



Local development, community, empowerment and tourism development: A concept

Willya Achmad

Universitas Pasundan, Bandung, Indonesia

willyaachmad@unpas.ac.id

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ABSTRACT

This study is to create an approach between local development and tourism in order to assess whether or not tourism may be a strategy in local community empowerment. The objective of this research is to build an approach between local development and tourism. In the offered text, evolution, conceptualization, and components are discussed. In this study, we use a qualitative approach and combine it with a descriptive methodology. The data used in this study originated from a variety of different literatures that were pertinent to this investigation. The findings that were gathered indicate that there are a variety of perspectives held by members of the community who are seen as crucial participants in the process. In this research, it is also emphasized that tourism cannot be the sole source of revenue; rather, it should be seen as an activity that contributes to the overall improvement of the community's quality of life. neighboring areas with an emphasis on fostering community empowerment within those communities.

Keywords: Local Development, Community Empowerment, Local Community, Tourism Development.



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INTRODUCTION

Local community development or what is often called local development has an important meaning as a comprehensive development model and strategy. Since it was consolidated as a process in the 1970s and through its inclusive policies, it has been shown that the prevailing exogenous development model can be changed.¹ Over time, some governments have bet on initiatives where the main beneficiaries are local residents by empowering communities through poverty alleviation, increased proactive participation and quality of life.²

Local community development varies across countries and its implementation changes over time due to experience, evaluation, debate and reflection. The process of technological and managerial innovation has brought alternative approaches to the mainstream and some governments have changed their political agendas, combining local and development policies. However, regional and national interests in the broader economic and political context make this development practice impossible in certain contexts.³

Tourism is one of the industrial fields engaged in services and services which is one of the mainstays of the Indonesian nation in boosting the country's foreign exchange. The development of

¹ Muhammad Hasan et al., *Teori-Teori Pembangunan Ekonomi* (Media Sains Indonesia, 2020).

² M Mulyadi, "Pemberdayaan Masyarakat Adat Dalam Pembangunan Kehutanan," *Jurnal Penelitian Sosial Dan Ekonomi Kehutanan* 10, no. 4 (2013): 29076, <https://doi.org/10.20886/jpsek.2013.10.4.224-234>.

³ Muhammad Hasan and Muhammad Azis, "Pembangunan Ekonomi Dan Pemberdayaan Masyarakat: Strategi Pembangunan Manusia Dalam Perspektif Ekonomi Lokal (Edisi Kedua)" (CV. Nur Lina Bekerjasama dengan Pustaka Taman Ilmu, 2018), <https://eprints.unm.ac.id/9409/>.

tourism in Indonesia is very large and diverse so that it can be developed into an attractive tourism destination and become the main destination for world tourism.⁴ Currently, tourists prefer nature tourism combined with community participation in culture and society. Social interaction in the world of tourism is a need that must be met as part of the development of the world of tourism.⁵

There are several areas that have empowered local communities through tourism development. Initiatives to improve resident communities through tourism are benchmarks in local development and integrate economic, social and ecological elements. This is an efficient way for a just, responsible and adaptable system of governance, which can achieve progress in sustainable tourism development.⁶ In fact, in communities whose main occupation is farming due to tradition and history, tourism can be an alternative to development, as long as it does not reach monocultures and residents see it as a secondary source of income.⁷ Therefore, tourism benefits rural households and, in some cases, can help reduce gender inequalities if sufficient opportunities are available.

In this context, the main objective of this research is to make an approach between local development and tourism, as a state of the art, to determine whether tourism can be a strategy in the development and empowerment of local communities, the aim is none other than to improve the quality of life and welfare of the community. local. For this reason, the article begins by analyzing the evolution, conception, and elements of Local Development in each inscription, relating it to tourism, to limiting the field of work. In turn, to advance in practice, it is necessary to estimate the perception of local people as a balance between positive and negative effects.

RESEARCH METHOD

In this research, a qualitative descriptive technique based on a literature review was applied. When using this approach, provide a clear explanation of the precise needs for a certain item.⁸ In this example, the author attempts to grasp the principles and concepts of local community empowerment and tourist development. In this research, data was collected in two ways: primary data and secondary data. The primary sources of information for this study include books, scholarly papers, journals, and articles. Secondary data may be obtained from other online sites.

RESULT AND DISCUSSION

Concept of Local Development and Development

The concept of development implies the act of expanding or improving and is used in the social sciences to show improvement in an economic, social, political and/or cultural sense.⁹ It is usually associated with economic growth, as an increase in production beyond the natural processes of the biosphere and, in many cases, to society. Moreover, it is considered a synonym of progress. Haque synthesizes development as the search for and realization of the optimal quality of life and environment for the population.

Alternative development, including the incorporation of theories espoused by people-centred economic models and the environment, with a bias towards local participation and bottom-up planning. This model revolves around basic needs, grassroots empowerment, gender and sustainable development. Sustainability is framed in a global dimension, but refers to the resilience of resources

⁴ Rabiatul Adwiyah, "Kesiapan Sumber Daya Manusia Bidang Pariwisata Indonesia Dalam Menghadapi MEA 2015," *Jurnal Manajemen Dan Bisnis Performa* 12, no. 1 (2015): 1–16, <https://doi.org/10.29313/performa.v0i1.3040>.

⁵ Sri Hartini, Aji Sudarsono, and Sukaris Sukaris, "Pemetaan Wisatawan Domestik Pada Destinasi Wisata Di Provinsi Jawa Timur," *Jurnal Manajerial* 7, no. 01 (2020): 1–18, <https://doi.org/10.30587/jurnalmanajerial.v7i01.1113>.

⁶ Arief Setijawan, "Pembangunan Pariwisata Berkelanjutan Dalam Perspektif Sosial Ekonomi," *Jurnal Planoeath* 3, no. 1 (2018): 7–11, <https://doi.org/10.31764/jpe.v3i1.213>.

⁷ Panji Try Yarmaja, "Efektivitas Pemberdayaan Masyarakat Oleh Kelompok Sadar Wisata (Pokdarwis) Dalam Mengembangkan Pariwisata Berkelanjutan (Studi Pada Pokdarwis Minang Rua Bahari Di Desa Kelawi, Kecamatan Bakauheni, Kabupaten Lampung Selatan)," 2019, <https://doi.org/10.23960/administratio.v10i1.93>.

⁸ Prof Sugiyono, "Metodologi Penelitian Kuantitatif Kualitatif Dan R&D," *Alpabeta, Bandung* 62 (2011): 70.

⁹ Muhammad Suparmoko, "Konsep Pembangunan Berkelanjutan Dalam Perencanaan Pembangunan Nasional Dan Regional," *Jurnal Ekonomika Dan Manajemen* 9, no. 1 (2020): 39–50, <https://doi.org/10.36080/jem.v9i1.1112>.

from a local perspective, in the sense of keeping natural, cultural or other resources from being consumed without the possibility of renewal during the development process.¹⁰ Sustainable development has certain drawbacks, including the problem of measuring environmental impacts, the absence of clear boundaries for growth and the lack of reconfiguration of the global capitalist economic system.¹¹

With the economic crisis of the 1970s, the exogenous investment development model ceased to operate as its limitations became apparent and led to a change in attitude. New development policies are based on endogenous potential and emphasize the role of the region, worrying about natural resources, the environment and quality of life.¹² The first experiences emerged in the United Kingdom and the United States, challenging national frameworks through new institutions (business councils, sector development agencies or community associations) with local capital, by promoting job restructuring. This new strategy called “from the bottom” was strengthened in the 1980s, when local governments incorporated the design and implementation of long-term policies into their functions to solve local problems and defend themselves against the resulting changes in the economic landscape.¹³

The relationship between development and tourism has had signs in the rural sector in Europe, due to the agricultural crisis that began in the 1960s, generated by the massive exodus of peasants to the cities. Residents living in depopulation centers need additional income. The LEADER program in the 1980s, which was the European Union's agricultural policy, primarily aimed at rural development, sought to provide productive alternatives for farming families. These projects led to the restoration of the quality of European rural life and its revaluation.¹⁴

In Asia, this relationship is presented as a relatively easy development alternative, because it is based on the resources owned by the region and does not require major transformation.¹⁵ The prediction at that time was that with tourism, the so-called third world countries would have the opportunity to develop, shifting from the primary sector to the tertiary sector without the need for industrialization. With this “progress” premise, many countries are betting on promoting tourism without adequate feasibility studies or any kind of planning. Furthermore, there is no denying that the process is not that simple. What causes the political dimension of tourism promotion.^{16,17}

The social and political situation demands new development alternatives, and tourism based on territorial potential and natural, cultural and social wealth, is a different development strategy. This approach leads to public-private agreements at the local/regional level, with the aim of articulating the territorial sphere and generating policies that in the competitive context of tourism activities, apart from stimulating and promoting local actions and works, enable to generate the right conditions that stimulate and persuade exogenous investors, seek to articulate interests that generate negotiating capacity. However, new and more appropriate ways of dealing with this relationship must be analyzed from different perspectives depending on the path followed, in order to detect deficiencies and strategies that have worked (Solari and Pérez, 2005).

¹⁰ Dhian Tyas Untari, “Ecopreneurship Dalam Konsep Pembangunan Yang Berkelanjutan,” in *Proceeding of International Conference Sustainable Competitive Advantage*, vol. 3, 2013, <https://jp.feb.unsoed.ac.id/index.php/sca-1/article/view/261>.

¹¹ Muhammad Amsal Sahban and M M Se, *Kolaborasi Pembangunan Ekonomi Di Negara Berkembang*, vol. 1 (Sah Media, 2018).

¹² Eko Sudarmanto et al., “Konsep Dasar Pengabdian Kepada Masyarakat: Pembangunan Dan Pemberdayaan” (Yayasan Kita Menulis, 2020), <https://repository.unifa.ac.id/id/eprint/991/>.

¹³ Teguh Widodo, *Pembangunan Endogen: Mengabaikan Peran Negara Dalam Pembangunan* (Deepublish, 2015).

¹⁴ Darwin Damanik et al., “Ekonomi Pariwisata: Konsep Pemasaran Dan Pembangunan” (Yayasan Kita Menulis, 2022), <https://repository.unifa.ac.id/id/eprint/988/>.

¹⁵ Iwan Jaya Azis, *Pembangunan Berkelanjutan: Peran Dan Kontribusi Emil Salim* (Kepustakaan Populer Gramedia, 2010).

¹⁶ Fani Cahyandito, *Pembangunan Berkelanjutan, Ekonomi Dan Ekologi, Sustainability Communication Dan Sustainability Reporting* (SSRN, 2014), https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1670708.

¹⁷ Rd Siti Sofro Sidiq and R Willy Achmad, “Gender Aspects in Remote Indigenous Community Empowerment Program in Indonesia,” 2020, <https://repository.unri.ac.id/items/14546cfc-63ed-4d5c-a745-180a72993f61>.

Approach to local development

There are various definitions of the concept, regarding Local Development. Soeroso defines it as: A process that reactivates the economy and stimulates local communities that, through efficient use of endogenous resources in a particular area, are able to promote economic growth, create jobs and improve the quality of life of local communities.¹⁸ Hasan & Azis conceptualizes it as: A process of economic growth and structural change that leads to an increase in the standard of living of the local population in which at least three dimensions can be identified: economy, where local entrepreneurs use their ability to regulate local productive factors at a high level.¹⁹ sufficient productivity to compete in the market; other socio-cultural, where values and institutions form the basis of the development process; and finally, the political-administrative dimension in which territorial policies enable the creation of a favorable local economic environment, protect it from external interference and promote local development.

Local development and tourism are the two basic constructs for multi-regional development strategies, and the key to their success is based on the process of re-activating the economy and revitalizing local communities, using resources efficiently, local communities, and improving the quality of life.^{20,21} Certainly more indisputable than in any other activity, growth (in tourism, in activity, in investment) is not development, consequently, different effects of nature are understood, be it environmental, cultural, social and economic, with different meanings positive or negative, important to ponder and resolve for the benefit of local development. Similarly, in tourism, seeking action, carrying out investments, carrying out work and providing services, is also not seeking, as far as the action is exogenous to the foreign and indifferent to the local, so it is necessary to cultivate, assimilate and endogenize appropriately for the benefit of the region.

In this paper there are four distinguished components in Local Development.²² The economic component emphasizes productive employment, income, rational satisfaction of legitimate needs, and the adequacy and quality of public goods. Second, in the social sphere, integration of conditions of growth equality, coexistence and social justice are considered. The cultural components prioritize ownership and historical identity, community integration and values, such as solidarity. Finally, in the political aspect, they focus on the values of transparency, legitimacy and responsibility of representation, direct citizen participation, responsibility accountable, and informed in major collective decisions and in public management.

Along with the components, it is necessary to point out the general conditions for a successful Local Development process that starts in individuals but is transferred to groups and communities. First, the existence of a sufficiently dynamic human conglomeration is needed to enable various initiatives to emerge. They are influenced by the affirmation of the type of life and social identity. Third, the figure of social centers is key, where it becomes effective, (i) on the one hand, a work of harmonization and cohesion between local initiatives and management and (ii), on the other hand, a work of similar articulation. local level with other economic and administrative levels.²³

The result of the component and condition analysis is to identify the basis for the Local Development process:

¹⁸ Amiluhur Soeroso, "Konservasi Lingkungan Kawasan Borobudur Dengan Manajemen Berbasis Pada Pembangunan Masyarakat Lokal," *Economic Journal of Emerging Markets*, 2007, <https://doi.org/10.20885/ejem.v12i1.518>.

¹⁹ Hasan and Azis, "Pembangunan Ekonomi Dan Pemberdayaan Masyarakat: Strategi Pembangunan Manusia Dalam Perspektif Ekonomi Lokal (Edisi Kedua)."

²⁰ Fitri Abdullah et al., "Perkembangan Destinasi Pariwisata Dan Kualitas Hidup Masyarakat Lokal," *MIMBAR: Jurnal Sosial Dan Pembangunan* 31, no. 2 (2015): 339–50, <https://doi.org/10.29313/mimbar.v31i2.1441>.

²¹ RYogie PrawiraW, Hindina Maulida, and Willya Achmad, "Narrating the Implementation of Social Welfare Community Program," *Rigeo* 11, no. 5 (2021), <https://rigeo.org/menu-script/index.php/rigeo/article/view/763>.

²² William J Coffey and Mario Polese, "Local Development: Conceptual Bases and Policy Implications," *Regional Studies* 19, no. 2 (1985): 85–93, <https://doi.org/10.1080/09595238500185101>.

²³ A E Luloff and Jeffrey Bridger, "Community Agency and Local Development," *Challenges for Rural America in the Twenty-First Century*, 2003, 203–13, https://www.researchgate.net/publication/288395080_Community_Agency_and_Local_Development.

- (1) The importance of mobilization and participation of local actors, subject to the construction of social capital coupled with the proactive attitude of local governments, given that public management is committed to going beyond its traditional functions. Local government leadership is fundamental, with the aim of expanding proactive learning and entrepreneurship, eliminating a culture rooted in subsidies and the indifference of local actors. In addition, public management is a call to regulate the space between various actors involved in development such as territorial and public-private institutions.²⁴
- (2) The promotion of a local entrepreneurial culture is the first initiative to benefit cooperation between the public and private sectors in development planning. Identifying the components of local traditional culture and narratives, forming transcendental information to understand the consolidated synergies in the region, the knowledge of which is the main added value for any Local Development strategy. Regional identity, like social capital, must be understood as an intangible asset, which must be generated locally, through various consultation spaces between actors to provide solutions to their main common challenges. With this fact, local participation facilitates the discussion of local issues and fosters the foundation of a shared territorial identity in this process.²⁵
- (3) development of a territorial strategy for regional development, as demonstrated by the participation of key local stakeholders. The strategy should meet the goal of leading to greater use of endogenous resources and changes to the local productive matrix through the annexation of innovations based on quality and differentiation of productive products and processes, in addition to the insertion of improved processes. important social and institutional management and adjustment.²⁶
- (4) Support for local micro and small enterprises, training their human talents in accordance with local production system innovation requirements are an applicable part of the local development strategy. In this sense, it appears in the territory of the provision of production services, the inclusion of human talent training in accordance with the existing demand in the local production system, referring to the updating of current production activities as well as to new mergers. promising activity trends in the near future. Program coordination is reflected by drawing up formalized promotional instruments, as well as cooperation and exchange of resources between local companies, combining at the same time associative and market relations.²⁷

Local development and tourism

As a key and differentiating element supporting tourism as a Local Development strategy, it has been demonstrated by local residents starting new tourism businesses or diversifying their existing ones. They thus demonstrate that this territorial withdrawal can contribute to development, and result in better response conditions prior to entry into the global tourist circuit region.

The peculiarities of Local Development in natural areas should be considered, for proper management, communities demonstrate that the government plays a fundamental role in coordination, to build adequate carrying capacity for nature reserves, while identifying market niches and planning natural resources accordingly. attractions to determine which visitors are a good fit, taking into account a set of criteria for their visit. Heritage conservation is very important in the Local Development strategy, referring to this issue, local actors maintain a good perception of the importance of protecting it, linking it with bringing opportunities for development. In addition, this

²⁴ Mohammad Mulyadi, "Mewujudkan Kemandirian Lokal Melalui Upaya Pemberdayaan Masyarakat Lorong Di Kota Makassar," *Jurnal Kebijakan Pembangunan* 12, no. 2 (2017): 179–88, <https://jkpjurnal.com/index.php/menu/article/view/102>.

²⁵ Theresia Octastefani and Bayu Mitra Adhyatma Kusuma, "Peran Pemerintah Kabupaten Malang Dalam Meningkatkan Pembangunan Ekonomi Daerah Melalui Sektor Pariwisata," *Jurnal Kebijakan Dan Manajemen Publik* 3, no. 1 (2015): 1–16, <https://digilib.uin-suka.ac.id/id/eprint/29315/>.

²⁶ Fredian Tonny Nasdian, *Pengembangan Masyarakat* (Yayasan Pustaka Obor Indonesia, 2014).

²⁷ Darwanto Darwanto, U Tri, and Dani Danuar, "Pengembangan Usaha Mikro Kecil Dan Menengah (Umkh) Berbasis Ekonomi Kreatif Di Kota Semarang," *Diponegoro Journal of Economics* 2, no. 4 (2013): 19599, <https://eprints2.undip.ac.id/id/eprint/313/>.

effort will serve to educate future generations in the appreciation of heritage history, which cannot be replaced elsewhere.^{28,29}

Residents' knowledge about their own community, motivation, self-esteem, are important factors that increase the self-efficacy of local groups, and enable them to receive visitors with pleasure, to share knowledge with them in a certain way. On the other hand, the appreciation of rural youth is important, because of their role in tourism in their community, their interest in making it a livelihood option, most of them welcome the development and show enthusiasm to participate in various tourism activities. and in addition, Local Development is reflected.³⁰

It is important to note that foreign residents have also contributed to the development of community-based tourism, which has led to local tourism growth and restoration, has contributed to reducing seasons, tourism entrepreneurs, in general, appreciate foreigners who have strengthened the sector, opened new market horizons and increased their clients. Likewise, it cannot be denied that many of them value diligence, formality, friendliness, professionalism and other key values from a local point of view, related to the world of work.

It is evident that what attracts tourists the most is observing community members performing typical activities, they are interested in empowering citizens in the provision of tourism support services, for example in the sale of local products, or in particular the fact that residents give their testimonies about the rural way of life, during guided tours or in a more informal way. Resident-guest interactions have been identified and highly valued by tourists, in addition, the majority of visitors purchase local products, and their respective expenditures represent a large proportion of global spending made during their stay, demonstrating the role of purchasing local products. products in stimulating the rural economy.

Although the effect is relatively positive indicating that greater community participation in Local Development does not necessarily guarantee better outcomes, community empowerment and participation is not only based on social capital, but also a combination of financial, human and cultural. factor. However, communities do not respond uniformly, communities are not cohesive objects, or homogeneous instruments, so it is necessary to differentiate the participation or influence of networks and their positions of power in various geographic, economic, and cultural constellations. And it is evident, when the central government seeks to promote development in society through tourism, with the participation of high-level authorities, this fact has affected regional autonomy, resisting or adopting various social changes, with legitimate resistance to everyday life. politics and have sought to determine their own development according to their own vision.

CONCLUSION

This study provides a conceptualization of Local Development related to tourism, systematization of perceptions of actors directly in the process, it has been confirmed that there are different positions among community members. Tourism without inclusive and transparent policies cannot create development that involves local communities, community participation is the key to equitable distribution of benefits. Tourism must be understood as part of a series of productive activities carried out in the region, being an important diversification factor, under this premise, tourism cannot be the only source of income, but as an activity that improves the quality of life for the community. local communities. This research still has a drawback, namely that there are still various pending problems related to Local Development and tourism which will be the subject of future studies as to what can be expected in terms of future visions if people bet only on tourism as a means of Local Development. What is the right state policy to position tourism as the main driver of local development.

²⁸ Rd Siti Sofro Sidiq, Ashaluddin Jalil, and R Willya Achmad W, "Virtual World Solidarity: How Social Solidarity Is Built on the Crowdfunding Platform Kitabisa. Com.," *Webology* 18, no. 1 (2021), <https://doi.org/10.14704/WEB/V18I1/WEB18083>.

²⁹ Ujjianto Singgih Prayitno, *Kontekstualisasi Kearifan Lokal Dalam Pemberdayaan Masyarakat (P3DI Setjen DPR Republik Indonesia dan Azza Grafika*, 2013).

³⁰ Dias Satria, "Strategi Pengembangan Ekowisata Berbasis Ekonomi Lokal Dalam Rangka Program Pengentasan Kemiskinan Di Wilayah Kabupaten Malang," *Journal of Indonesian Applied Economics* 3, no. 1 (2009), <https://doi.org/10.21776/ub.jiae.2009.003.01.5>.

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