
Enhancing Community Engagement Through Social Media: Analyzing Its Role in Promoting Sustainable Ecotourism and Economic Development in Alas Purwo National Park

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Abstract:

Alas Purwo National Park (TNAP), located in Banyuwangi, East Java, Indonesia, is an important area in natural resources conservation. With its extraordinary diversity of flora and fauna, TNAP has great potential for sustainable ecotourism development. In 2016, TNAP was designated as part of the World Biosphere Reserve and joined the Blambangan Biosphere Reserve with Mount Ijen and Baluran National Park. One of the main attractions in TNAP is Savana Sadengan, an artificial savanna used for grazing various types of animals, where visitors can see wild animals gathering for food. G-Land Beach, famous for its high waves, is a popular surfing location, with its waves being the second highest after Hawaii. The development of ecotourism in Alas Purwo requires active involvement from the community to increase understanding of the importance of environmental conservation as well as effective promotion to attract tourists. Social media plays an important role in facilitating promotion and education about ecotourism, and can encourage community participation in nature management and conservation. This study aims to analyze the role of social media in ecotourism promotion and community involvement in Alas Purwo National Park, using SWOT analysis to evaluate internal and external factors that influence the success of ecotourism development. The results show that social media has a very important role in increasing community awareness, promotion and participation. However, there are some challenges related to limited network and transportation infrastructure, as well as the need for technology education among local communities. Based on the SWOT analysis, the strategy for developing sustainable ecotourism in TNAP must consider the strengths and opportunities that exist, while overcoming the weaknesses and threats faced. Thus, it is hoped that TNAP can become a major destination for ecotourism and contribute to conservation and environmental preservation, which ultimately brings benefits to the environment and surrounding communities.

Keywords: *Social Media, Sustainable Ecotourism, Community Participation, Promotion, SWOT Analysis, Alas Purwo National Park*

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1. Introduction

Alas Purwo National Park is located in Banyuwangi Regency, East Java, when you hear the name Alas Purwo that comes to mind is mystical, the surrounding community strongly believes that Alas Purwo is a sacred forest where you can not kill any animal for fear it is the incarnation of people who are meditating in Alas Purwo. Apart from

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the beliefs upheld by the surrounding community, Alas Purwo has a biodiversity of both flora and fauna, Alas Purwo also arguably has a complete ecosystem of bamboo forests that cover almost 40% of the area of Alas Purwo, teak forests, mangrove forests, and a row of unspoiled beaches. Savanna sadengan is a place where wild animals gather to find food, in the afternoon or morning is the right time to capture the moment to see these animals. Parang ireng Beach with rows of black coral rocks, Pancur Beach and there is a camping ground nearby, which is known to the world community is G-Land Beach because the high waves are good for surfing. Along the road to G-land, if we are lucky, we can see green peacocks, in the mating season male peacocks often wag their tails to lure female peacocks, we can watch a herd of deer looking for food, With its natural wealth and biodiversity, Alas Purwo has enormous potential for sustainable ecotourism development, because it can be a place of research on animals, as well as plants because when we pass through the teak forest, there are many species of orchids attached to teak wood, hoyo, dischidia and other diverse plants, this is certainly very useful for research and conservation of natural resources.

Sustainable ecotourism is a form of tourism designed to maintain a balance between nature conservation, local community empowerment and long-term economic benefits. Sustainable ecotourism focuses on preserving the environment and biodiversity. These tourism activities are designed not to damage ecosystems, but to help maintain them. Local communities are key stakeholders in ecotourism. Their empowerment is important so that ecotourism not only benefits outsiders, but also creates a positive social impact (Yoeti, O.A, 2000).

Community involvement in tourism management has been dominated by certain groups that have access to capital, both in the form of finance and skills. These groups include community leaders, NGO members, and individuals who play an active role in the tourism industry (Setiawan B, 2017).

Ecotourism development is a very strategic step because it can open opportunities to bring positive changes, such as helping to overcome poverty problems (Xie et al., 2013) and supporting the preservation of the environment and local culture. In addition, local communities have the ability to customize ecotourism management based on their respective capacities (Wirakusuma et al., 2019).

The role of social media in the world of tourism is growing, including in the promotion of tourist destinations and the development of ecotourism. Social media allows information to spread quickly and widely, reach a wider audience, and strengthen interactions between tourists, national park managers, and local communities. Destiani et al in their research entitled "The Promotion of Mangrove Ecotourism through Social Networking in Mempawah Regency" stated that the main priority on Instagram and Facebook criteria for Mempawah Mangrove Park or Polaria Tanjung Pagar is on the content aspect. The main priority in the content sub-criteria on Instagram and Facebook at Mempawah Mangrove Park or Polaria Tanjung Pagar is to provide informative information, such as interesting photo locations and types of mangroves. Content strategy is the top priority for alternative uses of Instagram and Facebook at Mempawah Mangrove Park or Polaria Tanjung Pagar. Human Resources

(HR) at Mempawah Mangrove Park and Polaria Tanjung Pagar are not yet fully qualified to carry out ecotourism promotion activities through social networks. (P Destiani, E Dolorosa, D Kurniati, 2020).

Yesicha et al in their research “Assistance in utilizing social media in developing the ecotourism potential of Tasik Merah on Rangsang Island, Riau Province” stated that the community service activities, both mentoring and counseling, provided enormous benefits and were needed by the counseling participants, especially the local government, to be able to manage their own potential. The activity is expected to foster their motivation to be selective and active in the media. The smart and critical attitude in the media that is grown makes them the village youth a virus for their friends who have not participated in tourism promotion.

The assessment of current and future anthropogenic activities in the Palmira Desert, within the Galte Jatun Loma community, in collaboration with environmental units, serves as a foundation for identifying areas that could potentially be utilized for tourism purposes. Additionally, by integrating regions with varying conservation priority levels, it becomes feasible to design sustainable routes that the community can adopt, thereby mitigating potential future harm to the area's heritage. Activities with significant potential in the region include hiking, cycling, parking, camping, volleyball, and horseback riding. The Palmira Desert exemplifies the importance of addressing conservation concerns early in the development of tourism projects to prevent long-term ecological damage (Kathleen Ally verez – Macias et al., 2024)

After Covid 19, many people began to switch to nature tourism, so that several natural tourist attractions became their choice. Alas Purwo is one of the choices of the community because it has uniqueness including having unspoiled beaches including Ngagelan Beach where turtles lay their eggs, G-Land which has good waves for surfing, Parang Ireng Beach, Pancur Beach. Sadengan Savannah where wild animals look for food, Alas Purwo also has religious tourism including Gili Salaka Temple where many Hindus pray there, near Pancur Beach there is a place to set up camp, there are also trekking trails with good views, biodiversity both flora and fauna are also diverse, which is the reason for people to visit Alas Purwo. With its potential, alas purwo is visited by many tourists. Some tourists who have visited share their photo moments while in Alas Purwo on their social media pages. On social media there is an Indonesian back packer group, there citizens often share their experiences traveling in several ecotourism destinations. It is undeniable that the development of the internet is increasingly widespread, making it easier for people to find the desired natural tourist destinations that match their criteria. With a wide range of information, people can find out which natural tourist destinations are interesting, how to access the place and other information needed.

Based on the phenomenon and problem identification above, the author feels the need to conduct research to evaluate the extent to which the role of social media in promoting ecotourism and increasing community participation in sustainable ecotourism development efforts in Alas Purwo National Park and to identify internal and external factors that influence ecotourism development.

2. Theoretical Background

Social Media in Ecotourism Promotion

Online media has advantages in terms of speed of interaction, efficiency, low cost, and the ability to quickly disseminate and obtain up-to-date information. The smoothness and speed of information delivery to users is highly dependent on the internet network, as connectivity plays an important role in the process. As part of mass communication, online media enables the delivery of messages to a wide audience. The internet, as the core of modern communication technology, makes it easier to select and manage the information needed more effectively and efficiently. Overall, the internet offers greater flexibility in overcoming the limitations of distance and time compared to conventional media that have existed before.

Social media has proven to be an effective tool in promoting ecotourism and sustainable tourism. Currently, platforms such as Instagram, Facebook and Twitter allow for the rapid dissemination of information to the public, making it easier for tourists to find tourist destinations, and introducing ecotourism experiences through photos, videos and testimonials.

Supporting theories that fit this concept are:

1. **Mass Communication Theory:** This theory states that mass media, including social media, functions as a channel to disseminate information to the public at large. In the context of ecotourism, social media is an effective platform to disseminate information related to ecotourism destinations, conservation activities, and programs that support sustainability. It also allows the creation of narratives that support the image of sustainable ecotourism.

2. **Social Media Theory:** In this context, social media theory is concerned with how individuals and groups interact, share information, and create content through platforms such as Facebook, Instagram, Twitter, and YouTube. Social media enables two-way communication, providing opportunities for people to participate in ecotourism promotion and sustainability-related activities.

3. **Social Marketing Theory:** This theory explains the use of marketing principles to influence the behavior of individuals or groups in support of a specific social goal, such as environmental sustainability or ecotourism development. Social media can be used to educate the public about the importance of sustainable ecotourism, while promoting ecotourism activities that are environmentally friendly and support conservation.

4. **Social Network Theory:** This theory deals with social relationships formed between individuals or groups through various types of interaction and communication. In the context of social media, this theory can explain how social networks formed through platforms such as Facebook or Instagram can serve as a means to promote sustainable ecotourism, connect ecotourism communities, and expand the reach of promotion to a wider audience.

Sustainable Ecotourism

Ecotourism is basically designed and implemented in areas or locations that are still relatively natural and have not been affected or polluted by human activities (Giglio et al., 2015).

Ecotourism is a form of tourism that not only offers entertainment based on the natural environment, but also aims to encourage public awareness to voluntarily contribute to direct conservation efforts. Through ecotourism activities, people can gain experience and knowledge about the importance of preserving the natural environment in the area, so that the benefits can continue to be felt by many people in the future (Arida Sukma, 2017).

Sustainable ecotourism focuses on nature conservation, empowering local communities, and creating equitable economic benefits. This approach emphasizes the importance of community involvement in the planning, implementation, and evaluation of ecotourism programs to ensure long-term sustainability.

Supporting theories that fit this concept are:

Sustainability Theory

- Sustainability Theory: This theory focuses on the concept of development that meets the needs of the present without compromising the ability of future generations to meet their own needs. In the context of sustainable ecotourism, this theory can be used to understand how social media can help promote ecotourism practices that are not only economically beneficial but also preserve the environment and culture of local communities.

Community Participation in Ecotourism

The community has a very important role in managing and organizing all activities related to ecotourism. They need to fully realize that the local community is the main actor in the formation of ecotourism. Therefore, the community must play an active role in maximizing the potential of the attraction in their environment while maintaining its natural authenticity. Ecotourism also means respecting locality or authenticity, which can be realized by maintaining the originality of the environment without making excessive changes.

Community participation is an important factor in the success of ecotourism. Local communities involved in ecotourism management will better preserve nature and actively support the implementation of ecotourism programs. Social media can be a means to increase public awareness and participation in ecotourism and nature conservation activities.

Supporting theories that fit this concept are:

- Community Participation Theory: This theory states that the active participation of local communities in development is critical to the success of the program, including in ecotourism development. Community participation in the decision-making process can increase awareness, ownership, and support for sustainable ecotourism projects. In this study, social media serves as a tool to increase community participation by giving them a space to share ideas and interact.

Conceptual Framework

The conceptual framework of this research it can be seen in the figure 1 below.

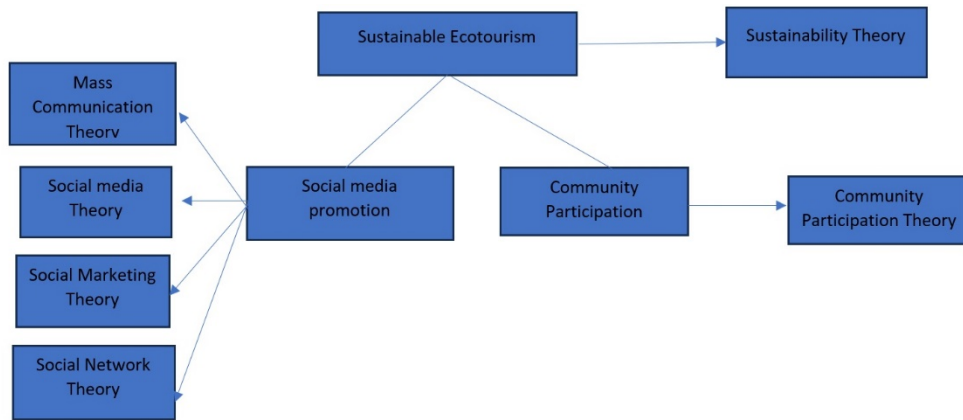


Figure 1. Conceptual Framework

3. Methodology

The methodology in this research focuses on exploring the role of social media in the promotion and participation of communities in the development of ecotourism in Alas Purwo National Park, which is located at the southern tip of Banyuwangi, East Java, Indonesia. This National Park was designated as a World Biosphere Reserve by UNESCO in 2016. This is because Alas Purwo National Park is unique in terms of biodiversity such as flora, as well as the diversity of Javanese endemic fauna as well as several rare animals protected by the government. Alas Purwo has a complete ecosystem ranging from mountains, homogeneous forests, tropical rainforests, mangrove forests, savannas, steppes and the beauty of its unspoiled beaches with high waves good for surfing sports. The research used a qualitative approach, descriptive data collection, conducted by purposive sampling. Researchers interviewed 12 key informants, including national park managers, local communities, and visitors to TNAP. Data collection methods included direct field observations, semi-structured interviews, and documentation studies, which can provide a comprehensive understanding of how the ecological characteristics of national parks and their role in conservation. Primary data is collected through direct observation to the field to find out and assess the potential of ecotourism and also conduct interviews with managers and stakeholders, secondary data is collected through direct observation to the field. This research also uses the SWOT analysis method that identifies the strengths and weaknesses of the internal side, as well as opportunities and threats from the external side, to get strategic recommendations in improving sustainable ecotourism. The research process began with data collection through interviews and field observations, then data reduction to focus on significant findings related to the role of social media, uniqueness and biodiversity, environmental observations, and how local community participation. The results of the research were then presented descriptively, supplemented with graphs and images to enhance understanding. The validation of

findings was triangulated and integrated with multiple perspectives through multiple data sources and methods to ensure validity and accuracy. A multi-faceted approach is essential in order to understand the complexity of ecotourism management in Alas Purwo National Park, and aims to determine the extent of the role of social media and community participation in conservation efforts and improving community welfare and sustainable ecotourism development. Ultimately, this research seeks to provide valuable understanding and insight to enhance the role of social media in improving promotion and increasing community participation in conservation, in accordance with the main objectives of sustainable environmental management and preservation.

4. Empirical Findings/Result

This study aims to analyze and discuss research findings regarding the development of sustainable ecotourism in Alas Purwo National Park. After collecting qualitative data from respondents, knowledge was obtained about what potential is owned, concrete steps taken, and challenges in ecotourism management. The use of social media to promote ecotourism and the participation of the surrounding community in ecotourism activities. The results of this study are expected to contribute to providing recommendations for sustainable ecotourism management that is oriented towards conservation and environmental preservation, and can increase the income and welfare of the community around TNAP. This section will discuss how the condition of Ecotourism in Alas Purwo National Park, the role of social media in promoting Alas Purwo and community participation in the development of sustainable ecotourism in Alas Purwo National Park.

Tabel 1 Distribution of Respondents by Age.

Age	Number of Respondens (People)	Percentage (%)
<20 years	3	25
20-29 years	5	41,6
30-39 years	2	16,6
40-49 years	1	8,3
≥ 50 years	1	8,3
Total	12	100

Source: Primary data processed, 2024

Based on the data above, it can be seen that the Age Group < 20 years (3 people, 25%) This age group includes the younger generation who tend to be more active in using social media. This age group is a productive group that is often actively involved in tourism activities and digital promotions. They are likely to be the main target of social media campaigns for ecotourism promotion because they have the purchasing power, time, and tendency to share tourism experiences. Age Group 30-39 years (2 people, 16.6%), Age Group 40-49 years (1 person, 8.3%), Age Group ≥ 50 years (1 person, 8.3%). Most respondents (66.6%) were from the under 30 age group. This suggests that a social media-based promotional strategy has a high chance of success if it focuses on platforms that are popular among the younger generation. Respondents aged 30 years and above have the potential to provide a conservative perspective, focus on preservation, and involvement in the community. Promotional strategies

should adjust the way of communication, such as providing informative and education-based content.

Results of Descriptive Statistical Tests of Research Variables

The data description outlines respondents' perceptions of the marketing mix indicators in the Alas Purwo National Park Ecotourism, which are categorized as internal and external indicators. The internal indicators include Product, Price, Place, Promotion, People, Physical Evidence, and Process. Meanwhile, the external indicators consist of Economic, Political, Socio-Cultural, Legal, Technological, and Industry Structure environments, which were obtained through the distribution of questionnaires.

Table 2. Tourist Attitude Scale for Alas Purwo National Park Ecotourism

No	Attitude	Score	Category
1	Very Good	4	3.26 - 4.00
2	Good	3	2.51 - 3.25
3	Less Good	2	1.76 - 2.50
4	Poor	1	1.00 - 1.75

Source: Likert Scale Answer Format (Supranto, 2011)

The internal factors in this study were assessed using 10 variables derived from questions posed to respondents regarding the ecotourism of Alas Purwo National Park. Below are the results of the research related to respondents' perceptions of internal factors.

SWOT Analysis

Table 2 Description of Respondents' Perceptions of Internal Factors

No	Internal Indicators	Respondent Frequency				Total score	Rating s	Criteria
		1	2	3	4			
1	The large amount of visual content (photos and videos) produced and shared via social media to showcase the beauty of nature and biodiversity.	0	0	3	9	45	3.75	Very Good
2	Recorded visitation levels and ease of transportation access are often promoted through social media to attract tourists.	0	1	3	8	43	3.58	Very Good
3	The level of local community involvement in content creation that supports the promotion of sustainable ecotourism and participation in conservation activities promoted through social media.	0	2	8	2	36	3.00	Good
4	The high number of visitors who gave positive reviews about the existing facilities, which were then shared via social media and attracted the attention of more tourists.	0	0	10	2	38	3.17	Good
5	There is collaboration with the government, non-governmental organizations (NGOs), and other institutions in promoting TNAP on social media and producing interesting content to	0	1	2	9	44	3.67	Very Good

No	Internal Indicators	Respondent Frequency				Total score	Rating s	Criteria
		1	2	3	4			
	raise awareness about sustainable ecotourism.							
6	Low levels of access and quality of internet networks around TNAP, as well as limited use of digital devices by local communities to participate in ecotourism promotion activities.	3	5	4	0	39	2.08	Less Good
7	The low level of skills of local communities in managing social media and creating digital content that can effectively promote TNAP ecotourism.	1	6	4	1	29	2.42	Less Good
8	The limited quantity and quality of educational content on social media that focuses on nature conservation means that visitors do not understand enough about the importance of conservation in TNAP.	2	6	3	1	27	2.25	Less Good
9	There are complaints or a decrease in the level of tourist satisfaction related to the lack of supporting ecotourism facilities that can improve their experience, which also affects promotion through social media	2	9	1	0	23	1.92	Less Good
10	Lack of collaboration with influencers, media, or third parties that can expand the reach of promotions and increase awareness of ecotourism in TNAP through social media.	1	9	1	1	26	2.17	Less Good
Overall average of respondents' perception on Internal Factors						350	2.92	Good

Source: Processed primary data, 2024

Table 2 shows the questions asked related to tourist responses to Alas Purwo National Park Ecotourism obtained an average value of 2.92 which is included in the good category. This means that the respondents' perception of the Internal Factors owned by Alas Purwo National Park Ecotourism is good. The highest score was obtained in the question "Alas Purwo has unique flora and fauna biodiversity with beautiful scenery" with an average of 3.75, meaning that overall tourists consider that Alas Purwo National Park Ecotourism already has unique flora and fauna biodiversity with beautiful scenery and good conditions. The respondents' perception with the lowest average value was in the statement, "The availability of traffic signs and car parking areas that tend to be far away", with a value of 1.92. This means that according to tourists, Alas Purwo National Park Ecotourism does not provide enough traffic signs and car parking areas that tend to be far away.

Table 3. Description of Respondents' Perceptions on External Factors

No	External Indicators	Rating				Total Score	Ratings	Criteria
		1	2	3	4			
1	Growing Popularity of Global Ecotourism	0	1	9	2	37	3.08	Good
2	Government Support for Ecotourism Development	0	1	10	1	36	3.00	Good
3	Influencer Engagement and Social Media Influence	2	4	5	1	29	2.42	Less Good
4	Travelers' Growing Interest in Authentic and Sustainable Experiences	0	0	10	2	38	3.17	Good
5	Increasing Use of Digital Technology and Platforms	0	0	9	3	39	3.25	Good
6	Competition with Other More Famous Tourist Destinations	1	6	4	1	29	2.42	Less Good
7	Unsupportive Changes in Government Policy or Regulations	1	9	1	1	26	2,17	Less Good
8	Digital Infrastructure Limitations in Remote Areas	2	6	3	1	27	2.25	Less Good
Overall average of respondents' perception on External Factors						261	2,72	Good

Source: Processed primary data, 2024

Table 3 shows that the questions asked related to external factors in Alas Purwo National Park Ecotourism obtained an average value of 2.72 which is included in the good category. This means that the respondents' perception of the external factors owned by Alas Purwo National Park Ecotourism is good. The highest score was obtained in the question "Creation of employment for the community around the ecotourism" with an average of 3.25, meaning that overall tourists consider that employment has been created for the community around the ecotourism which is an opportunity factor for Alas Purwo National Park Ecotourism. The respondents' perception with the lowest average value was in the statement, "There is an issue of wild animals in the ecotourism area", with a value of 2.17. This means that according to tourists, the issue of wild animals in the Alas Purwo National Park Ecotourism area is a threat to Alas Purwo National Park Ecotourism because it can reduce the number of tourist visits.

Strength, Weakness, Opportunity and Threat (SWOT) Analysis

To develop the potential of Alas Purwo National Park Ecotourism, it is necessary to know and understand the internal and external factors described through the SWOT matrix. The Alas Purwo National Park Ecotourism development strategy must be supported by effective development programs so that they can provide a positive impact on tourists in a sustainable manner. The SWOT analysis in this study was carried out by conducting internal and external analysis, namely by creating an IFAS (Internal Factory Analysis Summary) matrix and an EFAS (External Factory Analysis Summary) matrix. After knowing the results of the IFAS matrix and EFAS matrix, it can be positioned in the company related to the results of the IFAS matrix and the value of the EFAS matrix in the SWOT analysis.

Table 4. IFAS Matrix (Internal Factory Analysis Summary)

No	Internal Strategy Factors	Weight	Ratings	Weight x Rating
1	The large amount of visual content (photos and videos) produced and shared via social media to showcase the beauty of nature and biodiversity.	10.00	3.75	37.50
2	The high number of recorded visits and easy access to transportation are often promoted through social media to attract tourists.	10.00	3.58	35.80
3	High levels of local community involvement in content creation that supports the promotion of sustainable ecotourism and participation in conservation activities promoted through social media.	10.00	3.00	30.00
4	The high number of visitors who gave positive reviews about the existing facilities, which were then shared via social media and attracted the attention of more tourists.	10.00	3.17	31.70
5	There is collaboration with the government, non-governmental organizations (NGOs), and other institutions in promoting TNAP on social media and producing interesting content to raise awareness about sustainable ecotourism.	10.00	3.67	36.70
Sub Total Strength Factor		50.00	3.43	3.43
6	Low levels of access and quality of internet networks around TNAP, as well as limited use of digital devices by local communities to participate in ecotourism promotion activities.	10.00	2.08	20.80
7	The low level of skills of local communities in managing social media and creating digital content that can effectively promote TNAP ecotourism.	10.00	2.42	24.20
8	The limited quantity and quality of educational content on social media that focuses on nature conservation means that visitors do not fully understand the importance of conservation in TNAP.	10.00	2.25	22.50
9	There are complaints or a decrease in the level of tourist satisfaction related to the lack of supporting ecotourism facilities that can improve their experience, which also affects promotion through social media.	10.00	1.92	19.20
10	Lack of collaboration with influencers, media, or third parties that can expand the reach of promotions and increase awareness of ecotourism in TNAP through social media	10.00	2.17	21.70
Sub Total Weakness Factors		50.00	2.17	21.68

No	Internal Strategy Factors	Weight	Ratings	Weight x Rating
	TOTAL INTERNAL FACTORS	100.00	2.80	2.19

Source: Processed primary data, 2024

Based on the analysis of internal strategy factors in the table, it can be concluded that Alas Purwo National Park (TNAP) has a number of strengths in utilizing social media to promote sustainable ecotourism, although there are several weaknesses that need to be addressed.

Internal Strengths:

- Visual content, such as photos and videos shared through social media, scored the highest (3.75), indicating that attractive visual displays are effective in attracting tourists.
- Easy access to transportation and high tourist visits promoted through social media were also important strengths, with a rating of 3.58, indicating that accessible transportation plays a major role in attracting tourists.
- Involvement of local communities in content creation and conservation activities also scored well (3.00), indicating that active community participation strengthens ecotourism promotion.
- Collaboration with external parties, including government and non-governmental organizations, scored 3.67, illustrating the importance of collaboration in raising awareness of ecotourism in TNAP.

Internal Weaknesses:

- Limited access and quality of internet network around TNAP and limited use of digital devices by local people are major challenges, with a rating of 2.08. This indicates that without adequate infrastructure support, the use of social media is less than optimal.
- Local people's skills in managing social media and content creation are also obstacles (rating 2.42). Therefore, more intensive training is needed so that people can use social media more effectively to promote ecotourism.
- Educational content related to nature conservation on social media is still limited, with a rating of 2.25. Improving the quality and quantity of this content is very important so that visitors better understand the conservation goals in TNAP.
- Limited ecotourism supporting facilities have the potential to reduce tourist satisfaction levels (rating 1.92), which can have an impact on TNAP promotion through social media.
- Lack of cooperation with influencers or third parties to expand the reach of promotion (rating 2.17) limits the effectiveness of ecotourism promotion through social media. Collaboration with influencers needs to be improved to reach a wider audience.

Total Results:

- Internal Strength Sub Total reached 3.43, indicating that TNAP has various strong factors to promote ecotourism through social media.

- Internal Weakness Sub Total reached 2.17, indicating that there are several weaknesses that need to be improved to improve the effectiveness of promotion and community participation.

To maximize TNAP's potential in developing sustainable ecotourism through social media, it is recommended to improve digital infrastructure and the quality of ecotourism facilities, as well as provide training to local communities on social media management and content creation. In addition, expanding cooperation with influencers and third parties can increase the reach of promotion, while increasing educational content about nature conservation on social media will increase tourists' awareness of the importance of conservation in TNAP.

Table 5. EFAS (External Factory Analysis Summary) Matrix

NO	EXTERNAL INDICATORS	Weight	Ratings	Weight Rating	x
1	Growing Popularity of Global Ecotourism	15.00	3.08	46.20	
2	Government Support for Ecotourism Development	10.00	3.00	30.00	
3	Influencer Engagement and Social Media Influence	10.00	2.42	24.20	
4	Travelers' Growing Interest in Authentic and Sustainable Experiences	10.00	3.17	31.70	
5	Increasing Use of Digital Technology and Platforms	15.00	3.25	48.75	
Average Score Opportunity Factor		60.00	2.98	3,617	
6	Competition with Other More Famous Tourist Destinations	15.00	2.42	36.30	
7	Unsupportive Changes in Government Policy or Regulations	10.00	2.17	21.70	
8	Digital Infrastructure Limitations in Remote Areas	15.00	2.25	33.75	
Average Threat Factor Score		40.00	2.28	30.58	
TOTAL EXTERNAL FACTORS		100.00	2.63	3.34	

Source: Processed primary data, 2024

Based on the results of the EFAS Matrix analysis contained in the table, it can be concluded that Alas Purwo National Park (TNAP) has several external factors that can be used as opportunities, but is also faced with a number of threats that need to be managed carefully.

External Opportunities:

- Growing Popularity of Global Ecotourism (Score 46.20): This factor provides a great opportunity for TNAP, as the growing interest in global ecotourism can attract more tourists to TNAP.
- Increasing Use of Technology and Digital Platforms (Score 48.75): The development of technology and social media is a great opportunity for TNAP to expand the reach of ecotourism promotion through digital, which can increase tourist awareness of the existence and potential of TNAP.
- High Interest of Tourists for Authentic and Sustainable Experiences (Score 31.70): High interest in environmentally friendly tourism experiences provides an opportunity for TNAP to offer sustainable ecotourism experiences.

Overall, the external opportunity factor has an average score of 2.98, indicating that TNAP has a number of fairly strong opportunities to advance ecotourism by taking advantage of global trends and technological developments

External Threats:

- Competition with Other More Well-Known Tourist Destinations (Score 36.30): TNAP must face competition with other more well-known tourist destinations, which can reduce tourist appeal.
- Changes in Government Policy or Regulations that Do Not Support (Score 21.70): The possibility of changes in policies that do not support ecotourism development can hinder TNAP's promotion and management efforts.
- Limited Digital Infrastructure in Remote Areas (Score 33.75): Limited internet access issues can reduce the effectiveness of using social media for promotion and local community participation.

The external threat factor has an average score of 2.28, indicating that although there are some threats to be aware of, the score is relatively lower compared to the opportunities.

Overall, the total score of the external factors is 2.63 with a total weighting of 3.34, indicating that TNAP has greater opportunities than the threats it faces. By exploiting existing opportunities and managing threats effectively, TNAP can enhance the promotion of sustainable ecotourism and strengthen community participation.

Table 6. SWOT Matrix Marketing Strategy for Alas Purwo National Park Ecotourism

	IFAS	Strengths (Strength)	Weakness
		EFAS	
		1) The amount of visual content (photos and videos) produced and shared through social media to showcase the beauty of nature and biodiversity. 2) High rates of recorded visits and ease of access to transportation that is often promoted through social media to attract tourists 3) High levels of local community involvement in content creation that supports the promotion of sustainable ecotourism and participation in conservation activities promoted through social media 4) The high number of visitors who give positive reviews about the existing facilities, which is then shared through social media and attracts the attention of more tourists.	<ul style="list-style-type: none"> • The low level of access and quality of the internet network around TNAP, as well as the limited use of digital devices by local communities to participate in ecotourism promotion activities. • The low level of skills of local communities in managing social media and creating digital content that can effectively promote TNAP ecotourism. • Limited amount and quality of educational content on social media that focuses on nature conservation, so visitors do not fully understand the importance of conservation in TNAP. • Complaints or a decrease in tourist

	<p>5) Collaboration with the government, non-governmental organizations (NGOs), and other institutions in promoting TNAP on social media and producing interesting content to raise awareness about sustainable ecotourism</p>	<p>satisfaction levels related to the lack of ecotourism support facilities that can improve their experience, which also affects promotion through social media.</p> <ul style="list-style-type: none"> • Lack of cooperation with influencers, media, or third parties that can expand the reach of promotion and increase awareness about ecotourism in TNAP through social media.
<p>Opportunities</p> <ul style="list-style-type: none"> • Growth in the Popularity of Global Ecotourism • Government Support for Ecotourism Development • Influencer Engagement and Social Media Influencer • High Tourist Interest for Authentic and Sustainable Experiences • Increasing Use of Digital Technology and Platforms 	<p>STRATEGY (SO)</p> <ul style="list-style-type: none"> • Improved visual content quality: Increase the amount and quality of visual content that highlights the beauty of TNAP by utilizing the latest technology, such as high-quality drones and cameras, to create more engaging and authentic promotional materials. • Multi-stakeholder collaboration: Expand cooperation with governments, NGOs, influencers, and other strategic partners to develop engaging social media campaigns and reach a wider global audience. • Promotion of international ecotourism: Take advantage of the momentum of increasing interest in global ecotourism to develop communication strategies that emphasize nature conservation and sustainable tourism experiences. • Leverage digital technology: Use innovative digital platforms, such as virtual tours or online seminars, to provide interactive experiences that introduce TNAP to potential travelers. 	<p>STRATEGY (WO)</p> <ul style="list-style-type: none"> • Digital training programs: Organize intensive training to improve the ability of local communities to use social media, generate creative content, and utilize digital platforms for promotion. • Increased internet access: Establish partnerships with internet service providers to improve the network around TNAP, making it easier for locals and tourists to contribute to the spread of content. • Educational content development: Create engaging educational materials on social media to increase tourist awareness about the importance of environmental conservation. • Collaborate with influencers: Involve more influencers in promoting TNAP, both at the national and international levels, to reach a wider ecotourism market.

Threats	STRATEGY (ST)	STRATEGY (WT)
<ul style="list-style-type: none"> • Competition with Other More Famous Tourist Destinations • Changes in Government Policies or Regulations That Are Not Supportive • Limited Digital Infrastructure in Remote Areas 	<ul style="list-style-type: none"> • Increasing awareness and strengthening community institutions. • Develop good relationships with tourists • Involve all government agencies, and environmental NGOs and forest and marine security supervision 	<ol style="list-style-type: none"> 1) Increasing conservation and environmental improvement activities. 2) More aggressive promotion by promoting through social networking media 3) Ecotourism managers conduct surveys or monitor activities carried out by other tourist attractions 4) Preparation of spatial planning or tourism zoning with various related institutions and local communities.

Based on the SWOT matrix results in Table 6, it is evident that the Alas Purwo National Park Ecotourism Business possesses significant strengths and excellent opportunities to further develop this tourist destination. However, several threats and weaknesses require particular attention from the management to carefully address them and maximize the potential of Alas Purwo National Park Ecotourism through the implementation of the following strategies.

1. SO (Strengths-Opportunities) Strategy

Leverage the edge to maximize opportunities.

- Improved visual content quality: Increase the amount and quality of visual content that highlights the beauty of TNAP by utilizing the latest technology, such as high-quality drones and cameras, to create more engaging and authentic promotional materials.
- Multi-stakeholder collaboration: Expand cooperation with governments, NGOs, influencers, and other strategic partners to develop engaging social media campaigns and reach a wider global audience.
- Promotion of international ecotourism: Take advantage of the momentum of increasing interest in global ecotourism to develop communication strategies that emphasize nature conservation and sustainable tourism experiences.
- Leverage digital technology: Use innovative digital platforms, such as virtual tours or online seminars, to provide interactive experiences that introduce TNAP to potential travelers.

2. WO (Weaknesses-Opportunities) Strategy

Use opportunities to overcome weaknesses.

- Digital training programs: Organize intensive training to improve the ability of local communities to use social media, generate creative content, and utilize digital platforms for promotion.

- Increased internet access: Establish partnerships with internet service providers to improve the network around TNAP, making it easier for locals and tourists to contribute to the spread of content.
- Educational content development: Create engaging educational materials on social media to increase tourist awareness about the importance of environmental conservation.
- Collaborate with influencers: Involve more influencers in promoting TNAP, both at the national and international levels, to reach a wider ecotourism market.

3. ST (Strengths-Threats) Strategy

Harness power to deal with threats.

- Uniqueness-based promotions: Highlight unique aspects of TNAP, such as rich flora and fauna, local culture, and authentic experiences, to increase appeal amid competition with other destinations.
- Stories as a promotional tool: Use storytelling approaches to create evocative content, such as stories of rare flora and fauna, local community participation, and conservation efforts.
- Sustainable campaigns: Maximise positive reviews from visitors and available facilities to strengthen TNAP's image as a leading ecotourism destination, while continuing to update promotional narratives on social media.

4. WT (Weaknesses-Threats) Strategy

Reduce weaknesses and mitigate threats.

- Improvement of tourism facilities: Improve ecotourism support facilities at TNAP to increase tourist satisfaction, thereby encouraging positive reviews that have an impact on promotion on social media.
- Varied promotional approaches: Don't rely solely on social media; Also use other media such as print publications, video documentaries or community events to reach a wider audience.
- Collaborate with digital partners: Engage digital organizations to help local communities create quality content, despite limited infrastructure and devices.

The results of the interview with R1 stated that the reason for choosing Alas Purwo was because of the beauty of the beach and the biodiversity of the flora and fauna, according to R1 the road access to Alas Purwo is quite good, the facilities and infrastructure are also quite good. the experience when visiting Alas Purwo is quite pleasant. it's just that the management of ecotourism in Alas Purwo involving the community is still not optimal, some visitors have not been involved. According to him, the advantage of Alas Purwo is its attractive beach, in addition to its diverse flora and fauna, especially rare birds and animals that are still abundant in Alas Purwo. R1 hopes that in the future Alas Purwo semKin will involve a lot of the community, as well as provide education so that the community and visitors better understand the meaning of conservation and ecotourism. It is hoped that Alas Purwo can collaborate with the private sector to develop facilities, as well as promote through social media by collaborating with influencers. So far, the role of social media has greatly influenced Alas Purwo ecotourism. R1's opinion is in line with the results of interviews with R2 , R3. R5, R6 and R10.

The results of the interview with R4 are known as the reason for visiting Alas Purwo because the place is large, still natural and has history, it was also revealed by R7 who said that Alas Purwo has a mystical story behind its forest that is still feared by many people at night, he is also interested in the story that many people talk about Wagini (one of the locals whose story had been viral in the media, Coincidentally, the researcher had a conversation with Mr. Wagini as well. R7 also said mystical stories are very interesting to hear and retell. He also really liked the historical sites of Hindu development there. R7 thinks that the access road infrastructure to Alas Purwo is good enough. This is also justified by R2, R3, almost all agree that access to the purwo base is quite good even though it needs to be improved in terms of public transportation facilities because only private vehicles can access the purwo, while public transportation has no route there. The average visitor said that their experience traveling to Alas Purwo was quite fun, exciting and comfortable, they could enjoy the beauty of the beach.

R1 and R3 argue that currently there are a lot of tourists who upload photos about Alas Purwo on social media, about the beach, about the diversity of animals and plants that exist. Most of the young generation who understand technology, use social media to share their activities when traveling. Along with the changes that have occurred, it is undeniable, the speed of information disseminated through the internet by young people, the more people know about the existence of Alas Purwo. They were curious about the mystical story, the beach, so they scrolled the official Alas Purwo account to look for information. When the researcher observed directly, many of the visitors were teenagers who had just celebrated graduation, they took pictures at the Alas Purwo Gate. With the official Alas Purwo account, the public can be more active in contributing to creating content that attracts tourists. Sometimes they also ask if there are any events or programs that will be held in the near future, considering that there is usually a moment of release of turtle hatchlings on Ngagelan beach which is a turtle conservation site.

The expectations of visitors to Alas Purwo as expressed by R2 hopefully it will be even better, R3 hopes that the car park will not be too far. R4 also hopes that the cleanliness will be maintained and prioritize flora and fauna in the sense that when developing infrastructure, the sustainability of their habitat should also be considered. It is also hoped that R5 will continue to preserve its naturalness. They agreed that Ecotourism should continue to maintain the ecosystem so that it remains sustainable and not overly exploited. R6 emphasized that visitors must also maintain cleanliness and the surrounding community is allowed to sell or become tour guides. But don't throw garbage carelessly, because more and more traders in Alas Purwo have the potential to have garbage everywhere and don't give food to the animals there. This is so that animals do not depend on visitors, resulting in them being wild and endangering visitors. Even though nature has provided food for animals in Alas Purwo.

R11 and R12 are informants who are the managers of Alas Purwo Ecotourism, they agree that Alas Purwo has the potential of a forest rich in flora and fauna, as well as

beautiful beaches, has high and large waves, as well as a cave where semedi is medi, and also a cultural heritage site. This is very good to be developed into sustainable ecotourism. R11 also said that concrete steps that have been taken to develop ecotourism include empowering the surrounding community to care about the Alas Purwo area, according to R12 offline and online promotions have been carried out by managers, improving facilities and infrastructure, maintaining the safety of the area and visitors. Managers involve the village government and the community to be directly involved in ecotourism in terms of accommodation, transportation and food. The promotion carried out by wkowisata according to R11 is through social media, R12 also agrees, even R12 is also actively uploading information or photos to social media about the beauty and uniqueness of Alas Purwo, as well as answering questions from people about Alas Purwo. For obstacles in ecotourism management, R11 said that while there is no such thing, but R12 said that the limitation of personnel in the task of maintaining and securing Alas Purwo is an obstacle, considering that Alas Purwo has a fairly large area while personnel are inadequate. Another obstacle is the limited knowledge about ecotourism development, in addition to the status of Alas Purwo which is a National Park so that it is hampered by regulations so that it requires intense communication between agencies, be it the ministry of environment, local governments and managers and the surrounding community

For promotion, the manager has carried it out, R11 and R12 agreed, the manager optimizes social media not only for promotion, but also provides knowledge and updates about activities carried out in Alas Purwo National Park. Managers also work with other media to promote Ecotourism.

Regarding the management's policy in managing the negative impact of visitors on flora and fauna, R11 said that it has given an appeal in the form of warning signs regarding road access or special signs for zones where many wildlife pass by, so that visitors can be more careful when passing through the road. National Park Managers also provide continuous education both through social media, signboards, and direct socialization to tourists (R12). The manager collaborates with the travel party to promote Alas Purwo, R12 said to his knowledge that the National Park Manager collaborates with Radio or newspapers, as well as travel for promotion To ensure the sustainability of ecotourism in Alas Purwo, the manager strives to maintain each other with the forest buffer environment. Maintaining the sustainability and security of the area, providing assistance to the community involved and improving facilities and services. R11 assessed that Alas Purwo has many opportunities to develop, R12 also stated that Alas Purwo began to Re-Branding which was previously known as Religious tourism, now it is also starting to intensively reintroduce natural tourism and its uniqueness.

5. Discussion

The Role of Social Media in Ecotourism Promotion

Social media plays a role as the main tool in introducing Alas Purwo National Park to tourists. The survey results show that most tourists know about Alas Purwo National

Park through Instagram and Facebook, where photos and videos about the natural beauty and diversity of flora and fauna are the main attractions. Promotions carried out through social media allow direct interaction with the audience and speed up the information process.

Social media has a significant role in supporting the promotion of ecotourism in Alas Purwo National Park through the following aspects:

1. Increase Awareness and Attract Tourists:

Platforms such as Instagram and Facebook allow the dissemination of information in the form of images and videos showcasing the natural beauty, biodiversity, and local culture in Alas Purwo. Engaging content can encourage tourists to visit the area. With the content about Alas Purwo, many social media users know the existence of Alas Purwo.

2. Education and Environmental Awareness Increase:

Social media serves as a tool to convey education to the public and prospective tourists about the importance of conservation and ecotourism practices that are environmentally friendly. Information related to local flora, fauna, and ecosystems can be disseminated to increase understanding and awareness about environmental conservation. This understanding is important, so that tourists are comfortable when traveling, plus the knowledge that we should not carelessly take plants or animals because it is a conservation area.

3. Facilitate Local Community Interaction and Engagement:

Social media enables local communities to actively engage in discussions, share their experiences, and provide feedback on ecotourism management. This participation encourages them to take a more active role in preserving the environment and fostering the sustainable development of ecotourism.

4. Effective and Efficient Promotion:

Social media offers lower promotional costs with a wider reach than traditional promotion methods. Information about tourist destinations can be spread quickly, reaching more potential tourists.

5. Collaboration with Influencers and Communities:

Using the services of influencers or nature lovers communities can expand the promotion of destinations and attract the attention of certain tourist segments that are relevant to the concept of ecotourism.

6. Feedback Collection and Evaluation:

Social media provides a space for travelers to provide reviews and feedback. This information can be used by managers to improve the quality of services and tourism experiences in Alas Purwo National Park.

However, the success of promotion through social media is highly dependent on the quality of the content produced and the ability of managers to maximize the use of the

platform. Therefore, increasing the capacity of human resources in social media management is important to ensure the success of ecotourism promotion.

Community Participation in Ecotourism Management

Social media also increases public participation in ecotourism management. Local communities who are active on social media are more involved in tour guide activities, sales of local products, and the implementation of conservation and environmental education activities. People can use social media to share stories, information, and experiences related to nature conservation and ecotourism.

Community participation in ecotourism management in Alas Purwo National Park is a key element to ensure environmental sustainability and the welfare of local communities. The surrounding community, especially those in buffer villages such as Kalipait Village, has an important role in conservation through the application of local wisdom and active involvement in various ecotourism activities.

1. Application of Local Wisdom in Conservation

The people of Alas Purwo believe in and apply local wisdom that contributes to environmental conservation. Traditions, rules, and taboos that have been passed down from generation to generation, such as the prohibition on killing peacocks and taboos in the payang system, help maintain local ecosystems. This local wisdom reflects the ecological intelligence that regulates human interaction with nature, so that community activities are in harmony with conservation efforts.

2. Involvement in Conservation Area Management

The community around Alas Purwo National Park participates in the management of conservation areas through various activities, such as ecotourism, patrols, fire protection, animal breeding, poaching prevention, and buffer zone development. This participation shows that the community is not only the beneficiary, but also the main actor in maintaining the sustainability of the area. Currently, people have begun to understand nature conservation, they no longer hunt animals and even participate in protecting and patrolling to maintain forest security.

3. Environmental Education for the Young Generation

The Alas Purwo National Park Center, in collaboration with partners, organizes environmental education activities for the younger generation. Alas Purwo collaborates with schools to provide training to students on the importance of environmental conservation.

4. Integration of Local Wisdom and Conservation

The community around Alas Purwo National Park integrates local wisdom in conservation practices. The ecological values contained in local traditions and taboos help shape ecological awareness and attitudes, which in turn support environmental conservation efforts.

5. Challenges and Empowerment Efforts

Although community participation in ecotourism management is already ongoing, challenges such as limited access to resources and education still exist. Therefore, empowerment efforts through education, training, and capacity building are essential to ensure effective and sustainable participation.

Overall, community participation in ecotourism management in Alas Purwo National Park reflects the synergy between environmental conservation and local community empowerment. By utilizing local wisdom and active involvement, communities play the role of guardians as well as beneficiaries of sustainable ecotourism.

6. Conclusions

Based on interviews conducted with visitors, the community and the manager of Alas Purwo national park. Social media has a very important role in promoting and increasing community participation in the development of sustainable ecotourism in Alas Purwo National Park. Visitors who travel to TNAP share their experiences on their social media so that many tourists know and are interested in visiting ecotourism, travel managers and agents also promote TNAP in the form of tour packages to TNAP through their Facebook and Instagram accounts, tourist actors join the Indonesian Back packer community and international backpackers make TNAP's existence expand its reach not only in Indonesia but also abroad. The results of the interview also show that Alas Purwo has a lot of potential to continue to be developed ecotourism because of its natural beauty such as beaches, tropical rainforests, bamboo forests, savannas, and its culture that is still preserved with the Giri Salaka Temple building which is visited by many Hindus. Managers, the community and related parties in this case the tourism office agreed that they must take concrete steps through development, both infrastructure for the internet network, and infrastructure for transportation. Organizing community empowerment and training programs, to improve skills and understanding of ecotourism, so that they can manage ecotourism well to increase the attractiveness of TNAP as an ecotourism destination worth visiting. Community involvement in ecotourism is very important The community can make interesting presentations about Alas Purwo, content about education about the preservation of animals and flora, as well as education about the importance of environmental conservation in the form of interesting photos or videos, so that it can increase the knowledge and interest of tourists in ecotourism, the community also contributes to providing accommodation and is active in educational activities that contribute to the improvement of public awareness of the importance of environmental conservation and increasing community income. However, there are still challenges in the development of ecotourism, including the lack of public transportation facilities to TNAP, the lack of network transmitting infrastructure so that it is somewhat difficult to communicate signals while in the National Plantation of Alas Purwo. The implementation of community training programs has not been optimal. Thus, this study shows that the role of social media is very important in the success of sustainable ecotourism development, good collaboration and synergy between the community, managers and stakeholders is also very important for the sustainability of ecotourism. Through this approach, ecotourism is not only seen in

terms of economic benefits, but also contributes to education, research, and environmental conservation, making Alas Purwo National Park an inclusive and sustainable ecotourism management model. The sustainability of ecotourism is expected to continue to be maintained and inherited to future generations, so that the potential for natural beauty, biodiversity, and preserved culture can continue to be enjoyed by future generations.

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