

TOURISM DEVELOPMENT MODEL USING OVOP (ONE VILLAGE ONE PRODUCT) IN SABU RAIJUA REGENCY

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TOURISM DEVELOPMENT MODEL USING OVOP (ONE VILLAGE ONE PRODUCT) IN SABU RAIJUA REGENCY

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Abstract: The government's desire to make the "one village one product" (OVOP) movement as a national program should be supported. Because, conceptually and practically, OVOP program is very promising. OVOP can be relied upon as a self-help movement in order to improve the welfare of the community and become a vehicle for regional economic revitalization. Sabu Raijua District has diverse cultural and custom potential, as well as natural attractions and beautiful beaches. This beach is famous for white sand that stretches wide and beautiful and attract tourists to come visit the object. But the problems that arise that transportation facilities, restaurants and toilets, bathrooms and lodging is limited. The priority potentials of decent agricultural development are: Lontar and Seaweed. The Regional Government shall develop and protect micro, small and medium enterprises and cooperatives in the tourism business by: Making policy, providing tourism for micro, small, medium and cooperative enterprises; Facilitate micro, small, medium and cooperative partnerships with large-scale enterprises

Keywords: model, development, tourism, OVOP program

I. INTRODUCTION

Government in this case the Minister of Cooperatives and SMEs in a working visit at BR. Kayuambua, Desa Tiga, Susut Bangli Sub-district of 2011 said that "the development of cooperatives can reduce the poverty rate of the population up to 12% and cooperatives have a good chance to manage tourism (agroecotourism) in a certain region/region. It also considers other aspects of biodiversity, socioeconomic, institutional, and regional infrastructure facilities that will be developed as agro-ecotourism areas. Cooperatives have a great opportunity to successfully manage agro-ecotourism, benefiting from the development of a profitable cooperative business, optimizing the involvement of the community as members of the cooperative, as well as preserving the environment and regional culture. Building East Nusa Tenggara (NTT) to cooperate through the development of tourism as a seed sector (locomotive) is the right step in determining economic progress in NTT. The government's desire to make the "one village one product" (OVOP) movement as a national program should be supported. Because, conceptually and practically, especially in Taiwan and Japan, OVOP program is very promising. OVOP can be relied upon as a self-help movement in order to improve the welfare of the community and become a vehicle for regional economic revitalization. In terms of geographical area of NTT, especially Sabu Raijua has a strategic position for the development of the tourism sector as a leading sector of economic development of the community to absorb labor, expand business opportunities, increase local revenues, increase foreign exchange earnings

and in turn improve the welfare of the population. In addition the Government is required to be assertive that will not use again protection system in business development but more role as utility provider, maker and enforcer of regulation and reinforcement aid for weaker. The regional government shall develop and protect micro, small, medium and cooperative enterprises in the tourism business by: making policy, providing tourism business; facilitating business partnerships. The government has a desire to establish the concept of development of OVOP (One Village One Product) program as a regional superior program. The government's desire to make the "one village one product" (OVOP) movement as a national program should be supported. Because, conceptually and practically, OVOP program is very promising. OVOP can be relied upon as a self-help movement in order to improve the welfare of the community and become a vehicle for regional economic revitalization. The above background explanation encourages researchers to conduct research with reference to the title "Tourism Development Model Using OVOP Program (One Village One Product) In Sabu Raijua District". The research objectives are: Designing a Model of Tourism Development Using OVOP Program (One Village One Product) In Sabu Raijua District.

II. THEORITICAL REVIEW

Tourism is a process of traveling while a person or a group of people to a particular destination outside his place of residence at least 24 hours. There are several factors that trigger a person (group of people) to travel; 1) curiosity; 2) the existence of free time; 3) have purchasing power; and 4) accessibility. According to Roger and Slinn (in Journalist, 1999: 18) tourism is a conscious human activity to get service somewhere, including the temporary stay of people in the area in search of satisfaction of different needs with what is experienced daily where he gets a permanent job. Tourism is understood as a tourist trip that is a temporary change where a person resides outside his or her residence for a reason and not to conduct activities that generate wages. Travel is a journey undertaken by someone or more with the aim of:

- a. Recreational Tourism; is a type of tourism conducted with the aim of resting to restore physical, mental and social freshness. Recreational tourism is done by visiting certain destinations and staying a few days in the place to get a calm and relaxed feeling, such as panoramic beaches, mountains and so on.
- b. Pleasure Tourism; People travel from their homes to cultivate curiosity, seek fresh air, lower nervous tension, enjoy the beauty of nature, enjoy the city crowd, according to the needs to be satisfied based on the character and background of each individual.
- c. Cultural Tourism; is a journey undertaken with the aim to broaden the horizons such as doing research, studying the culture of society of a region/nation, visiting historical monuments, visiting art centers, participating in festivals and so on.
- d. Sport Tourism; is a travel activity that deals with a series of sporting activities, both self-made and as a spectator.
- e. Health Tourism; ie travel activities for the purpose of treatment or to restore health by visiting a resting place, hot water, and a cool and fresh place.
- f. Business Tourism; is a work-related travel excursion including visiting an exhibition, following a work shop, or a trade.
- g. Religious Tourism

The journey undertaken by individuals or groups by visiting places of worship/holy with the aim to get closer to the Almighty, for example to Israel and Mecca (Umroh).

So it can be understood that tourism includes multi aspects of human needs; such as economic, environmental, social, cultural, communication, psychological and security aspects. These aspects shape the tourism environment. It will also give someone an unforgettable experience or a different experience from their daily lives. Because, everyone would want to get out of the saturation of routine that exists. The development of this tour for the future is expected to be very bright. Can also be directed in the form of a closed room (like museum), open space (park) or both. But the most important thing is the government does not stop to continue to further develop the existing tourist attractions to become better again, so that tourists will also feel happy to come.

2.1 Feasibility of Tourism Sector Development as Locomotive (Sector of Excellence)

The construction of a tourist object should be designed with the source of the potential attractions of the available attractions with reference to the success criteria of development which includes various feasibility;

- a. Financial feasibility; regarding the commercial calculations of the construction of the object. Estimated costs and benefits that indicate profit / loss should be taken into account from the beginning. How many intermittent periods required for the return of capital is already foreseen.
- b. Regional socio-economic feasibility: to determine whether investment in the development of a tourism object will have regional socio-economic impacts, including creating employment opportunities and business opportunities, to increase foreign exchange earnings, increase revenues in other sectors such as taxes, industry, trade, agriculture and bring in income for the community.
- c. Technical feasibility; the development of a tourist attraction must be technically accountable with respect to the carrying capacity. A tourist attraction does not need to be built if the carrying capacity of the tourist attraction is low. The attractiveness of a tourist attraction will be reduced or lost when the tourist attraction threatens and endangers the safety of tourists.
- d. Environmental feasibility; environmental impact analysis can be used as a reference activity of development of a tourist attraction. The development of tourism objects that have the effect of damaging the environment must be stopped immediately.

2.2 OVOP Program (One Village One Product)

OVOP program can be a method to stem the flow of urbanization. With OVOP, the conditioned villagers do not have enough excuses to seek livelihoods in urban areas. Therefore, jobs with relatively welfare income are available in the village. OVOP enables stimulated and spurred economic activity to flourish in accordance with the potential and advantages of local villages. The following are excerpts of OVOP exposure issued by the Ministry of Cooperatives and SMEs:

- a. One Village One Product or One Village One product is a regional Potential development approach in one region to produce a unique global class product unique to local area using local resources.

- b. One village as intended to be expanded into sub-districts, districts / municipalities, or other territorial units in accordance with the potential and scale of business economically.
- c. OVOP is a regional potential development approach to produce a unique and distinctive global class product by utilizing local resources.

2.3 Vision OVOP

- a. To explore and promote innovative and creative local products, from unique, unique local resources, high added value, while maintaining environmental sustainability, having a high image and competitiveness.
- b. Development of SMEs that is highly competitive in domestic and global markets and Seeking potential commodities in one center utilizing Local Potential.

The basis for determining a superior product area is to use the following model:

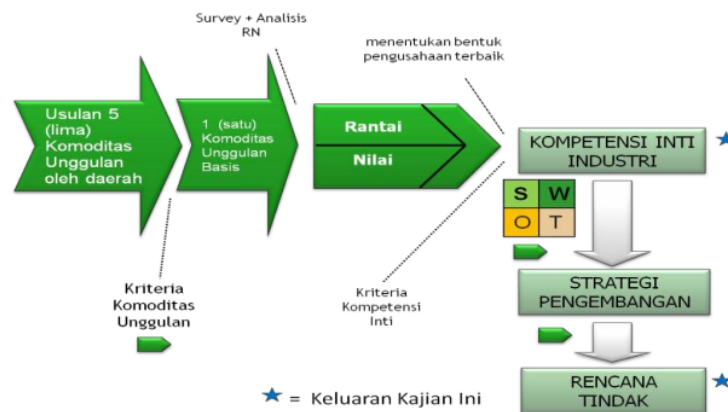


Figure 1. Model of Superior Product Determination

The model of determining the superior product using OVOP program product criteria as follows:

- a. It is a regional superiority that has been developed for generations;
- b. It is a typical product of the local area;
- c. Based on local resources;
- d. Has the appearance and quality of products in accordance with market demands;
- e. Have a wide market opportunity, both domestic and international;
- f. Have high economic value;

III. RESULT AND DISCUSSION

The regency of Sabu Raijua is in the midst of continuing development towards innovative, advanced and dignified Districts. Sabu Raijua vision and mission is a moral force

that provides motivation, encourage and give direction to the achievement of the ideals to achieve the improvement of people's welfare. There are 3 (three) main programs that are prioritized, namely job creation and economic improvement of the community, maintenance and improvement of public health status, and improvement of education. "Whatever the potential of Sabu Raijua will be developed and mixed into a pro-people program".

The potential of natural resources and human resources is very abundant in East Nusa Tenggara. Particularly Sabu Raijua Regency which is new regency has the potential that is still natural and temporary in the process of processing, utilization and growth. For that government, businessmen/private, academics and community leaders need to work together to determine the right product choices to be featured in looking at market opportunities in the future. The market will determine the success of the area community, government, academia and businessmen.

3.1 Potential/Excellent Product Development of OVOP Program of Sabu Raijua Regency

The result of data analysis is known some of the potential of tourism and agricultural potential that became the main Sabu Raijua region are as follows:

Based on the model of product determination and product criteria that will be featured in OVOP program, the result of survey, interview and questionnaires distribution to the samples from Tourism Provinces, Managers and Community Leaders as well as the tourists are known that some products that can be featured as follows:

Table 1. Agricultural Products

No	Agricultural Products	Assessment				Description
		Feasible	%	Not feasible	%	
1	Lontar	50	83,33	10	16,67	Feasible
2	Corn / Sorghum	35	58,33	25	41,67	Feasible
3	Nuts	20	33,33	40	66,67	Not feasible
4	Vegetables	25	41,67	35	58,33	Not feasible
5	Tubers	15	25	45	75	Not feasible
6	Banana / Coconut	27	45	33	55	Not feasible

Table 2. Tourism Tourism Products

No	Tourism Attraction Products	Assessment				Description
		Feasible	%	Not feasible	%	
1	Nature / Mountains Attractions	26	43,33	34	56,67	Not feasible
2	Attractions Sea / Beach	35	58,33	25	41,67	Feasible
3	Cultural Attractions of Dance Arts	35	58,33	25	41,67	Feasible
4	Adat Attractions	43	71,67	17	28,33	Feasible
5	Attractions Ikat Weaving	43	71,67	17	28,33	Feasible

Table 3. Fishery Products

No	Fishery Products	Assessment				Description
		Feasible	%	Not feasible	%	
1	Freshwater Fish Pond	27	45	33	55	Not feasible
2	Sea Water Fish Pond	26	43,33	34	56,67	Not feasible
3	Seaweed	45	75	15	25	Feasible

3.2 Potential Tourism Commodity: Natural and Cultural Attractions Sabu Raijua

The Regent's dream that if Bali is known throughout the world as an island of the gods, then Sabu Raijua would be known as the city of the gods. Because the belief in the influence of the gods in Sabu Raijua until now still exist and maintained since hereditary. The belief in the influence of the gods on the survival of the Sabu Raijua people is known by the tribal religion or "Jingitiu". Even the Jingitiu school has been recognized by all circles in Sabu Raijua as an authoritative belief. In the past when all Jingitiu rituals were run and maintained properly, whatever the customary elders wished would be, for example: if the rain did not come they would do a ritual to call for rain, and there would be rain. Currently, the Jingitiu stream is less protected and facilitated by government and other elements of society. Until now, the number of people Sabu Raijua who embraced the flow of Jingitiu decreases. Preserving the culture including maintaining the flow of Jingitiu in Sabu is the hallmark of dignified people. The people of Sabu Raijua will suffer great losses if this flow is forced to extinction. This is a terrible power that will be lifted to the surface to be sold as a great wealth of tourism. people with their songgoh-summoned the gods to enjoy offerings. If this ritual is performed every month then the gods will come every month. A similar stream also exists in Sumba called Merapu, and in Timor there is Boti. It's a tribal religion that must be protected.

Protective measures taken apart as a cultural tourism promotion destination also to provide protection and respect for this tribal religion to remain. We are not forced to believe in the flow, but let us respect it as a culture and must be preserved. The residents of Sabu Raijua are still strong enough to maintain and run traditional ceremonies based on local cultural values. They are formed in various patrilineal groups called *Udu (Clan)*. Each Udu consists of several *Kerogo (Sub Clan)*. Clan and Sub Clan inhabit the area called Rai scattered in *Seba (Hebba)*, Liae, Dimu and Raijua. Traditional costumes, musical instruments, songs, various types of dances in various cultural ceremonies are held as a means of preserving the cultural heritage of the ancestors. In the mythology ("History of Speech") of Sabu Raijua, these two islands have been arranged spatial territory in the ancestral era *Wai Waka*. This ancestor form spatial with the vision of the settlement. So what is created is a residential area in accordance with the needs of society in his era.

In addition to diverse cultures and customs, Sabu Raijua is also famous for its natural attractions and beautiful beaches as seen in the picture above. Both beaches are famous for the white sand that stretches wide and beautiful and attract tourists to come visit the object. But the problems that arise that transportation facilities, restaurants and toilets, bathrooms and lodging is limited. The potential of tourism in this district is amazing. Both nature tourism, marine tourism and cultural tourism are all in Sabu Raijua.



Figure 2, 3, 4 and 5: Hole Cultural Tourism Object, Ubahau Beach, King's Tombstone, and Daba ceremony



Figure 6, 7, and 8: Arena for Chicken Spurs Image, Tomb of the gods / king of Sabu Raijua the history or belief of local people through customary rituals to raise the ancestors and the stone will move by itself to them, woven fabrics of Sabu

3.3 Priority Priority Commodities

The priority commodities that are prioritized to be developed are selected through the process of clearance from 5 (five) commodities to 1 (one) by FGD (Focus Group Discussion) method and AHP (Analytic Hierarchy Process) based on the following criteria: Ability to win competition / face competitive condition, Ability to excel in the long term (sustainability), the amount of effort required to develop the competencies / capabilities, and multiplier effects.

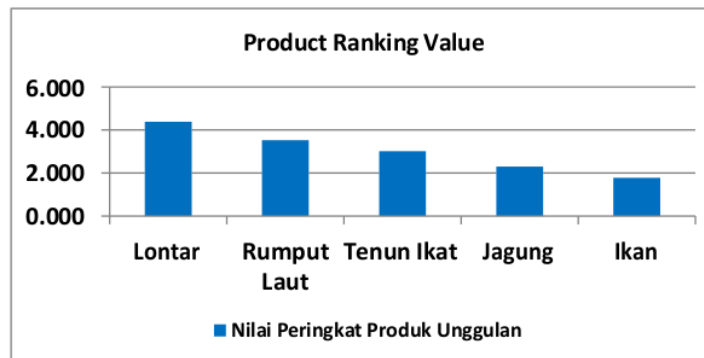


Figure 9. AHP priority graph of each commodity

From the results of the AHP output above, it can be concluded that the priority commodities to be developed are: Lontar and Seaweed and the priority commodity priority focus (base) is Lontar. Graphically, the process of selecting superior commodities from a long list - short list - a priority commodity priority - a priority commodity of focus priority (base) is shown in the following figure.

3.4 Potential & Prospect of Lontar Commodities (*Borassus Sundaicus*)



Figures 10 and 11. Lontar Trees and Sugar of methylated shabu and sugar

The Siwalan tree (Lontar) is a strong and strong palm tree (Palmae and Arecaceae). Trunked with a height of 15-30 m and diameter of about 60 cm. Large leaves collect at the end of the stem to form a rounded header. Each leaf has a similar fan with a diameter of 150 cm. Leaf stalk reaches 100 cm length. Lontar fruit (Siwalan) clustered in bunches with a number of about 20-grains. The fruit is round with a diameter between 7-20 cm with brownish-brown skin. Each grain has 3-7 grains of brown flesh and covered with a thick and hard shell. Benefits of Lontar Tree:

- a. Stems can be used for home building materials and other necessities as wood substitutes.
- b. The midrib can be used for firewood, fence, straps etc.
- c. Leaves are used for roofing houses, kitchen appliances, webbing mats, water tankers, and other plaits.
- d. Fruits can be eaten and made beverages (Young fruit made beverages, old fruits can be made beverages, dodol, crackers etc.
- e. Nira (the juice of the mayang) is used: Taken by humans and animals. Made sugar, processed into alcohol, liquor, vinegar consumption and bioethanol.

3.5 Development Strategy

The Government utilizes its strengths or minimizes its weaknesses in capturing opportunities and / or avoiding threats in public services carried out on the basis of government policy which is a statement and commitment undertaken by the government to implement the strategy formula for achieving the objectives. The formulation of the resulting strategy is as follows:

Table 4. Factors Determining the Success of Tourism Development in Sabu Raijua

No.	Development Factors	Cooperative	Tourism
A	Internal factors		
	Strength	<ol style="list-style-type: none"> 1. Potential of agriculture, plantation, animal husbandry and tourism 2. Support of local institutions 3. Initial capital and excellent service of cooperative members 4. Availability of human resources 5. Government commitment 	<ol style="list-style-type: none"> 1. Potential natural attractions, beaches and cultures and diverse customs 2. Support of local institutions 3. Attitudes, behavior and public hospitality at DTW 4. Availability of human resources 5. Government commitment
	Weakness	<ol style="list-style-type: none"> 1. Overlapping cooperative management 2. Processing of limited production 3. Has a low limb bargaining power position 4. Technology with low efficiency 5. Limited transportation facilities 6. Marketing is still limited to the local environment of society 	<ol style="list-style-type: none"> 1. Management of tourism that has not been directed to cluster formation 2. Packaging tourism products are less attractive to tourists 3. Implementation of tourism marketing strategy does not satisfy consumers / tourists 4. Accessibility is still limited to some tourist destinations 5. Inadequate transportation facilities
B	External Factors		
	Opportunities	<ol style="list-style-type: none"> 1. Implementation of OVOP program 2. Work on deep market niche 3. Strong local institutions 4. Organizing local potential exhibitions 5. Increased capacity of competitiveness through price, after-sales service, continuity of production and satisfactory service. 	<ol style="list-style-type: none"> 1. Implementation of OVOP program 2. Development of tourism and cultural attractions 3. Strong local institutions 4. Organizing events 5. Encourage the improvement of competitiveness capacity through price, after-sales service, continuity of production and satisfactory service.
	Threats	<ol style="list-style-type: none"> 1. The state of the economy has not stabilized 2. Compete with global market 3. The product quality is low 4. Partnership Relations 5. Free trade expansion 	<ol style="list-style-type: none"> 1. Similarity of products with other regions 2. There is a tight competition in the flight path 3. Competitors have a more attractive tourist destination 4. Partnership Relations 5. Free trade expansion

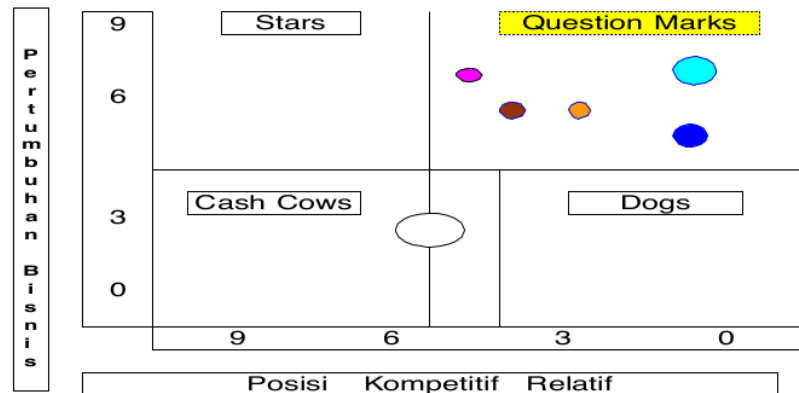


Figure 12. Analysis Using BCG Portfolio Matrix

Information:

The positioning of the company is based on the analysis of the total score of internal factors and external factors. By using the Internal-External Matrix model (Wheelen 2003: 197) i.e. the total score of IFAS = 5.85 and EFAS = 6.875 it appears that the strategy needs to be developed by the Stakeholders (Local, Provincial Government, District Government, Village Government, Private, Environmental NGO life, Research Institute / Higher Education) is Growth by introducing new products originally called "Question Marks" with potential to succeed but cost a lot for development. If one of these products gains enough market share to become a market leader that is usually at the peak of its product lifecycle and generates plenty of cash to maintain its market share.

Table 5: SWOT Analysis of Tourism Development

	STRENGTH	WEAKNESS
	<ul style="list-style-type: none"> ▪ Potential natural attractions, beaches and cultures and diverse customs ▪ Support of local institutions ▪ Attitudes, behavior and public hospitality at DTW ▪ Availability of human resources ▪ Government commitment 	<ul style="list-style-type: none"> • Tourism management has not been directed to cluster formation • Packaging of tourism products is less attractive to tourists • The implementation of tourism marketing strategy does not satisfy consumers / tourists • Accessibility is limited to some tourist destinations • Inadequate transportation facilities

OPPORTUNITIES <ul style="list-style-type: none"> • Penerapan program OVOP • Pengembangan atraksi wisata dan budaya • Kelembagaan lokal yang kuat • Penyelenggaraan event • Mendorong peningkatan kapasitas daya saing melalui harga, pelayanan purna jual, kontinuitas produksi serta pelayanan memuaskan. 	STRATEGY SO <ul style="list-style-type: none"> • OVOP Program Plan • Expansion of market share by segmenting the market for several types of products • Improving the quality of human resources • Maintaining quality and service quality • Develop facilities and infrastructure of special interest tourism and marine tourism 	STRATEGY WO <ul style="list-style-type: none"> • Create an investment climate • Improve cost efficiency • Developing existing tour packages becomes more attractive to tourists • Improve access to tourist attractions and increase transportation network • Improve marketing strategy
THREATS <ul style="list-style-type: none"> • Keadaan perekonomian belum stabil • Bersaing dengan pasar global • Kualitas produk rendah • Hubungan Kemitraan • Ekspansi perdagangan bebas 	STRATEGY ST <ul style="list-style-type: none"> • Cooperate with airlines in promoting tourism • Improve quality and service • Setting a pricing strategy • Develop new products that have unique characteristics 	STRATEGY WT <ul style="list-style-type: none"> • Cooperating with competitors by mimicking the performance of its success • Improving the image / image of Kupang tourism as a safe destination for tourists to visit with more focus on the aspects of nature and culture

The achievement policy is:

- a. a. Support conservation efforts, assessment and research of cultural aspects including cultural values, values of tradition, language and literature, art and history and archaeologists;
- b. Encouraging the implementation of art and cultural performances as a form of appreciation of local culture;
- c. Carry out an inventory of tourism potentials to be designated as excellent destinations at both district and sub-district levels and potential cultural events as tourist attractions and event scale (core, major and supporting) at both sub-district and village and village levels;
- d. To encourage the creation of administrative services and tourism business development in order to create a conducive business climate;
- e. Structuring and procurement of model / format of guidance for tourism business actors;
- f. Implementation of promotional activities by utilizing advances in information and communication technology in addition to the implementation of conventional promotional strategies;
- g. Structuring the system of provision of tourism facilities and information more comprehensive;
- h. Improved coordination between partnership, inter-region and cross-sector in effort to build culture and tourism area;
- i. Encourage and provide opportunities for community participation in tourism development activities;
- j. Implementation of community empowerment efforts, especially for people around the tourist attraction;
- k. Development of tourism worker professionalism in providing excellent service for tourists;
- l. Management of public service mechanisms and services of the cultural and tourism sector;

In the OVOP approach there are three main principles of developing superior products aimed at improving, developing, and marketing products that can be a source of pride in the local community. Basically, the OVOP approach must proceed and run in a "bottom up" with the identified problem, potential, and feasibility of superior product development. Local governments need to issue a legal basis for the development of superior products, so that it can be the basis for all units of local work units (SKPD) for the creation of synergy and integrity in these activities. The success of the OVOP program is largely determined by the active participation of the entire community and across the existing actors through the cooperative vessel. Therefore, it is hoped that the cooperative is expected to be a reliable place to modernize the business of its members. Implementation of OVOP program will be implemented if the government, stakeholders, academics and the community are willing to cooperate and form a clear chain so that there is no overlap in the implementation. For that researchers propose a model of appropriate policy in the process of implementation of OVOP program as follows:

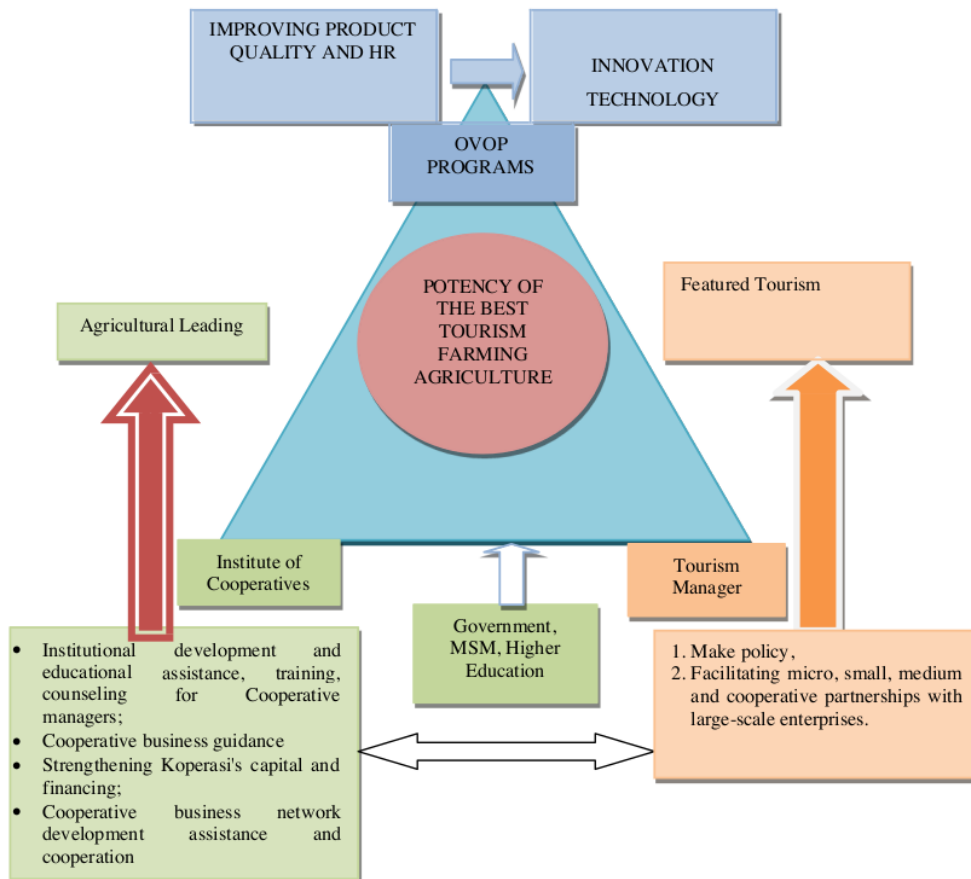


Figure 13. Model of Tourism Development Policy in Sabu Raijua Regency

IV. CONCLUSION

1. Sabu Raijua Regency has diverse cultural potential and customs, as well as natural attractions and beautiful beaches. This beach is famous for white sand that stretches wide and beautiful and attract tourists to come visit the object. But the problems that arise that transportation facilities, restaurants and toilets, bathrooms and lodging is limited.
2. Priority potential of agriculture that is feasible to develop are: Lontar and Seaweed.
3. The Regional Government shall develop and protect micro, small and medium enterprises and cooperatives in the tourism business by: Making policy, provision of tourism business for micro, small, medium and cooperative enterprises; Facilitate micro, small, medium and cooperative partnerships with large-scale enterprises.

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