souvenir earrings and necklaces from pieces of cloth (patchwork). The goal is for people to be able to generate additional income at home. The training uses a variety of methods, including lectures, discussions, questions and answers, and hands-on practice in making souvenir earrings and necklaces from patchwork. This training is carried out by lecturers who are responsible for community service activities. They work in a coordinated manner through the Green Economy and Sustainable Economy Group Research and involve a variety of activities:

1. Provision of Materials

The service team began the activity by providing material on the importance of financial independence to women in Wisnu Village. After the team finished the presentation, it was followed by a discussion and question and answer related to the material. The discussion went well and was quite boisterous because many mothers expressed problems that often occur in household life related to financial independence.

Figure 4 shows the training provision process, starting with the provision of materials in the form of the importance of education for women, gender awareness in families and communities, and the importance of financial independence for women, especially housewives. The provision of these materials is expected to provide insight to women, especially women in Krikilan Village, to be more independent and empowered.



Fig. 4. Providing material on the importance of women's empowerment

2. Patchwork Fabric Souvenir Making Training

After the provision of material and discussion about the importance of women's empowerment, the activity continued with training in making souvenirs from patchwork. Various patchwork motifs are prepared, along with sewing tools to arrange patchwork into flower shapes that will be one of the decorations in the necklace, materials for making earrings, and others. For this training, the focus of using patchwork is to make earrings and necklaces that can later be marketed online, deposited in shops, and used as wedding souvenirs to increase income for women in the village. Earrings and necklaces are made in different variations or shapes by following emerging trends. To beautify the appearance of earrings and necklaces, other materials are also used as support for the manufacture of earrings and necklaces, such as ribbons, beads, and other materials. The following is a documentation of training activities for making earrings and necklaces (souvenirs) from patchwork.

Figure 5 shows the training progress, where most of the training participants were mothers who seemed enthusiastic to see and pay attention to how to make earrings and necklaces from scrap fabric. The team also distributed several examples of souvenirs made from scrap fabric, namely wallets and key chains, as a source of inspiration for making souvenirs from

scrap fabric. With a little creativity, scrap fabric which is actually waste can be reprocessed into items that have economic value and can be a source of income.



Fig. 5. Training in making earrings and necklaces from patchwork

The last stage is assistance in the form of direct practice of making earrings and necklaces by the women of Krikilan Village. Although it is a new thing for mothers, the process of making brooches can go well. The enthusiasm and enthusiasm of local women who compete to try to make earrings and necklaces and participate in this activity is a benchmark that they have an awareness of and desire to improve entrepreneurial skills. This is a good signal that can later be useful to increase women's independence. After completing the assistance in making earrings and necklaces, the next activity is an evaluation of training activities. From the training activities, it can be seen that the women are enthusiastic about the entrepreneurship training for making souvenirs from patchwork. The women in Krikilan Village then asked for follow-up activities, one of which is digital marketing training that will help market their products online.

Figure 6 shows the final results of the training participants' products, where an evaluation session was held to gather input from participants and exhibition visitors. This evaluation includes technical aspects, such as product quality and production processes, as well as marketing aspects, such as product appeal and price. Based on the input received, most participants were satisfied with the training provided and were confident that they could continue to develop the skills they had learned to improve their economic well-being.



Fig. 6. Group photo of the training work (earrings and necklaces made of patchwork)

To ensure the sustainability of this program, the training team provides post-activity assistance to participants. This assistance includes technical guidance, marketing assistance, and regular consultations to help participants overcome obstacles they may encounter. The team also helps participants form workgroups or small cooperatives that focus on the production and marketing of patchwork accessories. This approach aims to create a sustainable and independent business ecosystem, which can continue to contribute to reducing waste and improving the community's economy.

Conclusion

Creativity training activities in using patchwork to make valuable products have succeeded in having a positive impact on the people of Krikilan Sangiran Village. This training teaches participants techniques for making accessories such as brooches, necklaces, bracelets, and earrings from rag waste so that the waste can be converted into goods of economic value. The ABCD method used in this training is effective in empowering communities by utilizing existing local assets, such as weaving skills and the availability of patchwork. The results of this activity show that participants are able to produce quality products and earn additional income through sales of these accessories. Apart from that, the product training held succeeded in attracting the interest wider community and increasing awareness of the importance of sustainable waste management.

Training activities in Krikilan Village, Kalijambe Sragen, are focused on providing an understanding of the use of patchwork. Participants were taught about the tools and materials

used in making souvenir earrings and necklaces and were given skills in making souvenir earrings and necklaces using patchwork. The activity ran successfully according to the initial plan that has been prepared. All participants looked very excited and felt helped by this activity because they gained additional knowledge on how to make souvenir earrings and necklaces from patchwork. This training is an important step in helping them break free from economic dependence on their husbands and become more independent. It is expected that after the implementation of this training activity, it can provide motivation and entrepreneurial spirit for women in the village and spark creativity to process unused waste, which can have a selling value.

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