

DEVELOPMENT MARKETING IN GREEN CANYON BODY RAFTING PANGANDARAN

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ABSTRACT

The tourism sector is one of the many sectors that are developing and is supported by the government even though it is a little late compared to neighboring countries such as Malaysia, Thailand and there are still many who have already paid attention to the tourism sector. One of the many areas that have many good tourist attractions and have high competitiveness with other regions, namely West Java Province, Pangandaran Regency with its famous tourist attraction object, namely Green Canyon Rafting, unfortunately there are still many aspects that have not been carried out optimally and obstacles that must be addressed face such as human resource problems and the decline in the number of visits due to promotions and marketing targets that are less focused and comprehensive. The method that is carried out alone includes SWOT analysis, qualitative analysis and literature study followed by data collection and analysis. Although it can be said that the Green Canyon Rafting tourist attraction object is good in terms of facilities and even won the first national prize in the best tourism village management, but there are still many who are not satisfied or regretted in this tourism service. In addition, there is a lack of coordination between green canyon managers, namely the local government and local community groups who are considered dissatisfied with the policies made by the government and cannot take advantage of what they have achieved. hat are considered from the most relevant, relevant, and sufficiently relevant in sequence. Another way could be, for example, by looking at the research year starting from the most recent, and gradually moving backward to a longer year. Make notes, quotes, or information that are arranged systematically so that research can easily be searched back if at any time needed. (Darmadi, 2011).

Keyword: *Green Canyon, rafting, nature, marketing, SWOT, Pangandaran, Marine Tourism*

1. Introduction

One of the many sub-sectors that are growing and supported by the government in the economic sector, one of which is tourism, which is currently being developed in various regions in Indonesia, now Indonesia is making efforts to make policies on tourism and infrastructure development to support facilities and infrastructure in the tourism world. In Indonesia itself, tourism has had many positive impacts on significant economic growth (Nizar, 2011). Tourism development itself must of course be by the direction that has been determined in the tourism policy either through the regional tourism office with regional autonomy policies or Law number 10 of 2009 on Tourism. Apart from national tourism, we should look at the provisions that have been made and implement and implement suitable policies applied in Indonesia through the World Tourism Organization (United Nations World Tourism Organization) UNWTO.

Human needs as social beings and human needs from a psychological perspective, such as eliminating boredom, boredom, and eliminating the busyness of weekdays and the world of human work, require an alternative to release all fatigue. Even though not everyone has the same activity in entertaining themselves either with a new atmosphere, new experiences are to still foster a sense of enthusiasm from each individual, even though each individual has their way, many factors can eliminate boredom such as sports activities, relaxing family gatherings,

even vacation to a place and the like. Tourism can be an alternative for most people. Even so, it is local tourists themselves who are less enthusiastic about visiting tourist attractions that are widespread from Sabang to Merauke. Sometimes people from the middle to upper class prefer to have a vacation in neighboring countries as if there is an opinion that "neighboring grass is greener" this should be a special concern for *stakeholders* tourism where we need to increase public awareness to love local products that can compete at a higher level. This world.

One of the many areas that have lots of good tourism spots and has high competitiveness with other regions, namely West Java Province, Pangandaran Regency, for example. Pangandaran itself is a coastal area that has various kinds of tourism potential based on nature and has a very promising prospect or long-term outlook. In the regency itself, many areas have been developed by the local government such as Pangandaran Beach, Citumang, Green canyon, Batu Shark Beach, Batu Karas Beach and there are also nature reserves and turtle conservation in them. But, unfortunately, the utilization of the natural tourism potential has not been managed optimally, for example, green canyon. There are so many obstacles that must be faced, such as human resource problems and even the struggle for the green canyon area from several managers such as the local government and the local community. Green canyon or commonly known by the local community, *cukang taneuh*, is one of the many well-known destinations in Pangandaran district, precisely in Kertayasa village, Cijulang district, Pangandaran regency. The name *Green Canyon* itself was given by the French in 1993, while the local community was more familiar with the canyon as *Cukang Taneuh* or in Indonesian, namely a land bridge because on top of it there is a bridge that connects Cijulang and Cimerak districts. Green canyon has enormous potential to attract tourists, both foreign and local tourists because of the beautiful natural elements there and many attractions that can be presented, such as taking a boat than swimming and around 2009 a new activity was held *Body Rafting* which at first was to break the crowd. which is around the starting place of the green canyon which is managed by (Badan Usaha Milik Desa) BUMDES Guha Bau.

Even though it had reached the peak point where so many visitors came to Green Canyon in 2015, it still as time went on, the happen visitors experienced a decline. This is caused by a lack of promotion and less comprehensive marketing targets. Also, the infrastructure has not been renewed, such as prayer rooms, toilets, and the like. Tourism marketing activities are felt to be carried out to bring back the charm of natural charm in the green canyon area, especially body rafting because it cannot be denied that body rafting itself was once the prima donna in 2015. In this practicum, the author will focus more on BUMDES GUHA BAU and its attractions. body rafting tours so that we can attract tourists as a whole.

Table 1. Data on Visits of Green Canyon Body Rafting.

NO	Year of Visit	Number of Visits
1	2016	14,623
2	2017	11,201
3	2018	11,517
4	2019	11,574
5	2020	4,960
Total		53,875

Sources: The Secretariat of BUMDES Guha Bau

2. Literature Review

2.1 SWOT Analysis SWOT

An analysis is a method that develops conditions and evaluates a problem, project, or concept in business based on internal (inside) and external (outside) factors. SWOT stands for *Strength, Weakness, Opportunities, and Threats*. The internal factor itself includes *Strength* and *Weakness*, in which it discusses various types of functional management in the form of finance, operations, marketing, human resources, research, and development, as well as corporate culture. the external factor itself includes *Opportunities* and *Threats* covering the macro business environment, economy, politics, law, technology, population, and socio-culture. Explain SWOT, namely:

a. Strengths

Strengths are the strengths or advantages that are in a project, organization, or existing business concept, the strengths analyzed are factors that are contained in the body of both the organization, the project's business concept. Examples such as any strengths or advantages possessed by tourism. By knowing these advantages, we can develop and serve tourism so that it is more resilient and lasts a long time in the competition.

b. Weakness

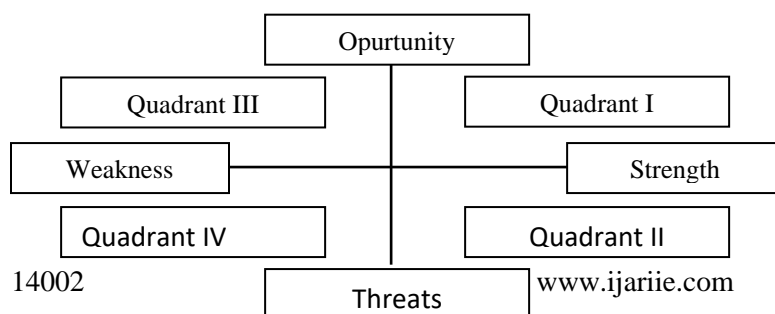
Weakness or weakness is a condition of deficiencies that exist in an existing organization, project, or business. These deficiencies also become very crucial in the body of the organization, project, or business concept itself because by knowing these deficiencies we can improve ourselves and cover up the shortcomings flaws with the advantages possessed by the organization, project, or business concept so that it does not appear to have at all.

c. Opportunities

Opportunities or opportunities are an opportunity condition that can be developed in the future. This future condition occurs outside the authority of the organization, project, or business itself, such as a decision either the from government or organization, project or business itself. So that it can generate profits targeted and minimize company losses.

d. Threats

Threats are conditions that can disrupt or even endanger an organization, project, or concept business. This factor is a factor of external origins such as competitiveness between organizations, projects, or concepts. As well as knowing the causes due to the loss of interest consumer/tourist in what we offer a threat. This could be in the form of a disaster or a natural disaster like what we have experienced in 2020, namely the pandemic Covid-19 which can tear down the economic systems of developing countries like Indonesia.



2.2 SWOT Theory

According to Freddy Rangkuti, SWOT analysis is an analysis that is viewed from various aspects and factors systematically to formulate a strategy within the company. This analysis is based on the logic that can maximize strength and opportunities but simultaneously can minimize weakness, and threats.

According to Sondang P. Siagian, the SWOT analysis is a powerful analytical instrument if used appropriately. And it is generally known that SWOT is an acronym for strength and opportunities, but simultaneously can minimize weakness and threats analysis. SWOT stands for Strengths, Weakness, Opportunities, and Threats. SWOT analysis is a method used to improve conditions and evaluate ongoing problems, projects, or businesses by analyzing internal and external factors. This SWOT analysis method is used to describe the current situation so that we can determine a solution to solve the problem that is currently happening. This understanding is based on the understanding put forward by experts, as stated by Kotler & Armstrong (2008: 64) SWOT analysis is an assessment of the strengths, weaknesses, opportunities, and threats of a company.

Apart from using a SWOT analysis to realize the improvement of a company, organization, or other institution, an approach in also needed *public relations is*. The opinion of experts that strengthens the need for *public relations* was stated by Ahmad S. Adnanputra (Ruslan, 1998: 107), a practitioner *public relations* in carrying out his function requires a strategy to achieve the goals to be achieved both from internal and external aspects. Strategy is an interrelated part of a plan, whereas a plan is a product of a plan so that planning becomes a basic function of the management process.

2.3 The Concept of Tourism

Tourism is now the main focus of countries in the world, especially for countries that are still developing states such as Indonesia. The seriousness of the government in its efforts to develop the tourism sector in Indonesia can be seen from the policies issued by the Central Government in the form of Law Number 10 of 2009 concerning Tourism. As stated in article 4 of Law Number 10 the Year 2009, tourism aims to increase economic growth, eradicate poverty and reduce unemployment which can have an impact on people's welfare, conserve nature, the environment, and resources, and can create harmonious relations between nations. The development of the tourism sector must be carried out based on the principles of upholding religious norms and cultural values, upholding human rights, cultural diversity, and local wisdom, and still considering the sustainability of the natural ecosystem around it. This is stated in Chapter two, article 5 which discusses the principles of tourism administration. (Kemenparekraf, 2015) states that tourism development has 4 scopes, namely the tourism industry, tourism destinations, and tourism marketing and institutions.

2.4 Tourism Industry

In the sense that the tourism industry has the same definition as an industry in general, namely the activities of processing raw goods or raw goods that are processed into semi-finished goods or finished goods which can increase the price of a product. The difference is that the product produced is the product used in the tourism sector. Tourism itself is an industry, reinforced by opinion (Kraft, 2018) that the tourism business is a combined business of various means of production by providing goods and services to tourists.

Meanwhile, if referring to the meaning of the tourism industry in (Law Number 10 on Tourism, 2009) the tourism industry is a collection of businesses engaged in the tourism sector to produce goods or services to meet the needs of tourists in driving the tourism sector itself.

2.5 Tourism Marketing Strategy

Opinion (Kotler and Armstrong, 2012) About Marketing itself can be defined as an integrated marketing tool of marketing activities based on 4 parts, namely, *product*, *price*, *promotion*, and *place*. (the place). The four sections are described as follows:

1. *Product* (Product)

the product itself is something that can be offered to the market to get attention, this product can be used, purchased, or consumed as a tool to meet the wants or needs of consumers

2. *Price* (Price)

This section is the value used by consumers as a unit of quantity so that consumers can own or use the products and services offered. With a suitable value, go through a bargaining process and have the same agreement between the seller and the buyer.

3. *Place* (place)

The place is the plot of the distribution that is usually used as a means by which products and services can be accepted by consumers such as location, warehousing, and transportation.

4. *Promotion* (Promotion)

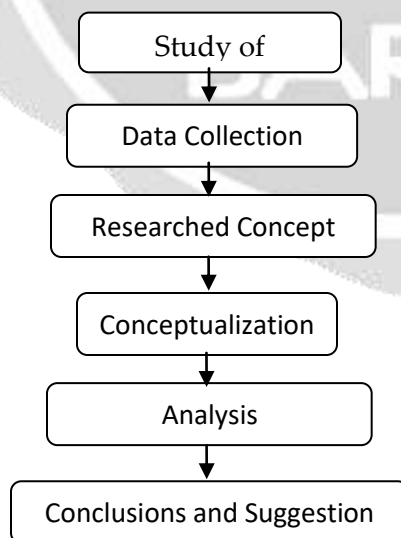
This section is an activity to offer a product or service by conveying the advantages of the product so that consumers are interested in buying the product offered.

2.6 Research Methodology

According to Eka (2015). The research methodology is divided into 4 parts, namely:

a. Flow diagram

Based on the systematic steps in writing research, it can be seen in the diagram below



b. Study of literature

This type is a method which is a series of activities in which the discussion includes the methods of collecting library data, reading, and taking notes, managing research materials. (Zed, 2008: 3). Literature study or literature study itself is a necessity in a study, especially for academics who aim to develop theoretical aspects and practical benefits. As a basic foundation in building a frame of mind, theoretical basis and the like

c. Data collection

The data used comes from websites, journals, scientific articles, Google reviews, which contain the concepts studied

d. Analysis

Starting with the material from the research results that are considered from the most relevant, relevant, and sufficiently relevant in sequence. Another way could be, for example, by looking at the research year starting from the most recent, and gradually moving backward to a longer year. Make notes, quotes, or information that are arranged systematically so that research can easily be searched back if at any time needed. (Darmadi, 2011).

Primary data is data obtained from direct observation at tourist sites and survey results. Direct observations in the field include:

- A. The interview method is where respondents can state oral information to provide clear and precise information.
- b. The documentation method is a tool used with the aim of collecting the object under study through documentation. Collecting documents can be done by getting or taking pictures. The results of this documentation method can be in the form of archival data, writings, photos, pictures, sound recordings, and others.

Secondary Data

This secondary data can be collected through information search in literature studies, observation results, interviews, and other data documentation that is already available in newspapers, magazines, the internet, etc.

In research on development and marketing strategies in Green Canyon body rafting in Pangandaran Regency as natural tourism which is the prima donna of Pangandaran, the initial data used are the results of documentation, interviews from researchers with managers showing the location of tourist objects, tourism management, and activities. tourist attraction and tourists who visit. Researchers also used the Green Canyon attraction review data obtained through google reviews and some opinions from travel bloggers.

3. Result

3.1 Situation Analysis of Tourism Marketing at Green Canyon Rafting

In the beginning, the activities at BUMDes were managed by Guha Bau who was in the environment, *Green Canyon* namely *Body Rafting Attractions* that occupied the most visiting periods in 2015 with 20,980 people visiting. After 2015 the visits have never reached that number, but they are still significant at 10 thousand to 15 thousand visitors per year. And since 2019 the number of visits has drastically decreased to date, especially *Body Rafting* itself is a type of special interest tourist attraction where not everyone can try and do it. Even more so now, when it was during the Covid Pandemic 19, the number of visits was decreasing every month.

BUMDES managed by Guha Bau himself explained that they do not only focus on tourist attractions *Body Rafting*, but they have opened pier 2, namely Palatar which is the development of Green Canyon itself. At Pier 2, other than body rafting tours were built, such as Camping Ground, Outbound, and bathing pools which are still under construction. This aims to anticipate when *body rafting* cannot be done when the visit has exceeded the quota and is hampered by age and health factors. Thus, when their relative's grandparents can not allow them to carry out Body Rafting activities, they can spend time in the Pier 2 area while waiting for the others to finish rafting which takes 2 to 4 hours in duration. The development activities at Pier 2 themselves received financial assistance from

Bank Indonesia, West Java Province, and Tasikmalaya Regency for the construction of facilities and infrastructure such as toilets, prayer rooms, and gazebos, said Pa Teten as the head of Bumdes Guha Bau. They are also working on the development of a new destination called green coral with the intention that when the water discharge for body rafting in the initial green canyon environment is too high to exceed 60 cm and it is not possible to do so, it can be allocated to the *green coral* because it is on the green coral itself. When the water discharge is above 60 cm rafting can still be done.

The number of visitors in the last year was very few from 2019, which were still considered stable, around eleven thousand visitors in 2020 were decreasing and there were only more than 4000 thousand visitors recorded because from March to May the Green Canyon Body rafting was completely closed and in Mei-June it was opened and even then there were still a few visitors who came, the number of visits began to stabilize in August but due to the continued PSBB policy, the visitors gradually dropped back. In normal conditions, especially at the end of the year towards the new year, namely December and January, visitors to GUHA BAU are not less than one thousand to one thousand five hundred visitors per month. But in 2020 towards 2021 there are only about 500 visitors per month due to the Covid-19 pandemic. Even now, visitors still arrive but not as busy as the normal days before the pandemic.

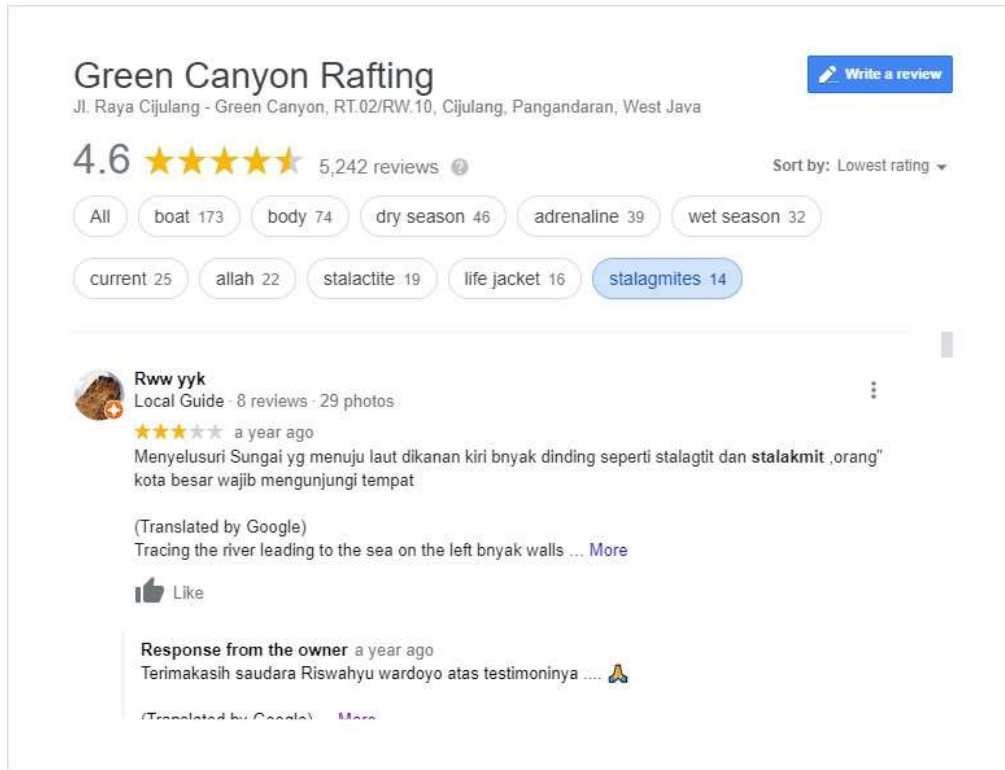
Even though now it has been managed by bumdes, the role of the Pangandaran regional government is only for results and feel less satisfied with the policies made. The distribution of the proceeds was distributed to 4 villages, namely Cijulang, Kertayasa, Cimerak, and Karas, the three villages were included in kertayasa. As for the Cijulang area which is not at all included in the green canyon area but still gets profit-sharing from the Pangandaran district government policy, then Cimerak itself only has regional contribution a small, and for the karas rock area itself, they already have their tourist attraction but still get revenue sharing from tourism in the green canyon. Even when the policy was made, the distribution of results from kertayasa, in which the area around 95% got the same profit-sharing as the village of Cijulang. This was due to a lack of knowledge from existing human resources, this condition occurred when there was no protest and awareness from the Kertayasa village community itself. Thus the community over time through BUMDES began to clean up for the development of the potential in their village without any disputes between villages.

The formation of a tourism village managed by bumdes in Kertayasa village aims to create and develop their potential without direct assistance by the local government district. Even so, bumdes still get assistance from the center through BI West Java and BI Tasikmalaya. Meanwhile, from the regional government itself, only training for scouting is quite rare like BASARNAS.

3.2 Analysis of Tourism Development Strategies in Green Canyon Body Rafting

For the method of self-promotion for all Guha Bau members, it requires each person to have a blog or Facebook to promote Guha Bau Body Rafting itself. And making various kinds of contact numbers for one purpose, namely to promote Guha Bau with the positive side, which is to disseminate information faster, but on the other hand, there are some views that this body rafting does not have a clear manager. Even though now Guha Bau already has the same official and several accounts, namely Instagram @officialguhatau_bodyrafting, @greencanyonpangandaran, @bodyrafting_guhatau.

Figure 1. Review of Green Canyon Rafting through the Google Review site.



Based on the review image above, the author divides the discussion into 4 aspects, namely, Body Rafting, Water Flow, Safety Jackets, Natural Beauty (Stalagmites)

a. Body Rafting

The main activity in the green canyon tourist attraction, namely Body Rafting, where we navigate the Cijulang river. It is a water sport activity based on the principle of rafting without using a raft or paddle but rather a river search equipped with safety gear such as helmets, deckers, and safety jackets accompanied by experienced guides. Based on the google review above, body rafting gets 74 reviews with details: 59 people gave 5 stars, 13 people gave 4 stars, one person gave 3 stars and one person gave 2 stars.

b. Water Flow

Is a major component in which the body rafting activity utilizes water currents to navigate the Cijulang river. The current is calm and quite high, making body rafting a challenge in itself for tourists, bringing tourists with the same principles as rafting. River flow itself is a mass of river water whose current direction is by or in the same direction as the river flow to the downstream or estuary. Based on a google review on the flow of water in the green canyon, it gets a total of 25 reviews with details: 17 people gave 5 stars, five people gave 4 stars, three people gave 3 stars.

c. Life Jacket

Security is also the main thing to pay attention to. Because all tourists who play rapids must use life jackets as a safety measure. This applies to all tourists, both those who cannot and even those who can swim. Based on the Google review, a Life jacket is limited to 16 reviews, with details: 11 people gave 5 stars, four people gave 4 stars, one person gave 3 stars.

d. Natural Beauty in the Form of Stalagmites

Stalagmites are rock arrangements at the bottom of the cave. Stalagmite is the main attraction for tourists. The shapes and carvings of the rocks that occur naturally are unique when tourists pass through the cave's passageways during body rafting.

Based on the google review above, the natural beauty in the form of stalagmites received a total of 14 reviews with details: nine people gave 5 stars, four people gave 4 stars, one person gave 3 stars.

Table 2. Number of stars based on visitor reviews through Google Reviews

Aspects of	★★★★★	★★★★	★★★	★★	★
Body Rafting	59	13	1	1	
Flow of Water	17	5	3		
Life Jacket	11	4	1		
Beauty of Nature	9	4	1		

Fares and ticket prices, divided into long tracks and tricks with a long track duration of 4-5 hours and short tracks around 1.5 hours and 2 hours Track prices length 225 per person. For short tracks around the price of 200 thousand and still negotiable. Long tracks start from the gate to return to the mainland while short tracks go straight to the main area. For transportation, it has been covered by pick-ups and boats from the local government. The income, from body rafting alone, almost hundreds of millions starting from stalls and stalls per month. For the whole trip, starting from the land, the start point to return, which is about 10 km The estimated time of 4-5 hours can change because it depends on the visitor who spends time taking pictures and enjoying the scenery

3.3 Study of Field Practices Applied

Based on the data obtained from the results of interviews, reviews, and questionnaires, the practitioner will conduct a SWOT analysis to find out what strategies should be taken to improve Green Canyon Body Rafting

a. Internal Factors

Strength	Weight	Ranking	Score
- Has natural beauty such as beautiful stalagmites.	0,18	4	0,72
- Strategic tourist location.	0,08	2	0,16
- Special interest tourism attractions	0,06	2	0,12
- Body Rafting facilities are complete	0,14	4	0,56
- Has a large parking area	0,09	3	0,27

Weakness			
- Facilities such as toilets, prayer rooms are not maintained	0,1	3	0,3
- River conditions depend heavily on changing seasons.	0,9	3	0,27
- The reach of promotion has not been focused on and does not have a fixed website as if the bumdes Guha smell does not exist. It is still not listed in the list of priority destinations central.	0,14	4	0,56
Total Internal Factor	1		2,96

b. External Factors

Opportunities	Weight	Ranking	Score
- Natural river tours that are formed throughout a long time.	0,15	4	0,6
- The website is widespread and many sites discuss this tour.	0,12	3	0,36
- Presenting a tense experience with safety and security that is guarded.	0,1	3	0,3
- The only sport of rafting that does not use other tools such as rubber boats and rowing	0,2	4	0,8
Threat			
- Tourists will be a little confused and may have trust issues when booking a green canyon rafting trip package.	0,07	2	0,14
- Other tourist destinations with better management.	0,1	3	0,3
- Lack of focused promotions has an impact on decreasing the number of visits because they are bored with pre-existing attractions.	0,16	4	0,64
- unable to carry out major construction and repairs due to funding constraints.	0,1	3	0,3
Total Eksternal Factors	1		3,44

Based on the results of the SWOT analysis above the Green Canyon Rafting Tourism destination can be said to be good enough but tourism Not only presenting single-use services, it is hoped that this body rafting tour can be visited repeatedly by presenting various kinds of new attractions or better packaged through innovations that can attract more visitors. Even so, there are still many weaknesses and threats that are real threats such as lack of focus in terms of promotion through social media, indicating that Green Canyon Body Rafting does not make it easier for tourists but only focuses on introducing it that this green canyon body rafting exists. By making a focus on one website or site, it can simplify and convince tourists so that they can make faster tourist decisions to visit and travel

to the Green Canyon Body Rafting Tourism destination in Pangandaran Regency. For own transportation, all types of vehicles enter. But for the majority itself, it is seasonal. Like during the holiday season, visitors to school children use the bus. For holidays such as holidays, you usually use a private car. And for motorbikes themselves, most of the communities often do touring activities. But even so, this parking area is still not well managed, but only an open space that is used improperly to be used as a parking lot, there is no barrier between cars and motorbikes.

Bumdes itself is a forum for various kinds of tourism in Kertayasa village, for example, green canyon body rafting. This achievement is not even targeted by the bumdes manager because they only want to develop the natural potential in their area and create jobs for the community there. And the head of Bumdes Guha Bau Pa Teten said that the initial goal was to only want Kertayasa village to be recorded as one of the important elements at the center to facilitate access and bureaucracy in the development of Kertayasa itself. Thus, the practitioner suggests taking advantage of the advantages obtained through the national 1st winner competition in the field of Tourism Village as a pride to attract tourists.

4. CONCLUSIONS

Based on the results of the discussion above through the activities that have been carried out, namely the practice of fieldwork by the practitioner with the interview method, direct observation, documentation, and viewing reviews of visitors related to the object of the Green Canyon Body Rafting tourist attraction, it can be concluded as follows:

- Based on the analysis of the tourism marketing situation at Green Canyon Body Rafting, even though this ODTW was at the peak point of the highest visit, it was in line with the time that the visitors decreased, even more so during the pandemic. Even so, Bumdes Guha bau itself has made several innovations such as creating a place for the elderly and toddlers to spend time together while waiting for body rafting activities. Also, there are several problems or friction with the local government where Green Canyon, especially Body Rafting, which is managed by Bumdes Guha Bau, has not received full attention from the local government, this can be seen from the amount of development assistance that is almost nil and only in the form of human resource development assistance in the form of guide training and Basarnas
- Based on the Analysis of the Tourism Development Strategy at Green Canyon Body Rafting, it can be concluded that the efforts made in the marketing sector by BUMDES Guha Bau are still not optimal. This is due to the absence of a focus on marketing targets to facilitate services for tourists but limited to providing information that there is body rafting in the Green Canyon. Based on Google's review, tourists simply enjoy traveling in Green Canyon Rafting but cannot bring up their addiction to try or visit again and only once. This is very unfortunate because traveling should have an impact on the sustainability of visitors.
- Based on the SWOT analysis conducted by the practitioner, it can be concluded that even though Green Canyon Rafting has reached the peak point for the highest number of visitors, this did not last long so that the decline in the number of tourists has decreased coupled with the current pandemic conditions. This indicates that the manager is still unable to maintain the number of existing visitors. Then the use of the achievements obtained from BUMDES Guha Bau is still not used because the achievements of a person or group can trigger or attract the attention of others to visit or want to know what the 1st Champion of the National Tourism Village itself is like.

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