



Development Tourism Village of Conto Village Based on Local Wisdom and Community Empowerment

Dwi Yoso Nugroho

Joko Triyono

Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta

Pos-el: chefyoso@stipram.ac.id

jokotriyono125@gmail.com

DOI: 10.32884/ideas.v8i4.1035

Abstract

Conto Village which is located in Bulakrejo, Wonogiri Regency has a lot of potentials, especially in the field of local wisdom which is used as a supporter of the economic field for mutual prosperity. This article aims to find out the process of developing a tourism village through local wisdom and community empowerment in Conto Village by using the theory of the use of local wisdom as a tourist attraction and community-based tourism. This research is descriptive qualitative research with data collection techniques through interviews, observation, and documentation. The results of the study show that some of the local wisdom in Conto Village has become a tourist attraction in addition to the natural tourism offerings of Soko Langit and Gua Resi. Local wisdom is presented in the form of traditional performing arts such as rebana, angklung, kethek ogleng, and reog. In addition, there are educational tourism and the mingling of tourists into the daily activities of the village community. Community empowerment through homestay management, home industry in the form of handicrafts and culinary arts, as well as tourism managers who are members of Pokdarwis (Kelompok Sadar Wisata/Tourism Awareness Groups) as an effort to improve the welfare of the local community.

Keywords

Tourism development, tourism village, local wisdom, community empowerment

Abstrak

Desa Conto yang berada di Bulakrejo, Kabupaten Wonogiri memiliki banyak potensi terutama dalam bidang kearifan lokal yang dijadikan penunjang bidang ekonomi untuk kesejahteraan bersama. Artikel ini bertujuan untuk mengetahui proses pengembangan desa wisata melalui kearifan lokal dan pemberdayaan masyarakat di Desa Conto dengan menggunakan teori tentang pemanfaatan kearifan lokal sebagai daya tarik wisata dan pariwisata berbasis masyarakat. Penelitian ini merupakan penelitian kualitatif deskriptif dengan teknik pengumpulan data dengan cara wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan beberapa kearifan lokal yang ada di Desa Conto menjadi sajian atraksi wisata selain sajian wisata alam Soko Langit dan Gua Resi. Kearifan lokal yang disajikan berupa seni pertunjukkan tradisional seperti rebana, angklung, kethek ogleng dan reog, selain itu terdapat wisata edukasi, dan berbaurnya wisatawan ke dalam aktivitas keseharian masyarakat desa. Pemberdayaan masyarakat melalui pengelolaan homestay, home industry yang berupa kerajinan tangan dan kuliner, serta pengelola wisata yang tergabung dalam Pokdarwis (Kelompok Sadar Wisata) sebagai upaya meningkatkan kesejahteraan masyarakat setempat.

Kata Kunci

Pengembangan pariwisata, desa wisata, kearifan lokal, pemberdayaan masyarakat

Introduction

Tourism is seen as an important sector in the development of the world economy (Gelgel, 2021), especially when the world community wants to experience tourism activities after the Covid-19 pandemic. This of course will affect the country's economy, depending on whether the tourism sector can develop or retreat. Although tourism activities are temporary activities, carried out voluntarily without coercion to enjoy tourist objects and attractions, the economic cycle will continue to run along with the progress of tourism management and development. What is certain is that the existence of tourist places around the community will develop, namely increasing income and economic empowerment around tourist destination locations (Amelia & Prasetyo, 2020).

Considering that the tourism sector has a role in building the economy of the people in Indonesia, especially the people who live in the area around tourist destinations (Endi & Prasetyo, 2020), the government

needs to develop tourism with a local wisdom paradigm that has characteristics that already live in these communities. Paradigms like this must be maintained and developed so that people feel they have a tourism destination and will maintain the continuity of tourism. Through this paradigm, it can be a solution to open and expand job opportunities for the surrounding community. If this is done well, it will be able to build the economy of people who do not have the opportunity to work. The development of community-based tourism as described above can be realized by opening and managing tourism based on the natural and cultural wealth of the village, or it can be known as a tourist village.

As a follow-up effort, the government 2014 has begun to pioneer and intensify the excavation and development of tourism village potential, with the hope that the village can live independently without dependence on external support or assistance. This can be used by rural communities to take advantage of this momentum to build their villages into independent villages. Moreover, it is supported by the support of government programs in the act of law regarding BUMDes (Badan Usaha Milik Desa/Village Owned Enterprises), namely the act of Law No. 6 of 2014 concerning Villages. The government in this case the Ministry of Villages, Development of Disadvantaged Regions and Transmigration is active and intensifies independent village programs, one of which is through the empowerment of tourist villages, where villages can have business entities called BUMDes. This shows that the government has begun to provide opportunities for village communities to explore and increase the potential of each village. The tourism village referred to is a rural area that has several special characteristics to become a tourist destination. The village is an asset that still needs to be sought and utilized, one of which is through search and training by the government and the private sector to increase the economic empowerment of the tourism village community, so that they can become the mainstay of regional tourism.

The development of tourist villages must be adapted to local wisdom and cultural diversity which are the characteristics of each village. By prioritizing the noble values of local wisdom, it is hoped that the development of tourist villages will be very interesting to introduce. Local wisdom is defined as knowledge discovered by certain local people through a collection of experiences and integrated with an understanding of the culture and natural conditions of a place (Andari et al., 2020). Local wisdom is interpreted as human wisdom that relies on the philosophy and ethical values that have been set by a community called society. Referring to local wisdom, the development of tourism based on local wisdom is important to do. This can be realized through community-based tourism where the community participates in tourism activities (Isnandar et al., 2021). Empowerment of tourist villages is a form of community-based tourism. In the concept of a tourist village, the potential that exists in the village is introduced to tourists to improve the quality of life of the village community and make economic empowerment for the village community.

The development of a tourist village in an area must receive full support from the tourism office, village government, community leaders, traditional leaders, and all elements of society (Amelia & Prasetyo, 2022). Strengthening all village potentials will make it easier to develop tourist villages. The potential of the village in the form of human resources, natural resources, cultural wealth, and a beautiful environment must be synergized to produce a potential that can support the creation of a tourist village. The development and development of tourism will directly touch and involve the community, thus bringing various impacts on the local community, and is expected to be able to increase the economic empowerment of the village community.

Community empowerment supports the realization of tourism villages by developing strengths or increasing competence in the tourism sector, and quality of human resources so that they can develop themselves and have an impact on the surrounding community. The way is through the process of community assistance by related parties, learning to recognize weaknesses and developing their abilities to maximize village potential. If public awareness grows, there will also be a strong will to make changes to improve the quality of life, through joint actions between these communities.

Tourism activities in the village will be more interesting if it does not eliminate local values that already exist in the village, as has been implemented in the Conto Tourism Village. One form of local wisdom in maintaining tourism activities is to strictly prohibit visitors and the public from using tourist attractions as places of immorality and other negative activities, which can disrupt and damage the local wisdom of the Conto Village community. In addition, there is a combination of natural and cultural tourism in the same location. This form of



local community wisdom plays an important role in developing tourism potential so that there is no exploitation of nature for activities that do not bring benefits.

Conto Village, located in Bulukerto District, Wonogiri Regency, has managed to get into the top 11 nominations Tourism Village Festival Central Java Province in 2021. In addition, Conto Village is also included in the top 300 Tourism Village Awards from the Ministry of Tourism and Creative Economy (Kemenparekraf) RI (Yogi, 2021). This village has also won the title of second overall winner in the Tourism Village Title event held by the Central Java Provincial Government. Other achievements have also won several championship titles from various categories contested. The championship titles included first place in the Tourism Village Profile Category and second place in the Art Attractions Category (Saputra, 2022). Based on these achievements, researchers are interested in exploring more information regarding the existence of the tourist village, especially since there is a popular tourist attraction, namely Gua Resi which has so far combined the potential of natural and cultural beauty in its tourist attractions.

Method

This study uses a qualitative descriptive approach (Rukajat, 2018), primary data obtained from interviews with tourism village managers who are members of Pokdarwis (Kelompok Sadar Wisata/Tourism Awareness Groups), interviews with the head of the UMKM (Usaha Mikro, Kecil, dan Menengah/Micro, Small, and Medium Businesses) Tourism Village Conto, observations to research objects, and documentation derived from documents related to the existing object of research. Secondary data comes from books, scientific journals, books, and articles on the web. The research was conducted from March to August 2022 in Conto Village, Bulakrejo, Wonogiri Regency. The data analysis technique used in this study went through four stages, namely data collection, data reduction, data presentation, and the last step drawing conclusions and verification.

Result And Discussion

Result

Conto Village in Bulukerto District, Wonogiri Regency, won the title of second overall winner in the Tourism Village Title event held by the Central Java Provincial Government. This tourist destination besides having beautiful natural wealth also has local wisdom that is worthy of being served to tourists (Rajendra, 2021). Indeed, the findings of several previous studies emphasize the need for transforming the potential of local wisdom into Regional Regulations in the Tourism Sector. This transformation was carried out because local wisdom turned out to be very effective and functional in the conservation and preservation of tourism commodities (Gelgel, 2021).

A tourist village is a form of integration between attractions, accommodations, and supporting facilities that are presented in a structure of community life that blends with applicable procedures and traditions (Syarifah & Rochani, 2022). A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socioeconomic life, socio-culture, and customs. Their daily life has a typical building architecture and village spatial structure, or unique and interesting economic activities and has the potential to develop various tourism components, for example accommodation attractions, food and drinks, and other tourist needs (Mahadewi & Sudana, 2017). Conceptual ideas that live in society grow and develop continuously in people's awareness that can be approached from religious values, ethical values, aesthetics, intellectuals, or even other values such as economics, and technology (Marcelia, 2020).

Changes in the environment due to the influence of tourism also cause changes in activity, with the existence of different activities, it is necessary to adjust the microenvironment, namely, the residence which is a place to support these activities also changes (Damiasih & Samudra, 2022). The loss of several livelihoods due to construction and the development of tourist areas encourage residents to change professions and support the development of Conto Village by providing tourism support facilities, such as the existence of homestays, home industries, tour guides, and various tour managers. The existence of tourism activities (nature tourism and local wisdom culture) as well as the increasing interest of tourists visiting Conto Village, especially the Gua Resi tourist attraction.

Discussion

The Conto Village Government and investors are the main actors in developing Gua Resi tourism with a profit-sharing arrangement model, Pokdariwis and capital owners are actors with a Management Contract cooperation model. With good collaborative activities from village youth and farmers in Conto Village, it will help support in development of natural potential that can attract tourists' attention (Praptiwi, 2022) (Praptiwi et al., 2022).

Economic empowerment in the community was born because of the tourism awareness movement associated with Pokdarwis in Conto Village. The existence of Pokdarwis is very influential in the process of developing tourism potential in Conto Village. The development of the Sapta Pesona Action is a condition that must be realized to attract tourists to visit Conto Village. The Sapta Pesona action consists of 7 (seven) elements, namely safe, orderly, clean, cool, beautiful, welcoming, and memorable. The following are some forms of community economic empowerment that have been implemented in Conto Village where all of them were born from the Conto community through the initiation of tourism awareness groups (Pokdarwis), including the following.

1. Homestay

Is a form of lodging offered by residents. The existence of homestay is in the form of a house like the houses of residents of Conto Village. The tourists are offered to stay from one night to several days. Currently, the number of homestays in Conto Village is 108 units which are spread evenly in various community units. The existence of a homestay shows that tourism in the area is increasingly active, especially close to the Gua Resi and Soko Langit Tourism Objects. The existence of a homestay is very helpful for tourists who want to linger in Conto Village. Tourists can spend the night comfortably because the rooms offered are very neat and clean. Based on the explanation from the chairman of the UMKM Tourism Village, Conto said that the residents had also been trained on homestay management and how to serve guests so that they always felt comfortable.

2. Home Industry

The home industry in Conto Village is a form of business house that produces handicrafts and culinary goods. Home industry players in Conto Village are residents who have innovation and the ability to set up a business. This business is carried out from the family or individual scope by inviting several people around him as employees. Although the scale is not too large, the economic activities carried out by the residents of Conto Village indirectly open up job opportunities for their relatives or neighbors in their hometown. That way, even though the home industry business is small, it can automatically help government programs to reduce unemployment. This home industry business is also an attraction for tourists visiting Conto Village, this is because tourists can also directly witness the manufacture of some of these home industry products.

3. Tour Manager (Pokdarwis)

Conto Tourism Village has natural attractions in the form of Gua Resi and Soko Langit. Meanwhile, tourism objects based on local wisdom culture such as the *ewuh grubyukan* tradition, *kethek ogleng* dance, and *ruwatan masal*. The tour is offered to visitors to Conto Village and at the same time becomes one of the potentials for tourism development in Wonogiri. The panorama of the various tourist destinations mentioned above cannot be separated from the support of the natural beauty that surrounds Conto Village. In an effort to preserve the natural environment in Conto Village, there must be a janitor. In addition to cleaning officers, tour management officers also have ticket guards, namely people who are in charge of providing entrance tickets to visitors. There is also a parking officer who will regulate the flow of traffic at tourist attractions by withdrawing parking fees which aims to maintain the safety of visitors' vehicles. Next, which is no less important, is the provider of food stalls for visitors to Conto Village tourists. Some residents of Conto Village can increase their economic empowerment through their participation in the process of managing tourism objects in Conto Village.

Community or local community empowerment is a very important paradigm in the framework of developing and managing natural and cultural tourism resources (Prasetyo & Ahmad, 2021) in Conto Village. The local community is the main driving element for local wisdom and traditional activities in Conto Village. In the development of the Conto Village based on local wisdom, the empowerment of local communities occupies the most important position whereas the party is used as the subject and object of empowerment. Traditional art



has a tourist attraction with cultural values that exist in it, namely the value of human life, the value of human relations with the natural surroundings, human values from the aspect of time, human values from the meaning of work and deeds, and the value of human relations with the environment. other human beings (Syarifuddin, 2016). Local wisdom possessed at tourist sites will increase tourist attraction (Hasanah, 2019), local wisdom in tourism development is important for a community because it adds its unique charm based on the characteristics of the area (Ahdiati, 2020).

The people of Conto Village, who are the majority of tourism activities, have experience in managing natural resources, cultural resources, and economic activities, so they have a strong commitment to sustainable management because it involves the interests of local people's lives. The empowerment of the Conto Village community has achieved the following things.

1. Advancing the standard of living of the people of Conto Village while preserving cultural identity and local traditions, as evidenced by the tourism attractions that promote local cultural performing arts.
2. Increasing the level of income economically while distributing it evenly to the residents of Conto Village, the proof is that the majority of the surrounding community are tourism actors.
3. Oriented to the development of small-scale businesses (home industry), and medium with large power absorption and oriented to appropriate technology.
4. Developing the competitive and cooperative spirit of the Conto Village.
5. Utilizing natural tourism objects (Gua Resi and Soko Langit) as well as arts and cultural tourism as optimally as possible so that they continue to be supporters of the development of Conto Village (Munandar, 2021).

Currently, in the village of Conto, two tourist attractions are booming, namely Soko Langit and Gua Resi. However, previously it already had natural and cultural educational tours. One of them is the Ngrekso Bumi ceremony every 1 Suro (Javanese calendar) which has become a magnet for tourists (Bram, 2021). Conto village has several arts that are quite active, namely rebana, angklung, kethek ogleng, and reog. Each has a different beauty to enjoy. The three also already have groups or studios and often hold shows. Even so, the community has plans to revive extinct cultures such as traditional Javanese games.

There is also a fragrant root craft in Conto Village. The products of this craft are well known to foreign countries and are often included in various exhibitions. Even President Joko Widodo when he was still serving as the Mayor of Solo often ordered this craft product, as did the Central Java Education Office, which had purchased a product with the title Garuda Wisnu Kencana. In addition, there is also the Ngreksa Bumi event which is an annual event in Conto Village, held once a year to be exactly in the month of Muharram or during the Islamic new year with various traditional performances. This event was held as a form of gratitude for the people of Desa Conto to God for all the blessings given.

The Conto Tourism Village is designed with the identity of Community-Based Nature and Culture Educational Tourism. The choice of natural and cultural education tours is the identity of tourist destinations because Conto Village wants to be present as a tourist destination that not only presents views but also practical knowledge about everything that becomes tourist objects. Concretely, tourists will have additional knowledge after visiting the Conto Tourism Village in addition to getting a pleasant tourist experience. Tourists will be given knowledge about everything that exists in natural tourism objects, cultural tourism objects, and the daily life of the citizens of the Conto Village community. In addition to enjoying the natural beauty and cultural performances, tourists will be invited to learn to care for and manage nature and preserve cultural arts. Each tourist attraction has different content so tourists have many choices of tours that are not boring (Jadesta, 2022).

Visitors who come to Conto Village will be presented with the natural beauty of the mountains which are part of the foot of Mount Lawu. In addition to the natural scenery, visitors can also enjoy the culture of the local community. The concept is that visitors who come are not only satisfied to see the beauty of nature and culture, but when they come to Conto, when they go home they can bring knowledge of local wisdom from the performing arts that are presented. Lots of spots are presented to educate visitors while in Conto Village. Among them is the management of traditional coffee, tourists can see directly the process of picking until it is ready for brewing, because there is a coffee garden and processing equipment. In addition, there is education on techniques for growing vegetables and raising livestock. There are several of tour packages offered by the Conto Tourism Village. The average tour package is in demand by children. They spend three to four days doing activities and living in Conto, to be precise in the residents' houses that are used as homestays (Rajendra, 2021).

The development of Conto Village has been supported by management or management with a solid institution, namely Pokdarwis Desa Conto which has taken an active part in all processes, including planning, implementation, and supervision. This includes the exploitation of economic activities that can be developed from the Conto Village, so that the community will grow a sense of belonging to the development of tourism in their village, as managers and beneficiaries.

Based on the data obtained, most of the tourists who visit come from outside Wonogiri (73%), female tourists (61%), aged 28-40 (31%), tourists who work as housewives (31%), and tourists visiting second time (43%) (Ramadan, 2019). To increase visits, the manager actively promotes the existence of this tourism village, especially through video reviews of tourist attractions as branding marks uploaded to social media. This was done considering the promotional video for the Conto Tourism Village as an effort to increase the number of tourist visits (Larichy, 2020). Modern media in the form of using social media Facebook, Instagram, online posters, and websites can make it easier for tourists to access information and increase the existence of the Conto Tourism Village so that it can convince domestic tourists (Lestari, 2020). In addition, efforts need branding, moreover, some studies show a significant influence that 69.10% of branding effect increasing tourists (Sarudin, 2022).

Conclusions

Economic empowerment in the community was born because of the tourism awareness movement associated with the existence of tourism awareness groups (Pokdarwis) in Conto Village. The existence of Pokdarwis is very influential in the process of developing tourism potential in Conto Village. The development of the Sapta Pesona Action is a condition that must be realized to attract tourists to visit Conto Village. The Sapta Pesona action consists of 7 (seven) elements, namely safe, orderly, clean, cool, beautiful, welcoming, and memorable. Community Empowerment through the provision of homestays, home industries, and tourism management by integrating local wisdom values as tourist attractions. Local wisdom through the arts is quite active, namely rebana, angklung, kethek ogleng, and reog. In addition, Conto Village has two tourist attractions that are booming, namely Soko Langit and Gua Resi. However, previously it already had natural and cultural educational tours. The Conto Tourism Village is designed with the identity of Community Based Nature and Culture Educational Tourism. The choice of natural and cultural education tours is the identity of tourist destinations because Conto Village wants to be present as a tourist destination that not only presents views but also science.

References

- Ahdiati, T. (2020). Kearifan Lokal dan Pengembangan Identitas untuk Promosi Wisata Budaya di Kabupaten Banyumas. *Jurnal Pariwisata Terapan*, 4(1), 25–34.
- Amelia, V., & Prasetyo, D. (2020). Pengelolaan Gua Cerme sebagai Daya Tarik Wisata Berkelanjutan. *JURNAL DESTINASI PARIWISATA*, 8(2), 311. <https://doi.org/10.24843/JDEPAR.2020.v08.i02.p20>
- Amelia, V., & Prasetyo, D. (2022). Sertifikasi CHSE (Cleanliness, Health, Safety, & Environment) terhadap Objek Wisata sebagai Wujud Pemenuhan Hak Wisatawan. *Jurnal Manajemen Perhotelan dan Pariwisata*, 5(2), 92–99. <https://doi.org/10.23887/jmpp.v5i2.49461>
- Andari, R., Supartha, I. W. G., Riana, I. G., & Sukawati, T. G. R. (2020). Exploring the Values of Local Wisdom as Sustainable Tourism Attractions. *International Journal of Social Science and Business*, 4(4), 489–498.
- Bram, D. (2021). *Potensi Desa Conto, Wonogiri: Padukan Wisata Alam dan Budaya*. <https://radarsolo.jawapos.com/wisata-kuliner/wisata/04/12/2021/potensi-desa-conto-wonogiri-padukan-wisata-alam-dan-budaya/>
- Damiasih, D., & Samudra, B. T. (2022). Peluang dan Tantangan Pengembangan Curug Gemawang sebagai Destinasi Ekowisata. *Ideas: Jurnal Pendidikan, Sosial, dan Budaya*, 8(1), 285–294. <https://doi.org/10.32884/ideas.v8i1.688>
- Endi, F., & Prasetyo, D. (2020). Factors Influencing French Tourists to Visit Bali. *TRJ Tourism Research Journal*, 4(1), 25–44.
- Gelgel, I. P. (2021). *Hukum Kepariwisata dan Kearifan Lokal: Menggagas Paradigma Pembangunan Hukum Kepariwisata yang Berstruktur Sosial Budaya Indonesia di Tengah Arus Globalisasi*. UNHI Press.



- Hasanah, R. (2019). Kearifan Lokal sebagai Daya Tarik Wisata Budaya di Desa Sade Kabupaten Lombok Tengah. *DESKOVI: Art and Design Journal*, 2(1), 45–52.
- Isnandar, A., Absori, S. H., & Harun, S. H. (2021). *Kebijakan Konservasi Sumber Daya Hutan Berbasis Kearifan Lokal di Kabupaten Wonogiri*. Universitas Muhammadiyah Surakarta.
- Jadesta. (2022). *Desa Wisata Conto*. <https://jadesta.kemenparekraf.go.id/desa/conto>
- Larichy, R. (2020). *Perancangan Video Promosi Desa Wisata Conto sebagai Upaya Meningkatkan Jumlah Kunjungan Wisatawan* [Universitas Dinamika]. <https://repository.dinamika.ac.id/id/eprint/5224/>
- Lestari, B. A. (2020). *Perancangan Destination Branding Desa Wisata Conto di Kecamatan Bulukerto Wonogiri* [UNS (Sebelas Maret University)]. <https://digilib.uns.ac.id/dokumen/detail/82072/Perancangan-Destination-Branding-Desa-Wisata-Conto-Di-Kecamatan-Bulukerto-Wonogiri>
- Mahadewi, N. P., & Sudana, I. P. (2017). Model Strategi Pengembangan Desa Wisata Berbasis Masyarakat di Desa Kenderan, Gianyar, Bali. *Jurnal Analisis Pariwisata ISSN*, 1410, 3729.
- Marcelia, T. (2020). *Strategi Pengembangan Pariwisata Alternatif Melalui Unsur 3A pada Objek Wisata Desa Nelayan Sungsang IV Kabupaten Banyuwasin dengan Analisis SWOT*. POLITEKNIK NEGERI SRIWIJAYA.
- Munandar, A. (2021). *Pesona Wisata Desa Conto Bulukerto Wonogiri: Kolam Renang Soko Langit – Goa Resi*. <https://www.solopos.com/pesona-wisata-desa-conto-bulukerto-wonogiri-kolam-renang-soko-langit-goa-resi-1118858>
- Praptiwi, E. N. (2022). *Model Kemitraan Pemerintah Desa dalam Mengembangkan Sektor Pariwisata (Studi Penelitian: Desa Wisata Conto, Kecamatan Bulukerto, Kabupaten Wonogiri)* [Universitas Muhammadiyah Ponorogo]. <http://eprints.umpo.ac.id/9203/>
- Praptiwi, E. N., Hilman, Y. A., Nasution, R. D., & Widiyahseno, B. (2022). Partnership Model of The Village Authority in Developing Tourism Sector in Conto Village, Bulukerto Sub-District, Wonogiri Regency. *Jurnal Ilmiah Dinamika Sosial*, 6(2), 136–148.
- Prasetyo, D., & Ahmad, H. (2021). Menguatkan Karakter *Ecology Citizenship* Masyarakat Melalui Aktivitas *Ecotourism*. *Integralistik*, 32(2), 89–99.
- Rajendra. (2021). *Ini Keunggulan Desa Conto Wonogiri, Pemenang Kedua Gelar Desa Wisata Terbaik Se-Jawa Tengah*. <https://joss.co.id/2021/10/ini-keunggulan-desa-conto-wonogiri-pemenang-kedua-gelar-desa-wisata-terbaik-se-jawa-tengah/>
- Ramadhan, E. (2019). *Persepsi Wisatawan terhadap Komponen Daya Tarik Wisata di Padepokan Soko Langit, Desa Wisata Conto, Kabupaten Wonogiri, Jawa Tengah* [Universitas Gadjah Mada]. <http://etd.repository.ugm.ac.id/penelitian/detail/177324>
- Rukajat, A. (2018). *Pendekatan Penelitian Kualitatif (Qualitative Research Approach)*. Deepublish.
- Saputra, I. Y. (2022). *Keren! Desa Conto Wonogiri Raih Peringkat 2 Desa Wisata Terbaik Jateng*. <https://www.solopos.com/keren-desa-conto-wonogiri-raih-peringkat-2-desa-wisata-terbaik-jateng-1182725>
- Sarudin, R. (2022). Pengaruh Branding Abang None Jakarta Utara terhadap Peningkatan Promosi 12 Destinasi Wisata Pesisir Jakarta Utara. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 4(2), 67–74.
- Syarifah, R., & Rochani, A. (2022). Studi Literatur: Pengembangan Desa Wisata Melalui *Community Based Tourism* untuk Kesejahteraan Masyarakat. *Jurnal Kajian Ruang*, 1(1), 109–129.
- Syarifuddin, D. (2016). Nilai Wisata Budaya Seni Pertunjukan Saung Angklung Udjo Kota Bandung, Jawa Barat, Indonesia. *Jurnal Manajemen Resort Dan Leisure*, 13(2), 53–60.
- Yogi, K. (2021). *Desa Conto Masuk Nominasi Desa Wisata Tingkat Jateng*. <https://solo.suaramerdeka.com/gaya-hidup/pr-051509161/desa-conto-masuk-nominasi-desa-wisata-tingkat-jateng>

 **E-ISSN: 2656-940X**
P-ISSN: 2442-367X
URL: jurnal.ideaspublishing.co.id

Volume: 8
Nomor : 4
Bulan : November
Tahun : 2022