

The Role of Driving Actors as Social Engineers in Improving the Community's Economy through Social Entrepreneurship in Marine Ecotourism

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Received: June 27, 2024

Revised: August 11, 2024

Accepted: August 26, 2024

Published: August 31, 2024

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DOI: [10.29303/jppipa.v10iSpecialIssue.8296](https://doi.org/10.29303/jppipa.v10iSpecialIssue.8296)

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Abstract: The gap initiated the movement of empowerment through social entrepreneurship as a business effort to improve the economy of the community in the Sungai Pinang area by a driving actor named Ricky with a learning center known as Ricky's beach house. This research was conducted at Ricky's beach house in the Sungai Pinang marine tourism area with an inductive research approach with a descriptive qualitative method of field study method. This research presents data using descriptive data. This research aims to analyze the role of driving actors in improving the community's economy through social entrepreneurship and marine ecotourism. The results of this study show that the development steps taken by Ricky's beach house by empowering the potential of the surrounding community to be involved in every aspect of the development of Sungai Pinang tourism, such as utilizing people's homes as tourist lodging facilities, turning people into tour guides, and using facilities owned by other residents such as boats for tourists who want to go to the island including at the same time being the captain of the ship, being a waiter at the bar and lounge. The concept of social entrepreneurship also emphasizes the concept of ecotourism where tourism that is developed still pays attention to environmental sustainability even by involving foreign tourists as volunteers.

Keywords: Community Empowerment; Driving Actor; Ecotourism; Social Entrepreneurship; Social Engineer.

Introduction

Stakeholders have a very important role in the development of the creative economy, such as tourism, the involvement of stakeholders allows tourism strategy planning to be better and more mature, avoid conflicts during policy implementation and unite roles for positive development directions (Destiana et al., 2020). One of the stakeholders playing a role in tourism development is the government, but the government has limitations. Stakeholders who can take part in tourism besides the government are the community, in accordance with Government Regulation Number 50 of

2011 concerning the National Tourism Master Development Plan 2010-2025 that tourism development is carried out by increasing the capacity of community resources and increasing awareness and the role of the community, this is intended to change the tourism business environment and demand to always be able to improve its performance on an ongoing basis so that businesses are able to *survive* in global competition. Achieving performance continuously requires businesses to be well managed by human *resources/individuals* where the human factor plays a role as *human-intellectual-social* capital as well as the community in tourism development (Khalik, 2000).

How to Cite:

Alamuiza, M. I., Yulhendri, Y., & Fahmi, Z. (2024). The Role of Driving Actors as Social Engineers in Improving the Community's Economy through Social Entrepreneurship in Marine Ecotourism. *Jurnal Penelitian Pendidikan IPA*, 10(SpecialIssue), 559-565. <https://doi.org/10.29303/jppipa.v10iSpecialIssue.8296>

Tourism business itself is a sector that does not need to send products abroad (*invisible export*) but can produce a *multiplier effect* for a country. This makes it possible to find out the motivation of tourists (push and pull motivations) which can help the manager in building tourism destinations so that they can develop more (Simanjorang et al., 2020). In Indonesia itself, tourism has promising business opportunities, especially marine tourism considering the vast marine area of Indonesia's land, this can also be seen from the interest of international tourists who still come to Indonesia. Indonesia as one of the countries that has a lot of natural wealth makes its own attraction for tourists so that interest in visiting is high (Ginting et al., 2021).

Pesisir Selatan is a district that is actively building progress, which is considered quite rapid in various fields including the tourism sector. One of the tourist attractions in Pesisir Selatan Regency which is currently being visited by tourists is in Nagari Sungai Pinang, Koto XI Tarusan District, Pesisir Selatan Regency. Sungai Pinang is a nagari located in Koto XI Tarusan District, Pesisir Selatan Regency, West Sumatra which applies the concept of ecotourism. Ecotourism is a tourism concept that pays attention to environmental insights related to the authenticity of nature and the environment so that it allows a sense of love for nature to emerge (Gohar & Mathias Kondolf, 2020; A.Hidayah et al., 2019).

Ecotourism basically refers to a form of Sustainable Tourism that aims to protect the environment as well as build a strong economic record for a country while working towards a more developed society by contributing to biodiversity conservation, responsible actions of the tourists and local communities to save the environment as well as promote sustainability while ensuring unforgettable learning (Khattab et al., 2015). Besides that, ecotourism is the use of nature as a tourist spot while maintaining and preserving the authenticity of nature. Brandt & Buckley, (2018) with the application of the concept of social entrepreneurship. According to Pratama, (2019) social entrepreneurship basically has 3 three concepts *Social bricoleurs*: Communities or individuals who directly experience the economic problems that occur; *Social constructionists*: those who are able to develop opportunities that are not realized by others. The scope of *social constructionists* is broader than just local problems, and their business activities can be replicated elsewhere; and *Social engineers*, whose implementation is none other than to achieve social welfare or many people without any element of interest in obtaining profit (non-profit) (Fahmi et al., 2022). Social entrepreneurship seems to be a source of new and innovative solutions to social problems that the private and public sectors constantly fail to address and the lack of financial resources for non-profit organizations (Nicholls & Hyunbae Cho, 2006). Social

entrepreneurship is currently one of the most well-known terms in the nonprofit sector but also one of the most misunderstood and controversial (Light, 2006). Some authors view social entrepreneurship as a field of entrepreneurship, applying almost the same mechanisms and emphasizing social entrepreneurship (Wulleman & Hudon, 2016). Social entrepreneurship is a field of entrepreneurship, applying similar mechanisms and emphasizing social entrepreneurship (Wulleman & Hudon, 2016), which generally focuses on broad-scale issues related to the concerns of many, such as the problem of unemployment and finding solutions to change the whole system to be more responsive to social problems. So that the application of this concept can reduce the unemployment rate and improve the economy of the surrounding community in the Nagari Sungai Pinang area, so that the potential existence of Tourism can have a positive impact on society.

However, it is important to remember that ecotourism is not without its problems. To guarantee sustainable ecotourism practices, careful planning and management are necessary (Cater, 1993). Poor planning can adversely affect many things, such as overcrowding and damage to natural resources. In addition, the benefits of ecotourism are not always widespread. There are some situations where local communities have not really benefited from ecotourism. In reality it is found that ecotourism has been commercialized without regard to conservation efforts (Chrismansyah, 2023) and this misuse is considered an obstacle to the development of ecotourism in achieving its sustainability goals (Sharpley, 2006). As a result, there appears to be inconsistencies in the development of ecotourism in Indonesia, which prompted this study to examine the extent to which the planning stage of ecotourism development in Indonesia has been inconsistent.

The development of Sungai Pinang village as a tourist destination is a profitable prospect and improves the economy of the local community. Management with a social orientation makes the tourist area has its own value compared to other tourist areas in West Sumatra. Forms of social and family values that manage businesses not only seek personal interests but also for the surrounding community are a form of social value that can be seen from the daily management of this tourist area. The relatively close distance to the provincial capital is also very beneficial for tourism in this village, starting from this condition which is the background of research on the Role of Activist Actors as *Social Engineers* in Improving the Community Economy Through Social Entrepreneurship and Marine Ecotourism, with the aim of further identifying the efforts of activist actors in moving the economy of isolated areas in the coastal area.

This research comprehensively identifies the implementation of ecotourism in marine tourism and examines the implementation of ecotourism practices in improving the community's economy facilitated by driving actors to provide community livelihoods with the concept of social entrepreneurship.

Method

This research is inductive research with descriptive qualitative methods with a *field research* approach whose approach uses descriptive data in the form of written words or verbally from the observed subject (Moleong, 2015). Primary data is obtained in 3 (three) ways, among others.

Field Observation of various tourist activities and managers in the Sungai Pinang Ecotourism area. The literature study refers to various previous studies, which are used as concept and theory development to review the *social engineering* practices that have been pursued by the informants. Interviews with informants, where this research uses the *field research* method to understand the problem under study directly by going to the research site to find information related to halal tourism in the coastal tourist area of Sungai Pinang Pesisir Selatan.

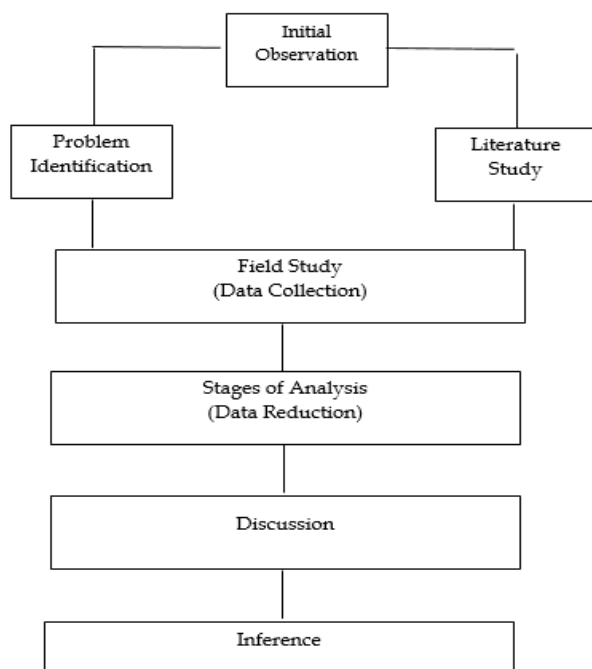


Figure 1. Research Flowchart

The informant in this research is the manager of Ricky's beach house as well as the originator and initiator of the establishment of Ricky's beach house which is used as a *learning center*. This research was conducted in the tourist area of Nagari Sungai Pinang,

Koto XI Tarusan District, Pesisir Selatan Regency in 2022.

Research data collection was carried out by interviewing informants, field observations, and documentation. The data and facts obtained were processed by triangulation in collecting information and data analysis as well as to test the validity of the data to choose which one is feasible and appropriate to be presented. Incomplete data is identified indepthly on informants through *face to face* interviews. The stages of analyzing the data obtained are through reduction by selecting data and information that is relevant to the research topic. Furthermore, data presentation is based on the results of data that has been processed and presented in a structured and detailed manner. And drawing research conclusions in the form of the main interpretation of the meaning of the data and research information that has been presented. So that it can be understood operationally by those concerned.

Result and Discussion

Pesisir Selatan as one of the centers of marine tourism offers a variety of diverse tourist destinations. One of them is maritime tourism in Sungai Pinang Nagari Sungai Pinang District Koto XI Tarusan Pesisir Selatan Regency as one of the maritime tourism managed by a driving actor with the name *Ricky beach house*. *Ricky beach house* was founded in 2010 which is oriented towards a *non-profit oriented* business with the concept of social business which aims to help the Sungai Pinang community which is considered as a community that lives in an isolated area. From the interview activities carried out with Ricky, namely a tourism activist as well as an actor driving the coastal tourism area of Sungai Pinang. Following results can be presented.

Forms of Social Entrepreneurship

Community economic empowerment by *Ricky beach house* through the implementation of the concept of social entrepreneurship is sought as an effort to improve the economy and quality of life of the community around the Sungai Pinang area. Social entrepreneurship is primarily oriented towards the goal of creating social and economic value in favor of beneficiaries and the community through the utilization of opportunities with an entrepreneurial approach. (Wulleman & Hudon, 2016). It started from the initiative to develop tourism with the competence owned by Ricky as the actor or driver of *Ricky beach house* which was obtained from his learning process through a French foundation called Klawet in 2003 and became Ridwan Tulus' staff in Padang in 2007-2009. The effort to start this business

began with the use of an unused family house as a place to stay for foreign tourists in 2010 and promotional efforts through social media such as using Facebook to introduce as well as an effort to build branding.

"There I promoted my business, by telling what ricky beach house has, to build my business branding. And Alhamdulillah, in July 2010, the bookings at Ricky Beach House blew up recognised by tourists, probably due to the factor of friends and the promotion that I did on social media" (Statement of Ricky as the main driving actor).

In addition to using social media in the introduction to tourists, Ricky also strives with *word of mouth*, namely the introduction of *word of mouth* to potential customers who meet in the market or in other tourist areas and even invite directly to the inn. With efforts like this can increase visits to the *Ricky beach house* that he manages.

"The first time they know about Ricky Beach House is when they meet a foreigner at the market or outside and I invite the foreigner to come to my inn, from there many foreign tourists visit Ricky Beach House" (Ricky's statement as the main driving actor).

As a result of the increasing number of visitors and to outsmart the limitations of lodging facilities, Ricky tried to empower the community such as using people's houses as lodging places while residents acted as tourist servants in their respective homes. In addition, people whose houses are not used are also empowered by becoming *tour guides*, shuttle services to the island using boats, and managing the Sungai Pinang area.

"I made a concept and implemented it for 2 years, namely if there are houses that are not used by Ricky Beach House then their boats are used, if local residents who usually take wood around there are diverted to work as tourist guides who come there" (Statement of Ricky as the main driving actor).

The social mission is carried out by developing and implementing a sustainable business model that refers to innovative solutions that benefit the surrounding disadvantaged communities and, ultimately, will provide benefits to the wider community (Situmorang & Mirzanti, 2012). This is done by honing the abilities and competencies of the young generation of Sungai Pinang by opening English classes as a step to prepare professional tour guides, especially in terms of language because this is considered important by a tour guide (Suardhana et al., 2012). (Suardhana et al., 2013).

"I take advantage of the foreign volunteers who come here, by giving them a place to stay for a little longer, but the tourists have to teach foreign languages to the children around the Sungai Pinang." (Statement of Ricky as the main driving actor). When viewed based on the typology of types of social entrepreneurship Wulleman & Hudon, (2016) states that there are three important elements as in Figure 1.

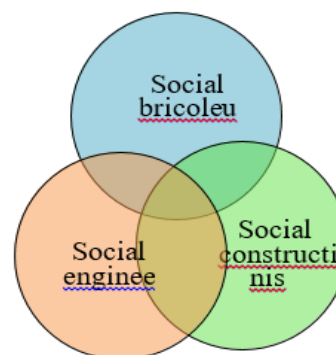


Figure 2. Typology of Social Entrepreneurship

English language skills are the main thing to be able to build communication with tourists (Wahyuningtyas et al., 2022). In addition, considering that tourists visiting Sungai Pinang are international tourists with a proportion of usually 60% French, 20% from Germany, and the rest from different countries. This English class is trained by a teacher who is brought in and paid by *Ricky Beach House* in having expertise in the field of English, the goal is that the children are trained not only in terms of concepts but in terms of pronunciation, expressions including the body language of this foreign language speaker.

When referring to the type of social entrepreneurship such as the business efforts developed by *Ricky Beach House*, it can be categorized as a *social engineer* (Hota et al., 2020). Hota et al., (2020) refer to *social engineering* as an individual's effort to change the order of social life. This was implemented by Ricky by changing the Sungai Pinang area, which was previously an isolated area, into a marine tourism business area that is visited by many foreign tourists by empowering the surrounding community, facilities sourced from the community including business support actors who take advantage of the role of the Sungai Pinang area community.

Various implementation efforts as a form of a *social engineer* can be seen from the various strategies carried out by Ricky to make the community have a better economy, including providing jobs for the community which is realized through various empowerments, as well as the introduction of the Sungai Pinang area to international tourists. Including through a wife who is a

French citizen, thus enabling this social-based business to be more widely recognized and become an economic driver for the community.

Implementation of Ecotourism

Tourism is one of the largest and fastest growing industries in the world that can provide a multiplier effect in the socio-economic field on local communities (Mustofa, 2022). Tourism development requires the role of nature observers so that nature remains sustainable. It is undeniable that tourism in addition to bringing positive impacts, especially for economic activities, also has negative impacts such as the destruction of nature due to the low sense of concern of tourists for the tours visited, especially for natural tourism (Amici et al., 2022). So it is necessary to implement environment-based tourism (ecotourism). Safitri et al., (2018) calling attention to nature is an important aspect, ecotourism is a tourism activity that is responsible for the welfare of local communities and environmental conservation so that it needs to be integrated into environmental education. To synergize ecotourism activities, the program must be able to support environmental sustainability and bring economic benefits to the surrounding community. Ecotourism development also needs to be directed towards business inclusive development (Serdang & Utara, 2022). The form of ecotourism carried out by ricky beach house in the Sungai Pinang tourism area is also assisted by tourists

Table 1. Ecotourism Development Typology

Determinant variable	Variable relay	Autonomous variables	Dependent variable
Regulation, Special license	Community involvement, tourism business potential, infrastructure readiness, tourism awareness, transportation, tourists, tourist attractions, accommodation, tourism promotion, tourism services, private investment, governance, coordination, the role of the apparatus and information	Local entrepreneurial capabilities, developer understanding of local norms, natural beauty, environmental carrying capacity, and accessibility; and	Tax income, retribution income, availability of funds for the community, preservation of local wisdom, expansion of employment, conservation of reservoir functions, forest preservation, improvement of welfare, and reduction of poverty rate

Topological variables of ecotourism development include Determinant variables which include Regulations and special permits, Furthermore, relay variables where these variables include community variables, tourism business potential, infrastructure readiness, tourism awareness, transportation, tourists, tourist attractions, accommodation, tourism promotion, tourism services, private investment, governance, coordination, the role of the apparatus and information. (Umilia, 2016). Broadly speaking, relay variables have been able to be accommodated by the parties involved in the management and development of this ecotourism which has been driven by Ricky as a driving actor.

who visit as volunteers, this will be a special attraction to get a certain social experience (Nur & Falikul Isbah, 2021).

"Tourists who become our volunteers are empowered not only to train children to speak foreign languages but also to become actors of environmental care in the Sungai Pinang area, such as cleaning the beach area, planting trees, and helping the community". (Statement of Ricky as the main driving actor)

While in the introduction of local culture, visiting tourists will be guided by local residents in experiencing the sensation of tourism with the concept of a 24-hour tour package *with local*,

"We provide lodging for international tourists in people's houses and directly mingle with the community, including following the daily habits of the community such as sleeping on the floor, eating spicy food and even participating in fishing and keswah with the community" (Statement of Ricky as the main driving actor).

This concept is also a special attraction for foreign tourists to experience the *life* of local people based on *life experiences*. According to (Ariyani & Fauzi, 2019) in a typology of ecotourism development where aspects of these typologies are in four variables as follows:

In fulfilling the standards according to the ecotourism relay variables, it is supported by accommodation, a shared lounge at Pasarsungai nyala overlooking the beach, a private beach area and room service. The accommodation provides 24-hour reception, a shared kitchen and currency exchange for foreign tourists. It also offers continental breakfast. Ricky beach house offers a terrace including bike and car rentals and the surrounding area is popular for snorkeling and cycling.

When viewed in the development of tourism carried out in Sungai Pinang, the various variables presented in the table are the concept of ecotourism development which includes natural, economic, social,

infrastructure, institutional, tourism and conservation aspects. Although overall the existing variables have not been carried out by ricky beach house in the development of ecotourism, but in general it has become a concern in the realization of social tourism development in the ecotourism environment carried out.

An important review in this research regarding ecotourism focuses on the economic aspects that consider the benefits that the community will gain, thereby obtaining profits or advantages from tourism development efforts. This can stem from efforts to become a volunteer or to provide accommodation for tourists in people's homes. The next aspect is the social aspect that Ricky has built in an effort to empower the community around the Sungai Pinang, which is directly involved in the management of the Sungai Pinang tourism area as a step towards developing sustainable ecotourism that is oriented towards the community and nature. The next focus is on the environment, such as attention to environmental sustainability, tree planting, waste cleaning, and aspects of cleanliness, including making the environment a venue for tourism products, especially for international tourists. This also includes the environmental commitment to provide services and transportation that do not harm the environment, as well as to preserve green areas, biodiversity, and the living environment of the community. This important review serves as an embodiment of the development of ecotourism in the Sungai Pinang tourism area.

Conclusions

The business concept carried by *ricky beach house* is social entrepreneurship, this is done as an effort to improve the community's economy and improve the quality of life of the community including the development of Sungai Pinang tourism so that it can be better known by the wider community as ecotourism-based marine tourism. The development steps taken are to empower the potential of the surrounding community to be involved in every aspect of the development of Sungai Pinang tourism, such as utilizing people's homes as tourist lodging facilities, becoming people as tour guides, and using facilities owned by other residents that can support tourism activities for tourists such as boats for tourists who want to go to the island including at the same time being the captain of the ship, being a waiter at the bar and lounge.

The concept of social entrepreneurship also emphasizes the concept of ecotourism where tourism that is developed still pays attention to environmental sustainability both in economic, social and environmental aspects. The practice is even implemented by involving visiting foreign tourists who

want to volunteer in caring for nature, such as cleaning around the Sungai Pinang, planting trees, and even helping the community cultivate nature to become an economic source.

Acknowledgments

A big thank you to God to Allah swt and friends who have helped this research. So that this paper can be completed on time and can be published widely to the academic community in particular. Thank you to the community and informants from Ricky Beach House who have been willing to be used as research targets. Finally, to the Master of Economic Education (MPDE) Program at Universitas Negeri Padang which has accommodated this activity through the Creative Economy course guided by Dr. Susi Evanita, M.S.

Author Contributions

All Authors have real contribution in completing this manuscript.

Funding

This research received no external funding.

Conflicts of Interest

Regarding this study, the author declares that there is no conflict of interest.

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