

DEVELOPMENT STRATEGY PORT OF BIAS MUNJUL IN TOURISM RECOVERY AT THE POST COVID-19

I Gede Wahyu Kusuma, Ngakan Ketut Acwin Dwijendra, Ni Made Yudiantini

Perencanaan dan Manajemen Pembangunan Desa dan Kota of Program Study (PMDK),

Magister of Architecture Program Universitas Udayana, Bali, INDONESIA

E-mail: acwin@unud.ac.id

ABSTRACT

Indonesia implements Large-Scale Social Restrictions (PSBB) which are enforced per region based on the severity of the outbreak and the assessment is determined by the central government through the Ministry of Health. Restrictions on activities for traveling have a great impact on areas that utilize the tourism industry. Restrictions on activities lead to a decline in the economy of the community, especially in areas that rely on the tourism industry. Infrastructure has an important role in efforts to recover the economy and tourism after the pandemic. The infrastructure used as the object of research is the project Port Munjul Bias, which is one of the ongoing port projects on Ceningan Island. The purpose of the study was to look at the strategy for developing the Port Bias Munjul in the post-Covid-19 pandemic recovery. The type of research used is qualitative research with descriptive data presentation. The approach used is a SWOT analysis to see the strategy for developing the Port Bias Munjul in the midst of the Covid-19 Pandemic. The results obtained are the construction of the Port Bias Munjul in prime condition (SO), which shows that the existence of the Port Bias Munjul project will play a very important role in the recovery of tourism and the economy in Nusa Ceningan or its surroundings. Strategies that can be carried out are in the form of cooperation between local governments and the private sector, empowerment of local communities and improvement of logistical support facilities.

Keywords: strategy; infrastructure; pandemic; Covid-19; tourist; economy.

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INTRODUCTION

In early December 2019, the Corona Virus 2019 appeared and also known as Covid-19. In a period of 3 months, the number of confirmed cases has reached 719,000 people with a death toll of 33,673 people and has spread to 202 countries so that Covid-19 is declared a Pandemic (Mahase, 2020). The spread of Covid-19 is airborne and spread from human to human (Han, 2020). According to the World Health Organization (2020), the chain of spread of Covid-19 can be slowed by implementing social distancing measures and also preventing new cases of infection from appearing. In Indonesia, social distancing is one of the government policies built on efforts to reduce the spread of Covid-19 in an area, where this has implications for limiting the activities of the population with the consequence that the government establishes policies that regulate the pattern and space of activities of each resident (Herdiana, 2020).). Quoted from Pan (2020) Covid-19 is a newly discovered disease, therefore knowledge regarding its prevention is still limited. The key to prevention includes breaking the chain of transmission by isolation, early detection, and basic protection.

According to Muhyiddin (2020), in Indonesia, Large-Scale Social Restrictions (PSBB) are enforced per region based on the severity of the outbreak and the assessment is determined by the central government through the Ministry of Health. One of the preventive measures taken by the Ministry of Health is by issuing the Minister of Health Regulation (PMK) No. 9 of 2020. Things regulated in the regulation include closing schools and workplaces, restrictions on religious activities, restrictions on activities in public places, restrictions on socio-cultural activities. , restrictions on transportation modes, and restrictions on other activities specifically related to defense and security aspects.

In connection with the Regulation of the Ministry of Health No. 9 of 2020, the Minister of Transportation Budi Karya Sumadi has ratified the Regulation of the Minister of Transportation (Permenhub) No. 41/2020 regarding the amendment to the Regulation of the Minister of Transportation No. 18/2020 concerning Transportation Control in the context of Preventing the

Spread of Corona Virus Disease 2019 (Covid-19) in June. One of the revisions is in Article 11 which changes the maximum capacity of the number of passengers on public transport, which eliminates the clause on the maximum capacity of 50 percent. So that sea transportation can operate with the implementation of strict health protocols and reducing the capacity of the number of passengers.

Restrictions on activities for traveling have a major impact on areas that utilize the tourism industry. Bali is one of the provinces with a fairly high level of foreign tourist arrivals in Indonesia, with 6,275,210 tourists in 2019, and an increase of 3.37% compared to 2018 which amounted to 6,070,473 tourists according to the Bali Central Statistics Agency (2019). Based on data compiled by the Klungkung Central Statistics Agency (2018), Klungkung Regency which has Nusa Penida District as a tourism area in 2018 had tourist visits reaching 133,848 tourists. With a fairly high number of tourism arrivals, it poses a considerable risk of the spread of Covid-19 in Klungkung Regency.

The Nusa Penida area, especially on the island of Nusa Lembongan, previously relied on the tourism industry as the mainstay of regional income. Since the Covid-19 pandemic emerged, the tourism industry in Nusa Lembongan has experienced a slump so that many workers have been laid off and forced to return to being seaweed farmers. Seaweed has indeed become one of the potentials in Nusa Lembongan, so that the seaweed farming sector can slightly support the economy in Nusa Lembongan.

Future development planning is the government's effort to continue infrastructure development which is believed to be able to quickly accelerate economic recovery for economic activities that are predicted to recover soon. The existence of Port Infrastructure is considered to have an important role in the economic recovery program after the Covid-19 Pandemic. In 2020, construction is underway at the Munjul Bias Port between the islands of Nusa Lembongan and Nusa Ceningan. The Munjul Bias Port was built using the state budget and is expected to help economic recovery after the Covid-19 pandemic. The current condition is that the way to get to Nusa Lembongan and Ceningan can only be by sea, so the role of the existence of port infrastructure is very important.

This study tries to estimate the potential of the existence of the Munjul Bias Port project in tourism recovery after the Covid-19 pandemic. The discussion was carried out by outlining the role of the existence of the port and analysis of strategic planning to monitor the initial condition of the Bias Munjul environmental area to estimate the potential that could arise due to the existence of the Bias Munjul Port. With an estimate of the existing potential, the position of the Bias Munjul Port development strategy will be analyzed and produce recommendations for further development strategies.

In the implementation of transportation through a very strict concept, especially in this era of the covid-19 pandemic. The transportation needed is for people who travel according to a schedule and their needs are very urgent, this is because a very crucial problem is only allowed to travel. Including tourism travel, which in this day and age requires a condition of prudence in making this trip. It is necessary to make adjustments in making transportation trips prioritized by carrying out public services such as hospital employees, train station employees and other public service employees. Every trip when you arrive at your destination, you need to check your body temperature and your body is in good health and doesn't have a cough, flu or loss of smell (Darwin D, et.al, 2021; Syaiful S, et.al, 2021).

RESEARCH METHODS

Location

The area that is used as the object of research is Munjul Bias, which is one of the headlands at the tip of Ceningan Island. Bias Munjul is located in Ceningan Kangin, Nusapenida, Klungkung Regency, Bali (can be seen in Figure 1). For now, transportation between Nusa Lembongan and Bali Island is taken by sea, namely; from and to East Bali via the Tri Buwana Port-Bias Munjul Ceningan Kangin, from and to West Bali via the Sanur Denpasar Port-Tanjung Sanghyang Harbor Lembongan.

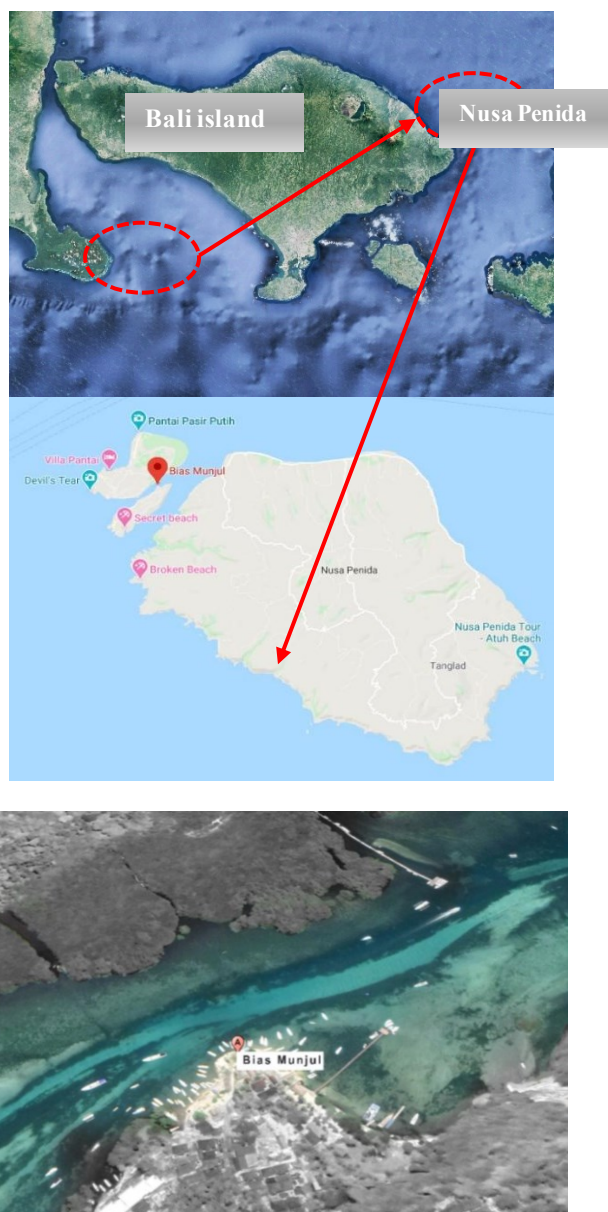


Figure 1. Location of the Port of Banjar Bias and Port of Tribuana. Source: maps.google.com (accessed May 9, 2020, modified)

Methods

The type of research used is qualitative research with descriptive data presentation (Sugiyono, 2008). Where when this research was conducted the Covid-19 pandemic was still ongoing in Klungkung Regency, so that with qualitative methods it could be understood the meaning behind the data obtained. Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly by researchers include; an overview of the Nusa Penida area and the condition of the Munjul Bias Port project. Secondary data is data that indirectly provides data to researchers, in this study include; rules or policies issued by the government during the emergence of the Covid-19 Pandemic, the facilities at the Bias Munjul Port contained in the planning document.

The approach that will be taken is the SWOT analysis method. SWOT analysis is one of the analytical techniques used in interpreting the region, especially in very complex conditions where internal and external factors play a very important role. SWOT analysis is used to be able to set goals more realistically and effectively, and formulate strategies effectively as well. Based on

SWOT, the goal will not be too low or too high. With a SWOT analysis, it will be known the strengths and opportunities that are open as positive factors and the weaknesses and threats that exist as negative factors. In this study what is considered positive is the existence of the Munjul Bias Port project which has an opportunity as infrastructure in tourism recovery, and the Covid-19 pandemic which is a negative factor.

The research time was carried out for about three months, namely between December 2020 and the end of February 2021. Interviews were conducted with local communities with a total of 12 people, 3 contractors and 3 local governments.

Pitana (2010), a destination is a place visited with a significant amount of time during a person's journey compared to other places traveled during the trip (eg transit areas). The classification of destinations according to Kusudianto in Pitaña (2006) is as follows: 1. Destinations of cultural resources such as historical places, museums, theaters, and local communities; 2. Destinations of natural resources such as climate, beaches, forests; 3. Events such as the Bali Arts Festival, Lake Toba Party, night market and so on. 4. Recreational facilities such as amusement parks.. From a physical perspective, Puspo Ardi is a tourist destination in the form of natural resources with the cultural potential of the Damarwulan site. It is stated in Law Number 10 concerning Tourism that there are at least 3 elements of tourism products or destinations, namely: tourist attractions, amenities and accessibility, commonly abbreviated as 3 A tourism. The development of tourist destinations at the land site level at least takes into account these 3 key points.

RESULTS AND DISCUSSION

Overview of Nusa Ceningan in the Nusa Penida Region

The Nusa Penida area is one of the sub-districts in Klungkung Regency. In provincial and district policies, Nusa Penida Island and its surroundings have strategic value in the context of Tourism and Agriculture Development (Agropolitan), as well as the function of Border Area Defense and Security, both on a national, regional and local scale.

Nusa Penida Island can only be accessed by sea because there are no airport facilities available on this island. Most of the stopping points are centered in the north and east of the island, while in the south and west it is difficult for ships to stop because they are directly adjacent to steep cliffs and the large waves from the Indian Ocean (can be seen in Figure 6). The crossing to Nusa Penida uses several transportation options, namely: a) traditional boats/sampans, b) using fast boats/fast boats, c) Ro-Ro boats and d) Cruise.

Nusa Ceningan is one of the islands in the Nusa Penida Islands Region. Nusa Ceningan is located between the islands of Nusa Lembongan and Nusa Penida which can only be accessed via sea transportation.

Administratively, Nusa Ceningan is in the official Lembongan Village, and is part of the Lembongan Traditional Village. Nusa Ceningan consists of two hamlets (now Banjar Dinas), namely Dusun Ceningan Kawan and Dusun Ceningan Kangin, with a population of 1523 people from 300 families, spread over 6 Banjar Adat namely Banjar Adat Parangan Tengah, Ambentiying, Ceningan Tengah, Orchid, Batumelawang and Gili Mekamadi (Atmaja, 2002).

The social status of the people in Nusa Ceningan in the field of education, 67.49% more basic education, 25.57% secondary education, and 6.49% higher education. The majority of people who can only take basic education cause most of the people to work as seaweed farmers. Not a few residents also choose to migrate in search of a better education or profession

Number of Positive Cases of Covid-19

Based on updated data from the Covid-19 Alert Information page (2020), as of May 23, 2020 the number of positive cases of Covid-19 in Klungkung Regency was 20 people. There are 19 people who have recovered and 1 person is still being treated. From the number of positive cases as many as 20 people, 4 people came from Kusamba Village and had recovered status. As for the destination area for Tribuana Port, namely Nusa Penida District as of May 23, 2020 (Covid-19 Alert Information, 2020a), it is still in zero case status (no positive cases).

Then based on the updated data until October 27, 2020 (can be seen in Figure 2), the number of positive cases of Covid-19 in Nusa Penida Sub-district totaled 51 positive cases, with details of 17 people being treated, 34 people have recovered and there are no cases of death (Information). Covid-19 Alert, 2020b). Case data on October 27 can be seen in Figure 2.

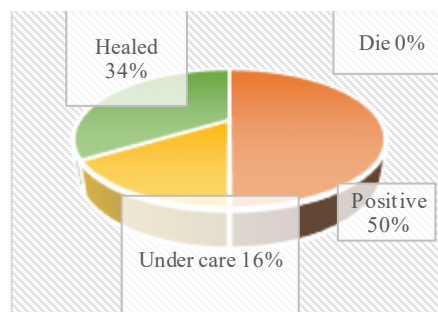


Figure 2. Data on the number of positive cases of Covid-19 until May 27, 2020. Source: <https://covid19.klungkungkab.go.id/>, 2020

Potential Existence of Munjul Bias Port

The location of the Munjul Bias Port, which is quite strategic, right between Nusa Lembongan and Nusa Ceningan and has close access to Nusa Penida, provides great potential to facilitate development in the Nusa Penida Islands Region. Conceptually, ports have three strategic functions. First, as a link or link. That is, the port is one of the links in the transportation process from the place of origin of goods/people to the destination. Second, as an interface (meeting point), namely the port as a meeting place for two modes of transportation, for example sea transportation and land transportation. Third, as a gateway (gateway), namely the port as the gateway to a region/country.

The Nusa Penida Islands area is not only known as a tourism area, but this area also has the potential for superior sustainable agricultural products that can support the development of tourism development such as seaweed, mango (Poh Nuse), coconut and cassava (cassava). competitive advantage for some of these commodities. Data on the production of leading commodities in the Nusa Penida Islands (Klungkung in Figures, BPS, 2018) such as: seaweed commodities, (1,684.8 tons), cassava (cassava) (9,406 tons), Poh Nuse, another name for mangoes (1,078 tons).) and Coconut (505.85) Tons. However, until now there has been no organized processing effort so that these agricultural commodities have not provided added economic value that can increase income and prosper the people in Tourism-Based Rural Areas in the Nusa Penida Islands and even in the harvest season these superior commodities have almost no economic value.

These agricultural products need to be distributed within or outside the Nusa Penida Area. The existence of the Munjul Bias Port will be able to support the marketing of agricultural products inside and outside the Nusa Penida Region. This can trigger an increase in the economy in the Nusa Penida area, especially in Nusa Ceningan.

There is one pier for Ro-Ro Ships at the Munjul Bias Harbor. The existence of a Ro-Ro ship that has a large enough capacity can greatly help increase the speed of goods and passengers turnover at the Munjul Bias Port. In Nusa Ceningan there are still few modes of transportation of four or more wheels, with the presence of Ro-Ro Ships that can bring in four-wheeled vehicles, it is estimated that it will have a fairly rapid economic increase.

The wharf for speed boats can accommodate 4 (four) units of fast boats at the same time. With this capacity, it is deemed sufficient to accommodate four ships from four arrival locations, namely Sampalan Port (Nusa Penida), Sanur Port (Denpasar), Tribuana Port (Kusamba) and Banjar Bias Port (Kusamba).

Its role as the main gateway in access to logistics and tourism, can be used as a boost to increase tourism supporting infrastructure in Nusa Ceningan. Based on the Preliminary Study of Nusa Penida KSPN Development by the Regional Infrastructure Development Agency of the Ministry of Public Works and Public Housing (2021), there are two ports that play an important role in tourism development in

Nusa Lembongan and Ceningan, namely Jungutbatu Port (Lembongan) and Bias Munjul Port (Ceningan). The concept of Tourism Development in the Nusa Lembongan and Ceningan Tourism Clusters makes snorkeling, diving, and water rides around the waters of Nusa Lembongan and Nusa Ceningan. Lodging accommodation is developed in the coastal area. The Bias Munjul Port will be dedicated to serving logistics and tourism, while the Lembongan Port is specifically to serve tourism activities. The concept diagram of tourism development by BPIW on the Nusa Lembongan and Nusa Ceningan Tourism Clusters can be seen in Figure 3.

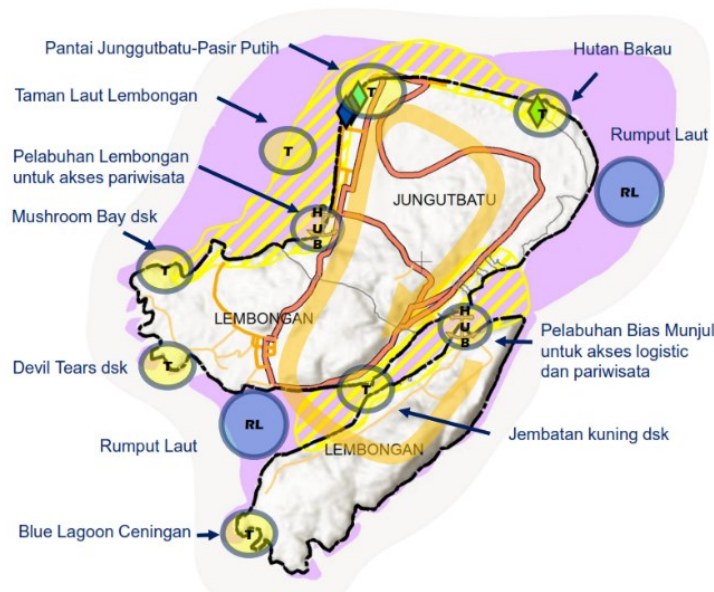


Figure 3. Nusa Lembongan and Ceningan Tourism Clusters. Source: Preliminary Study of Nusa Penida KSPN Development by the Regional Infrastructure Development Agency of the Ministry of Public Works and Public Housing, 2021

Internal-External Analysis

Collecting data through the observation method. The next step is to determine the performance score of the object by means of an assessment (judgment) from the resource persons according to their field of expertise. The determination of the rating scale for positive factors (strengths and opportunities) is as follows: 1 for very weak values, 2 for weak values, 3 for strong values and 4 for very strong values. Meanwhile, to assess negative factors (weaknesses and threats) a scale with the following pattern is used: 1 for very strong scores, 2 for strong values, 3 for weak values, and 4 for very weak values. The weight value is determined depending on how important the factor is, according to the results of the study of tourism theories. The total number of maximum weight values is one (1). To make it easier to assign scores and weights, the chart of internal strategic factors (IFAS) and external strategic factors (EFAS) is used as follows:

Table 1. Internal Factor Analysis (IFAS)

No	Internal Factors (IFAS)	Score	Weight	Amount
Strength				
1	Strategic port location	3	0.12	0.35
2	Connected with four ports	4	0.15	0.62
3	More adequate facilities	4	0.15	0.62
4	Community enthusiasm	3	0.12	0.35
Weakness				
1	Limited number of people on the project	3	0.12	0.35
2	Project delay risk	3	0.12	0.35
3	Supporting infrastructure is not ready	4	0.15	0.62
4	Water conditions with a risk of silting	2	0.08	0.15
Total		26	1	3.38

Table 2. Analysis of External Factors (EFAS)

No	Internal Factors (IFAS)	Score	Weight	Amount
Opportunity				
1	Tourism policy	3	0.11	0.33
2	Development policy	3	0.11	0.33
3	High interest in tourism visits	4	0.15	0.59
4	Local community readiness	3	0.11	0.33
5	Tourism policy	3	0.11	0.33
Threats				
1	There is no certainty when the pandemic will end	4	0.15	0.59
2	There is no new operational standard	3	0.11	0.33
3	Water pollution risk	3	0.11	0.33
4	Risk of decreased interest in traveling	4	0.15	0.59
Total		27	1	3.44

Based on the chart above, it can be seen that the internal value of the strategic factor is 3.38 or rounded up by one digit to 3 (strong). While the external value of the strategy factor is 3.44 or rounded up by one digit to 3 (strong). Then to formulate a development strategy the author uses the following auxiliary diagram:

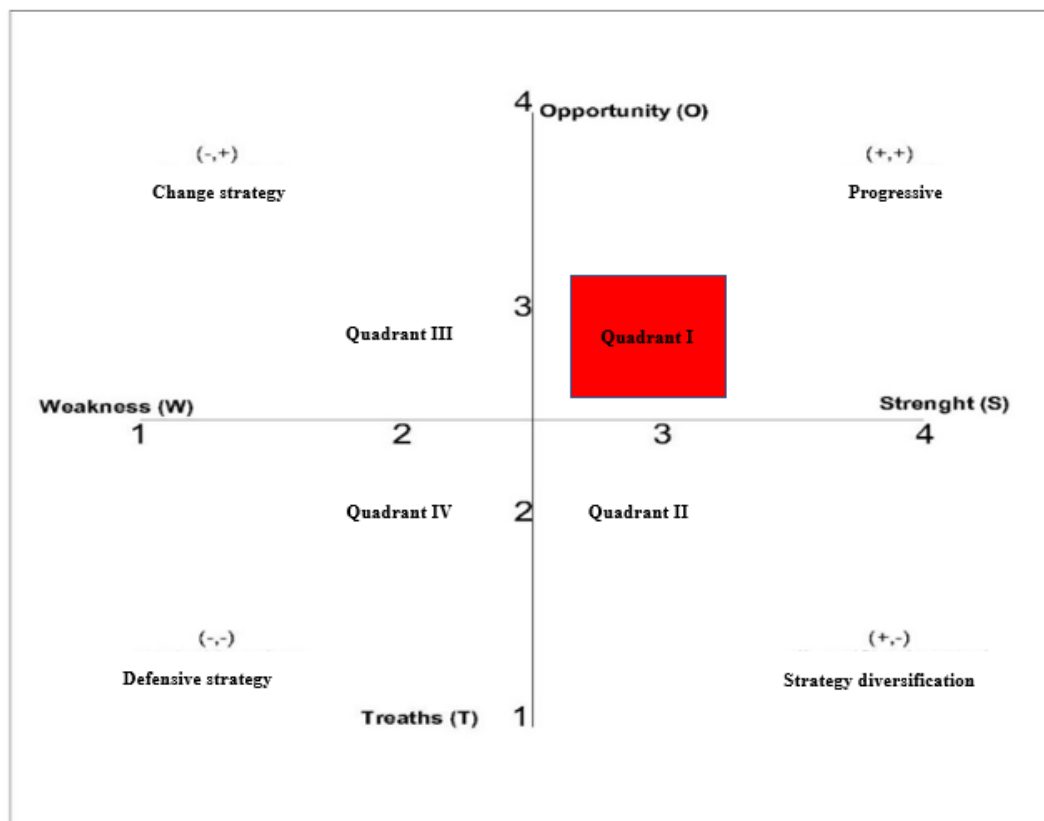


Figure 4. SWOT diagram. Source: Analysis Results

Because the IFAS value is 3 and the EFAS value is 3, with the help of the diagram above, it can be seen that the Munjul Bias Port development strategy is at the coordinates point (+, +) which can apply a progressive strategy for its development (Strength to Opportunity).

Port of Bias Munjul Development Strategy

The next stage of decision-making is through an analysis of the SWOT matrix and assessing the current position of the development and development of the Munjul Bias Port. Based on the results of the analysis on the resulting SWOT diagram is quadrant I, the strategies that can be applied are described

in Table 13 below.

Table 3. Munjul Bias Port SWOT Matrix

IFE EFE	Strength (S)	Weakness (W)
	<ul style="list-style-type: none"> • Strategic port location • Connect with four ports • More adequate facilities • Community enthusiasm 	<ul style="list-style-type: none"> • Limited number of personnel in the project • Risk of project delay • Supporting infrastructure is not ready • Water conditions with a risk of silting
Opportunity (O)	Strategy S-O	Strategy W-O
<ul style="list-style-type: none"> • Tourism policy • Development policy • Interest in tourism visits is high • Local community readiness 	<ul style="list-style-type: none"> • Establish cooperation between the local government and the private sector • Empowerment of local communities as human resources • Improvement of logistics and tourism supporting facilities 	<ul style="list-style-type: none"> • Effective and efficient management of development projects • Preparation of infrastructure development program in Nusa Ceningan • Taking advantage of community participation
Threats (T)	Strategy S-T	Strategy W-T
<ul style="list-style-type: none"> • There is no certainty when the pandemic will end • There are no new operational standards • Risk of water pollution • Risk of decreased interest in traveling 	<ul style="list-style-type: none"> • Take advantage of community participation • Operational system synergy with four connected ports 	<ul style="list-style-type: none"> • Control the number of project workers • Prepare a new development program for the environment around the port

Source: Analysis Results

Based on the results of the analysis that has been carried out, the main priorities for the infrastructure development strategy of the Port of Bias Munjul can be formulated as follows:

1. Establish cooperation between the local government and the private sector

Collaborating with local governments and the private sector so that infrastructure development is more focused, integrated, and effective that meets the feasibility standards of public transportation, especially the operational problems of crossing services that can be managed by the private sector.

2. Empowerment of local communities as human resources

The local government or village apparatus can ensure that local community human resources can be maximally absorbed in port operations or in subsequent development programs.

3. Increasing logistics and tourism supporting facilities

In the next development program, it is necessary to consider the addition of dock facilities to increase the capacity of the Bias Munjul Port. Adjustment to increase tourism facilities follows the development of applicable tourism support facilities standards.

CONCLUSION

The results of the SWOT analysis show that the strategy for the construction of the Munjul Bias Port is in prime condition (SO). The weight of the greatest strength in a very strategic port location is between Nusa Lembongan and Nusa Ceningan. The second factor is the factor of the facilities that will be built more complete than those that existed before as well as the addition of a Ro-Ro ship dock and the addition of a dock for speed boats. This is supported by the welcome and high expectations from the community for the existence of the Bias Munjul Port project. The Covid-19 pandemic has had a major impact on society so that many people have lost their livelihoods, especially in the tourism sector. With the existence of the Munjul Bias Port, it is hoped that it will provide new job opportunities after the Covid-19 pandemic. The local government also requires the presence of a representative port to accelerate equitable development in Nusa Ceningan and Nusa Lembongan. The direction of development that can be carried out is to establish cooperation between the local government and the private sector, empower local communities as human resources and improve logistics and tourism supporting facilities.

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