

The Success Story of Tepus Tourism Village in Gunungkidul Regency Yogyakarta Indonesia

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Abstract:

Covid 19 pandemic hits tourism in Yogyakarta Indonesia including Desa Wisata (Tourism Village). Desa Wisata Tepus in Gunungkidul Regency of Yogyakarta Indonesia has many interesting tourism attractions such as home-made Batik, Silver jewellery, beautiful beaches and local culinary. However, those tourism attractions were not promoted and managed properly in the beginning as only limited tourist who come before the year 2022. This research is implemented to find out factors that effect from nothing to well-known tourism destination. The Research Question are what factors that make this village improvement and receive award from the government as well as Do Marketing Communication becomes one of the factors on the improvement. A qualitative method that used in-depth interview, Observation and Library Research toward management of Desa Wisata Tepus and key personnels from Gunungkidul Tourism Office were implemented to find out the best strategy to create from Zero to Hero success journey. The 2nd winner of Desa Wisata award 2022 category souvenir is the critical improvement point for Desa Wisata Tepus. It is expected that the result of this research will be the guidance to create another successful story of Desa Wisata and other tourism destination.

Keywords: Desa Wisata/ Tourism Village, Marketing Communication

Background

Indonesia is a country which has more than 17.000 islands that has great culture and unique local wisdom in almost every region. From the East to West part of Indonesia; Sumatra, Kalimantan, Sulawesi, Bali, Timor islands up to Papua; Java Island has the greatest population among the big top islands in the country. With the great number of populations, Java is divided into 3 major provinces that is East Java, West Java and Central Java which all of them have delicious culinary and unique local culture, culinary as well as beautiful clothing like *Batik* and *Tenun*. These two traditional clothes in Central Java are the indigenous and popular traditional souvenirs nowadays.

Tourist and thematic villages have the potential to be a solution for Covid 19 pandemic economic recovery. The development of tourist villages is a concern, one of which is through the Indonesian Tourism Village Award (ADWI) as an effort to boost the performance of tourist villages in the country. The holding of ADWI 2022 in collaboration with various strategic partners to develop the potential of a tourist village is expected to become a new spirit and commitment of the village community in developing a competitive and sustainable village.

There are 7 categories of ADWI 2022 ; Tourism Village institutional, visitor interest point, Cleanliness Health and Safety Environment, Souvenir, Digital and Creative, Homestay and Public Toilet. Souvenir as one of the categories becoming concern for destination development as it has the perceived value of a tourism destination (Wang et.al, 2018).

Gunungkidul as one of the districts in Yogyakarta – Indonesia has ± 25 tourism villages as tourism focus development nowadays. *Desa Wisata* Tepus or Tepus tourism village that is located in Gunungkidul Yogyakarta Indonesia was formed in 2019 and surprisingly it could become the best tourism village with category souvenir on the national tourism village competition in 2022.

The Minister of Tourism Republic of Indonesia, Mr. Sandiaga Uno, visited the village in August 2022 during the competition visit and mentioned that this area has beautiful natural view with beaches (<https://travel.kompas.com/read/2022/09/01/080300127/pesona-desa-wisata-tepus-di-gunungkidul-pegunungan-hingga-pantai?page=all>). In addition to that, Tepus tourism village offer tourism attractions such as learning to make Batik and Silver production as well as learning to play Karawitan (Javanese musical instrument), and riding off-road jeep along the beaches.

A previous study done by Mujiburohman (2022) mentioned that Tepus village has regional potential in the fields of agriculture, animal husbandry, fisheries, small and medium industries, and tourism. It was suggested that the development of the potential of Tepus Village can be done by: managing and empowering Village Owned Enterprises (BUMDes), optimizing the allocation of village funds, developing coastal tourism, land legalization, and developing Small and Medium Enterprises.

The Small and Medium Enterprises (UMKM) in this village consist of souvenir production such as Batik, Silver and *Pathilo* (traditional snack made from cassava). In fact, the souvenir aspect is one of the reasons that *Desa Wisata* Tepus selected as the 2nd winner of *Desa Wisata* award (Anugerah *Desa Wisata* Indonesia) 2022 category souvenir held by the Ministry of Tourism and Creative Industry Republic of Indonesia in November 2022.

Indeed, this study was implemented to find out factors that effect on the Success Story of *Desa Wisata* from nothing to well-known tourism destination that could become a guidance for other tourism village to develop itself.

The Research Questions of this study are what factors that make this village improvement and receive award from the government? as well as Do Marketing Communication becomes one of the factors on the improvement?

The aim of this research is to find out factors that affected on the progress of *Desa Wisata* from nothing to well-known tourism destination.

Theoretical Framework

Mirghani & Elkair (2015) mentioned that training always have a priority in all of the programs held to upgrade the local leaders in Guli locality of Sudan. It is very interesting to see the great impact of it to the society at large which could be considered as Social Transformation. Indeed, Social transformation is associated with positive social changes that occur in society, namely a change in the form from one to another due to the process of creating a new thing produced by science and technology (Mahmuddin, 2017).

Ocktilia et.all (2020) addressed that the success of the social transformation is shaped by the presence of planned program; the desire of the community to improve their conditions; the availability and utilization of resources; and the commitment of agents of change to work for the welfare of the community.

This condition is also in line with the theory of social transformation which refers to the theory of social change (Mosk, 2007). The theory of social change states that change occurs when there is a desire by community members to give up conventional social systems and begin to determine and use new models and social systems.

The infrastructural conditions of villages have important role, but they are not enough in themselves for the success of a certain village. Those local communities need to have enforcement from external expert (Ludescher, 2009).

In addition to the previous finding, a study held by Demolinggo et.al (2020) found that tourism and local wisdom have become unity and seem to strengthen one another. In other words, harmonization between the environment, arts and culture, and community life aspects through local wisdom, can become a tourism commodity.

A good collaboration between government and community is important to overcome the weakness and threat as tourism truly provides economic and social impacts to preserve the local sense of the community. A study in Cikondang Village in Majalengka West of Java Indonesia was implemented to assess the prospect of the tourism village attractiveness which involve the synergy between many stakeholders. It was found that collaboration between the government and the community is needed in managing tourism villages, especially using a strategy which focuses on improving infrastructure, marketing, and providing knowledge about tourism to the community (Fatimah & Wazni, 2020).

The development of tourism significantly contributes to the nation's economic growth, but it involves a trade-off between ecosystem services, social and cultural identities in many developing countries. Indeed, tourism village should preserve the local customs, safeguarding the environment and having a positive impact on its surroundings. Istiqomah et.al (2020) mentioned that the success of a tourism village shall have a multiplier effect in the form of higher rural communities' welfare, increased revenue from tourism sector and infra-structure betterment to increase tourist access.

A study done by Djuwendah et.al (2021) in Lebakmuncang tourism village in Ciwidey Bandung West Java Indonesia found that some strategies that can be carried out in developing agro-tourism as one of tourism destinations are: (1) increasing community involvement, (2) adding attractions and coffee processing in tour packages, (3) adding supporting facilities that are not yet available, (4) synchronizing development programs with stakeholders, (5) training human resources in internet technology-based tourism management, (6) partnerships in promotion and marketing with travel agents, (7) improving service quality, (8) creating community-based and sustainable agro-tourism branding, as well as (9) promotional cooperation with other tourist objects.

Community empowerment has a great influence on the development of tourist villages in Bali (Arida, 2019). There are three types of community empowerment in the development of tourist villages in Bali, among others: 1) internal type, 2) external type, and 3) mix type, which one is a combination of first and second type. The study also found that in some village tourism village development is done on cooperation between two villages, namely traditional villages and village offices.

A smart tourism destination provides new personalized experiences extracted from real-time data and the combination of Information Communication Technology and the physical world, even the same attraction will provide a unique experience to each visitor (Novelli and Nibigira, 2012).

Pranita et. al (2020) mentioned that there are five basic requirements for smart tourism development according to some experts such as Digital Skills, Financial Support, Digital Infrastructure and Mentoring

Support. Indeed, these skills are among those important that should be possessed by communities in tourism villages that could direct the village to a more profitable tourism area.

Goa tourism village in India could be one of the tourism villages that has many interesting tourism point of views as Goa has the industries, Goa has the policies, and Goa has the infra-structure. Given the fact that Goa is the state with the highest unemployment rate, Kamat (2012) found that entrepreneurial growth is necessary to bring up the village to be more well-known and has a great impact on community's income. Income sources for community in the tourism village can be derived from local handicrafts such as Batik as the distinguish masterpieces in the country. The establishment of the Pesindon batik tourism village in Central Java Indonesia provides positive benefits for socio-cultural impact and changes in values as well as provides additional literature on life in society. The development of batik tourism villages has an important role in the development of sustainable tourism. On the other hand, it is also has an impact on a paradigm shift in socio-cultural impacts and changes in community values. The study results on the determination of Pesindon as a batik tourism village in Pekalongan City had a positive impact on the relationship between batik entrepreneurs, batik workers and batik entrepreneurs with the community (Kusumawati et.al. 2022)

Tourism is a variety of recreation activities supported by facilities and services provided by the local community, fellow tourists, government, local government, and entrepreneurs (Pangesti and Budiarti, 2020). One of the sustainable tourism development principles is the local communities' participation in tourism planning and management. Local communities, especially local people in tourist areas, are the key because they can provide attractions while determining the quality of tourism products.

This study will further explore many aspects of Tepus tourism village in Gunungkidul district Yogyakarta Indonesia including the role and capacity development of the local communities supported by related stakeholder.

Method

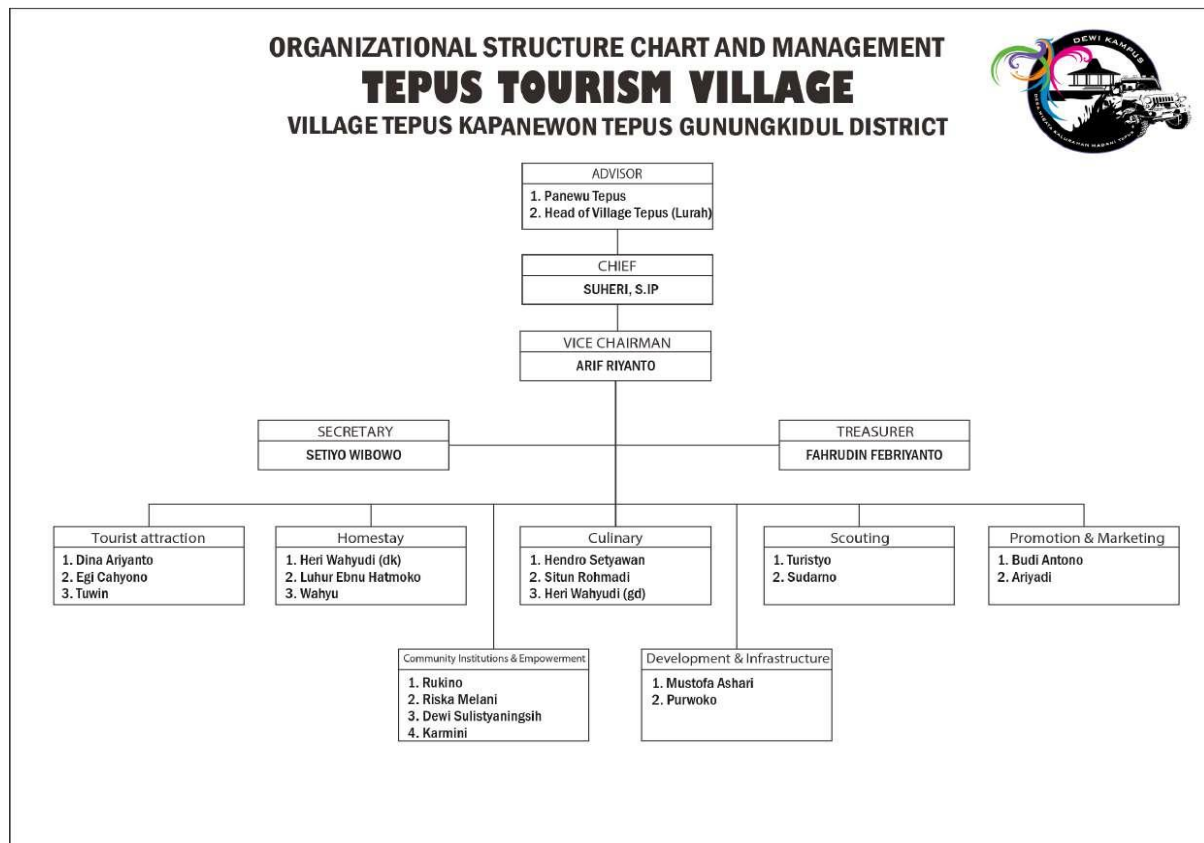
In order to find out the best strategy to make a tourism village successful, a qualitative research was implemented in this study with indepth interview toward the key personnels such as the head of Tepus tourism village, the responsible person for social media especially Instagram of *Desa Wisata Tepus*, the head of Gunungkidul Tourism Office and one of the sub division heads in Gunungkidul Tourism Office. In addition, identification of the potential and development strategies in *Desa Wisata Tepus* was implemented by using participatory observation through primary data from Tepus tourism village and Gunungkidul Tourism Office as well as secondary data from library research, electronic population survey and related social media.

Result

The critical improvement point for *Desa Wisata Tepus* as before February 2022 is that this village was managed traditionally as the main activity was only peasant and do not have support from external expert to develop the village.

There is a slight social change in which some of the farmers communities in Tepus tourism village was transformed into private sector functions such as the souvenir producers. In fact, the three souvenirs Silver, Batik and Pathilo are the main products from Tepus which bring up this area into national level.

Started as Pokdarwis (Kelompok Sadar Wisata or Travel Awareness Group), *Desa Wisata Tepus* was then formed in 2019 with organization structure as explain in Picture 1 below;



Picture 1. Organizational Structure Chart Tepus Tourism Village

Although the organization structure chart exist but unfortunately only some of the personnel who are really concern to develop the village before the competition of tourism village held in 2022. As mentioned by Fasa et.al (2022), synergy and interconnectivity to develop tourism village is needed not only for covid 19 recovery but also to support the sustainable development goals.

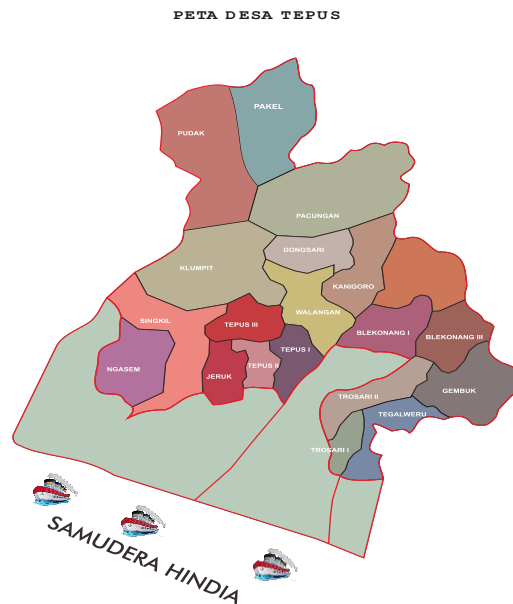
In addition to that, the Model for Perceived Destination Value and Tourists Souvenir Intention (Wang et. al, 2018) mentioned that value perception influence tourists’ souvenir purchase decisions as well as in order to create the great value, proper marketing communication to promote and provide a competitive advantage for future customer loyalty is necessary (Kovanoviene, et.al, 2021).

A. Demography

Tepus is one of the villages in Gunungkidul with 2851,2222 hectares that have 20 *Dukuh* (sub villages); Tepus I, Tepus II, Tepus III, Pudak, Pakel, Pacungan, Dongsari, Klumpit, Kanigoro, Walangan, Singkil, Ngasem, Jeruk, Blekonang I, Blekonang II, Blekonang III, Trosari I, Trosari II, Gembuk, and Tegalweru as explained in Picture 2 below.

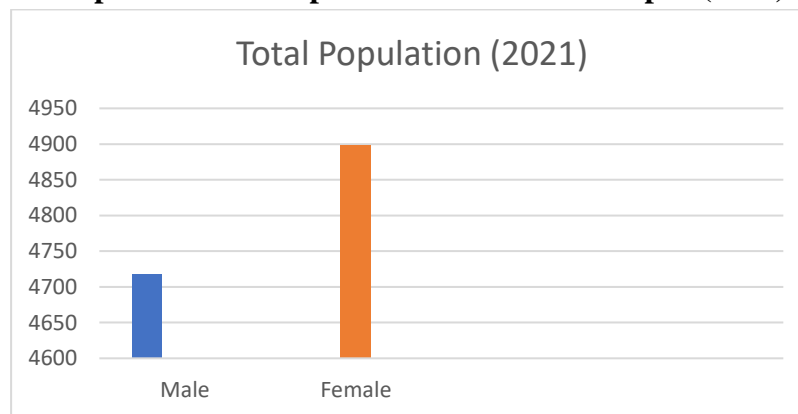
In addition, the souvenir award from ADWI (*Anugerah Desa Wisata Indonesia*) 2022 is consisted of Silver that is produced in Blekonang I sub village, Batik in Gembuk sub village and *Pathilo* in Pakel sub village.

Picture 2. Desa Wisata Tepus



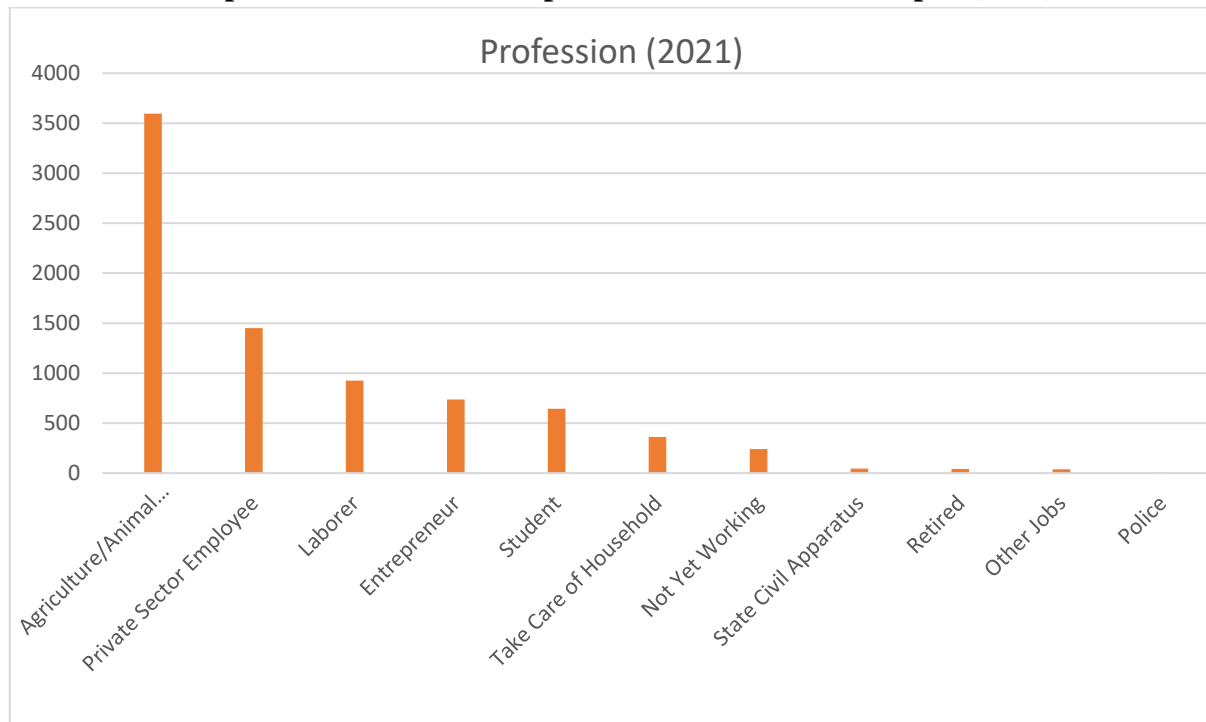
From the 20 sub villages as mentioned at the above, there are 9.616 people which consist of 4.718 man dan 4.898 woman as recorded by population survey in Yogyakarta Special province. Graphic 1 below is the illustration graphic for the total population. In order to further explain the Graphic 1, Graphic 2 describe the profession of the total population. The majority profession in the village is peasant with 3.595 people followed by 1.450 people who have their own business.

Graphic 1. Total Population Desa Wisata Tepus (2021)



Source : <https://kependudukan.jogjaprov.go.id/statistik>

Graphic 2. Profession of Population in Desa Wisata Tepus (2021)



B. Training

b.1. Batik design skill Improvement Training

The ideal tourism development will always show concern for environmental preservation, involve the government and local communities. Tourism development that involves the community is very important to create jobs, provide an understanding of tourism, and improve the economic conditions of the people. Tourism has enormous prospects if it is developed properly through improving facilities and infrastructure as well as community participation. In order to be able to develop and promote these tourism activities, good management is needed, supported by human resources who are experts, experienced, and committed to tourism (Hermawati, 2021).

The people in Desa Wisata Tepus are already have their own activity such as farming, civil servant, and entrepreneur but they do not know how to improve themselves (Suheri, 2022).

Referring to the above statement, a training on design skill improvement for Batik workers were given to some woman in the area as shown in Picture 2 below. It is expected that through this training, the workers could increase their motivation to have more attractive patterns and colors for the Batik souvenirs.

Indeed, the importance of training for Batik Small and Medium Enterprises is to strengthen the industry through training, workshop, and technical assistance in: (1) development of typical regional motif; (2) producing souvenirs and packaging; (3) batik patterned dress; (4) batik with natural dyes based on research; as well as (5) excellent service and simple communication in English (Syamwil et.al, 2015).

Picture 3. Batik Design Skill Improvement Training



b.2. Digital Marketing Training for Silver Workers

The previous study done by Wiriutama & Andiani (2021) mentioned that the challenges faced related to the development of *Tigawasa* tourism village in Bali are the limitations of existing materials to make the souvenirs, lack of innovation, and lack of promotion. Indeed, this is also occurred in Desa Wisata Tepus. Therefore, besides training given to Batik workers as mentioned at the above, there are some trainings being conducted to improve competency such as Digital Marketing Training for Marketing and Branding for Silver workers (Picture 4).

Previously Tepus Tourism Village already had tour packages but had many limitations at that time such as no innovation and did not know how to promote (Suheri, 2022)

Picture 4. Digital Marketing Training for Marketing and Branding for Silver Workers



The aim of this training is to improve worker's competency to promote silver product through digital marketing channel such as social media (Instagram and Facebook), website and marketplace that is a

destination on Facebook where people can discover, buy and sell items. It is expected that this training will enlarge the market for the souvenirs and attract more buyers.

C. Tourism Attraction

President of Republic Indonesia, Mr. Jokowi mentioned on his speech on the World Tourism Day 2022 that tourism in Indonesia should be more affirm and create community welfare (<https://ambon.antaranews.com/berita/137049/presiden-jokowi-pariwisata-harus-lebih-tangguh-dan-sejahterakan-masyarakat>).

For example, tourism potential of North Badung regency in Bali is very potential to be developed and various efforts have been made but the development of tourism in North Badung has not provided the expected results. This can be seen from the number of poor people who are still very high and the number of poor people is one indicator that the development of tourism in North Badung has not been able to prosper the community (Wiratini & Utama, 2020). The suggestions of the research are; 1) Government, traditional villages, *Pokdarwis* (Tourism Awareness Group) and the community need to be more synergized in the development of tourism. 2) The need for guidance and training in tourism for the community so that people have more knowledge and skills to participate in tourism. 3) The role of *Pokdarwis* and traditional villages as social institutions need to be more concerned and actively involved in the process of developing tourism attraction in the area.

There are some tourism attractions in the area such as Watunene beach (Picture 5), Poktunggal beach (Picture 6), the Small and Medium Enterprises (*UMKM*) such as Batik 'Pinilih' (Picture 7), Silver 'Surya' (Picture 8), *Pathilo* the local cassava culinary (Picture 9) and Offroad Jeeps for local transportation in the village (Picture 10).



Picture 5. Watunene Beach



Picture 6. Poktunggal Beach



Picture 7. Batik Pinilih



Picture 8. Silver Surya



Picture 9. Jeep Offroad



Picture 10. Pathilo

Indeed, all of this tourism attractions in the village open great opportunity for people to work and involved. Some of them works in Batik, Silver and 'Pathilo' industry; some of them becoming the drivers for the Off-road Jeep and some of them selling foods and drinks in the beaches.

D. Tourism Outlook

With the 'ADWI' award on category souvenir received by *Desa Wisata Tepus* in November 2022, there are more visitors coming to this area which affected indirectly on the community's welfare. Table 1 below explains the Visitor Manual Record from November 2021 to December 2022;

Date & Time	Guest Origin	Number of Participants	Reservation	Contact Person	Package
Wednesday Nov 23, 2021	Gunungkidul Tourism Office, Travel Bureau (Central Java, DIY, DKI, West Java) (FAM TOUR)	30 people	Gunungkidul Tourism Office	Sumaidanto	Welcome Dance, Welcome Drink, Explore the Adventure Village, SME Batik - Silver, Lunch, Karawitan, Explore Virgin Beaches
Monday Nov 29, 2021	Regent of Gunungkidul, Gunungkidul Tourism Office, National Media (FAM TOUR)	50 people	Gunungkidul Tourism Office	Sumaidanto	Welcome Dance, Welcom Drink, Explore the Adventure Village, SME Batik - Silver, Lunch, Karawitan, Explore Virgin Beaches
Friday December 10, 2021	Faculty of Economics, Mercubuana University, Yogyakarta	50 people		Prasetyo - Travel Mate Yogyakarta	Welcome Dance, Welcom Drink, Explore the Adventure Village, SME Batik - Silver, Lunch, Karawitan, Explore Virgin Beaches, Gala Dinner
Saturday December 18, 2021	Cilegon City Government, Government Division	25 people	Cilegon City Government		Welcome Dance, Welcom Drink, Explore the Adventure Village, SME Batik - Silver,

					Lunch, Karawitan, Explore Virgin Beaches
Number of Visitors (November - December 2021)					155 people
Saturday Januari 22, 2022 1 PM	Mertoyudan State Public High School, Magelang	65 people	Tepus Tourism Village		Welcome Dance, Welcome Drink, Explore the Adventure Village, Explore Virgin Beaches, Gala Dinner
Saturday Januari 22, 2022 1 PM	Faculty of Economics, Mercubuana University, Yogyakarta	102 people	Tepus Tourism Village	Prasetyo - Travel Mate Yogyakarta	Welcome Dance, Welcome Drink, Explore the Adventure Village, SME Batik - Silver
Saturday May 21, 2022 9 AM	Head of SLB, Sukoharjo District, East Java (STUDY TOUR)	35 people	Tepus Tourism Village	Andri (Surabaya)	Welcome Dance, Welcome Drink, Explore the Adventure Village, SME Batik - Silver, Lunch, Karawitan, Explore Virgin Beaches
Wednesday June 29, 2022 9 AM	Government of the village of Cijambe, Subang, West Java	100 people	Tepus Tourism Village	Dio Tour	Presentation in Hall, SME Batik - Silver
Monday December 12, 2022	Sub District Secretary and Head of the Government, Peace and Public Order	15 people	Rismel	Shailendra - Village Secretary	Hearing about tourism village and disaster, SME Batik - Silver, Virgin Beach Jeep

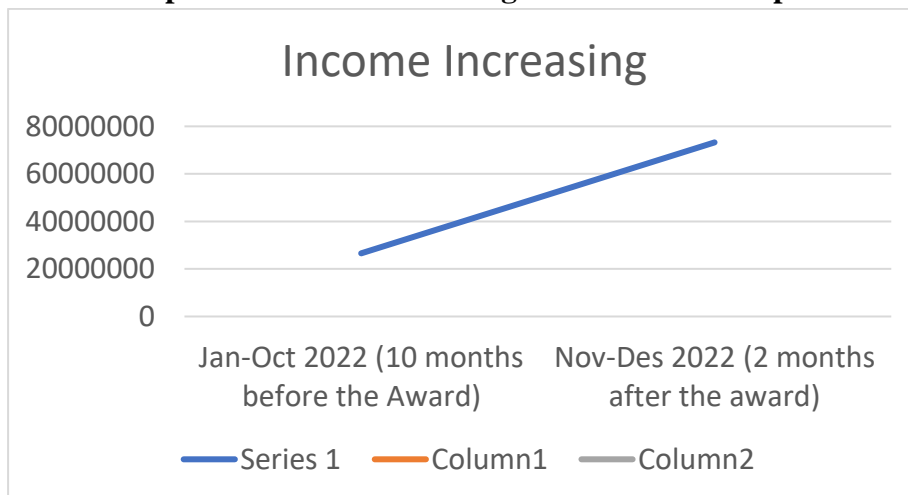
	Section, Selorejo Sub-District, Salatiga City				
Tuesday - Thursday Desember 13-15, 2022	Head of East Kalimantan Provincial Tourism Office & Pokdarwis	7 people	Tepus Tourism Village	Kiki - East Kalimantan Provincial Tourism Office	Live in full 3 days 2 night, Welcome Dance, Welcome Drink, 3 SME, Explore Virgin Beaches, Explore the Adventure Village, Pick Up + Drop Off, Gala Dinner,

Table 1. Visitor Manual Record 2021- 22 Desa Wisata Tepus Gunungkidul Yogyakarta

It can be seen that the management of the village is still manually to record the visitors and they are not yet having a good system on the visitor management. Although it does not state the exact number in Rupiah but they said that there is an improvement on the economic aspect in the community before the award and after the award as explained in Graphic 3 below.

After receiving the award, we have so many guests coming to the village and that is affected on our income (Turis, 2022)

Graphic 3. Income Increasing in Desa Wisata Tepus



Source: Internal data of the village

In order to create community welfare in Desa Wisata Tepus, Mr. Arif Aldian the head of provincial tourism office suggested;

The packaging of souvenirs need to be standardized and presented as attractively as possible.

Utilizing and reviving community activities (guests are invited to witness how the process of making souvenirs, by paying and benefits are also obtained by the craftsmen. Seeing paying Rp. 5,000 and if you want to practice directly paying Rp. 10,000 . (has started running since participating in the competition).

Despite the progress of visitor numbers, there are some weaknesses found such as there is no proper visitor recording until this paper is written and there is not yet exact financial report before and after receiving the award.

E. Role of Social Media

Besides the assistance from expert or consultant, Suheri (2022) mentioned that the key for the improvement in *Desa Wisata* Tepus is through social media as part of marketing communication.

A study on the role of social media in promoting sustainable tourism done by Chatterjee & Dsilva (2020) found that the emergence of social media has brought a paradigm shift worldwide as a medium of communication, facilitating users to observe, interact and exchange information. The evolution of social media as new technology has changed the working of the tourism sector which in turn has significantly influenced the sustainable tourism business.

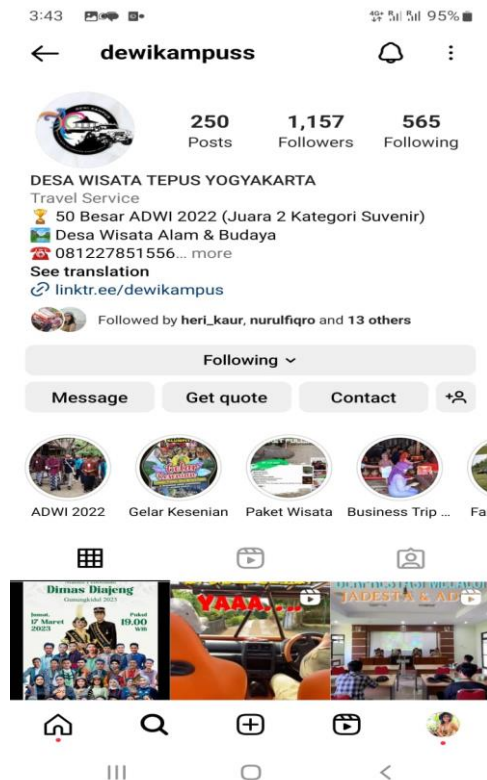
As a dynamic industry, tourism has experienced a great deal of information and communication transformation nowadays as one of the marketing tools. Recently, social media which consists of Facebook, Twitter, Instagram, Path, YouTube etc have played a significant role in marketing and tourism promotion worldwide. This platform enable tourism attractions or destinations to influence prospective visitor to make visit decision and to maintain a good relationship with existing or past visitor (Cornellia et al., 2017)

Tepus Tourism Village has limited content due to lack of confidence and limited creativity. Since being assisted for about 2 months, I feel more confident, always exploring the potential that exists in the village for development, self-learning, and always motivated to develop existing potential (Suheri, 2022).

There is a huge difference on social media management especially on Instagram *Desa Wisata* Tepus before receiving the award ADWI 2022 and after the moment. It can be seen from Picture 11 that the Instagram followers in May 2022 was only 225 people while Picture 12 tells that in March 2023 the Instagram followers has improved up to 1157 people.



Picture 11. Instagram *Desa Wisata* Tepus on May 2022



Picture 12. Instagram Desa Wisata Tepus on March 2023

On the in-depth interview, Mr. Arif Aldian the head of government tourism office in Gunungkidul stated that;

The batik owned by Desa Wisata Tepus is original in terms of design and coloring because it uses natural dyes (roots, leaves and flowers). Batik designs are adapted to market segments, Utilizing and reviving community activities (guests are invited to witness how the process of making souvenirs, by paying and benefits are also obtained by craftsmen. If people just see pays Rp. 5,000 and if you want to practice directly pays Rp. 10,000 . (has already started running since participating in the competition). Therefore, Packaging of souvenirs need to be standardized and presented as attractively as possible.

One of the purposes in the Indonesian Ministry of Tourism objective is to develop and improve the performance of tourism destination, specifically on rural tourism. A study done by Maulana and Sitinjak (2018) in Wangun Lestari Tourism Village found that there should be a comprehensive concept of Leadership, Strategic Planning, Customer Management System, Knowledge Management, Workforce Engagement, Operation Focus and also Evaluation Metric for the tourism village in order to be progressive.

As a closing, there should be a more creative content and more attractive packaging of the souvenir that could become the point for discussion for further study (Indepth Interview with Mr. Jarwo, 2022).

Conclusion

It can be concluded that the key factors for success story of Tepus tourism village improvement that was finally affected on receiving the award from the government is through ;

- a. Social media as part of Marketing Communication especially Instagram

- b. Accompaniment from expert/ consultant related to marketing/ promotion program and tourism attraction
- c. Training to improve the souvenir worker's competency

Furthermore, the impact of the Key Success are;

- a. Receive Award
- b. Visitor Improvement
- c. Income Improvement

Suggestion

In order to pursue the keys success, a tourism village should have;

a) A well planned Marketing Communication

Marketing communication includes advertising, direct marketing, branding, packaging, online presence, printed materials, PR activities, sales presentations, sponsorships, trade show appearances and social media. Therefore, tourism village should apply this element on its daily activities in order to be success.

b) A standardised system on people visit recording for big data analysis

It is suggested that there should be a digital system to record people visit such as age, gender, background and their social media in order to have good background for future marketing and development program for the village

c) Integration system of technology

Linked all data channels into online system to make it easy and accessible for any related stakeholders

d) Optimized souvenirs or merchandise quality and packaging as well as other tourism activities in the village

There should be a quality control for souvenirs in the village. Not merely the quantity but also quality as well as packaging appearance to attract people to buy

e) Synergy with local and regional government and other stakeholders to support the village

A regular training on human resources as well as infrastructure development for the management of Desa Wisata to refresh and upgrade the skill

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