



Tourism marketing mix of angke kapuk mangrove nature park as ecotourism

Nexen Alexandre Pinontoan¹, Willy Arafah², Nurbaeti³

¹Communication Science, Budi Luhur University, Jakarta

^{2,3}Tourism, Trisakti Tourism Institute, Jakarta

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ABSTRACT

The government's strategy in marketing ecotourism destinations is a crucial aspect of tourism development, particularly in collaboration with the management of Angke Kapuk Mangrove Nature Park to promote natural tourist spots through social media platforms. This research aims to investigate the Tourism Marketing Communication Strategy in promoting Angke Kapuk Mangrove Nature Park as an ecotourism destination. The researchers utilize the 7P marketing mix theory (Product, Price, Place, Promotion, People, Process & Physical Evidence), which facilitates practitioners on social media, particularly on Instagram. The research paradigm adopts a post-positivism approach, employing a qualitative method with descriptive analysis. The findings reveal that the management of Angke Kapuk Mangrove Nature Park has implemented effective strategies in promoting the destination through tourism marketing communication. This strategy includes promotional efforts featuring historical information, visually appealing content, and regular updates on social media. The research identifies certain challenges, such as a lack of public awareness about ecotourism. It is suggested that in the future, the management could enhance promotional activities accompanied by engaging tourism events. Success in marketing ecotourism destinations relies on providing comprehensive information to tourists, making them more familiar with religious tourism spots through social media or direct visits.

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Corresponding Author:

Nexen Alexandre Pinontoan,

Communication Science,

Budi Luhur University,

Jl. Ciledug Raya, RT.10/RW.2, Petukangan Utara, Kec. Pesanggrahan, South Jakarta City, Special Capital Region of Jakarta 12260

Email: nexenalexandre.pinontoan@budiluhur.ac.id

1. INTRODUCTION

The coastal area of Pantai Indah Kapuk (PIK) is one of the ecosystems in Jakarta Bay experiencing environmental pressures. This pressure is partly due to the accumulation of population resulting from various sectors such as office centers, business, trade, recreation, tourism, elite housing, education, and others. Initially, the North Jakarta coastal area was a swamp inhabited by snakes and monkeys, rarely visited by the public. In 1992, Ancol became a tourist destination with attractions like Fantasy World and Sea World, making it a magnet for people to visit. The Ancol swamp, covering 552 hectares, was reclaimed by developers over three years and four months, completing in February

1966. Subsequently, after the success of Ancol, Ciputra sought golden opportunities around the northern Jakarta coast. PIK's mangrove forest, aside from being a popular relaxation and photography spot and hosting wedding parties, also plays a crucial role in preventing coastal erosion, maintaining water and air quality balance, and preventing seawater intrusion. Besides economic aspects, mangroves directly contribute to community income by creating jobs and preserving marine life in coastal areas. The Edupark PIK mangrove area still reflects a mangrove ecosystem, especially in brackish waters influenced by tidal movements, serving as a home to various bird species. Amidst these ecological contributions, the urgency of preserving PIK's mangrove ecosystem becomes evident. Beyond environmental significance, these mangroves play a pivotal role in the economic landscape, generating employment opportunities and safeguarding marine life in the coastal areas. In the face of these dual imperatives, the Edupark PIK mangrove area emerges not only as a recreational haven but also as a bastion of ecological equilibrium.

The TWAACK area is situated in low-lying terrain (near the coast) with flat soil profiles, at an elevation of 0 – 2 meters above sea level. The soil type is Dark Gray Alluvial with a Dusty Clay texture. The climate in this area falls under type A (Schmidt and Ferguson classification), with the highest average air temperature occurring in October at 27.3°C and the lowest in February at 25.9°C. The average relative humidity is 82.96%, with the highest humidity in January at 87%, and the lowest in September at 79%. The highest rainfall is in January at 338 mm, and the lowest is in October at 60 mm. The hydrological conditions are influenced by pond conditions, rivers, and tides, with salt content in the water ranging from 20 – 40%. Thus, freshwater needs are supplied from villages to the south or the Jakarta Water Supply Company (PDAM DKI Jakarta). Small rivers within the area are primarily channels connecting ponds (Iqbal, 2022). Transitioning to the technical landscape, the TWAACK area's low-lying terrain and unique soil profiles set the stage for a complex interplay of environmental factors. The urgency amplifies as we delve into the climatic and hydrological intricacies, with salt content fluctuations and freshwater dependencies.

Mangrove forests are distinctive vegetation in tropical and subtropical regions found along rivers, river estuaries, and coastlines affected by tidal movements. Indonesia possesses the world's largest mangrove ecosystem and the highest biodiversity. In 2015, Indonesia's mangrove area covered 3,489,140.68 hectares, equivalent to 23% of the world's mangrove ecosystem's total area of 16,530,000 hectares (Ministry of Environment and Forestry 2016). The main distribution areas are along the east coast of Sumatra (Aceh, Riau, North Sumatra, Jambi, South Sumatra, and Lampung), river estuaries in West Kalimantan, East Kalimantan, the east and southeast coasts of South Kalimantan, Central Sulawesi, Maluku, and Papua. Mangrove conservation areas cover 738,175 hectares, accounting for only 17.3% of Indonesia's total mangrove forest area (Purnobasuki, 2005). Expanding our lens to a national scale, Indonesia's mangrove ecosystems, covering a colossal 3,489,140.68 hectares, showcase both their significance and vulnerability. While the conservation efforts cover a commendable 17.3%, the need to fortify and expand these endeavors becomes apparent for the sustenance of this critical ecosystem.

According to data from the Jakarta Provincial Tourism Office, the tourism landscape in DKI Jakarta showed significant changes in visitor numbers to key attractions from 2020 to 2022. Taman Impian Jaya Ancol, a prominent recreational park, experienced a substantial increase in tourist visits, soaring from 2,351,961 in 2020 to an impressive 13,012,020 in 2022. Similarly, TMII (Taman Mini Indonesia Indah) witnessed a fluctuation in its visitor count, decreasing from 1,123,542 in 2020 to 889,993 in 2021 and slightly rebounding to 1,057,316 in 2022. Ragunan, a renowned zoo and botanical garden, saw a steady rise in tourist numbers, escalating from 633,963 in 2020 to 6,551,846 in 2022. The Monumen Nasional (National Monument) experienced a data gap for 2021, but in 2022, it attracted 5,007,359 visitors. The Museum Nasional encountered

a decline from 67,088 visitors in 2020 to 28,700 in 2021, followed by a slight increase to 523,141 in 2022. Museum Satria Mandala recorded 3,183 visitors in 2020, which declined to 2,465 in 2021, with no data available for 2022. The Museum Sejarah Jakarta witnessed a decrease in visitor numbers from 153,223 in 2020 to 51,952 in 2021 but showed a recovery in 2022, reaching 542,554 visitors. Pelabuhan Sunda Kelapa, a historic port, had 16,348 visitors in 2020, increasing to 32,950 in 2021, and further rising to 12,256 in 2022. In total, the tourist visits to these highlighted attractions in DKI Jakarta amounted to 4,792,342 in 2020, slightly increasing to 5,039,107 in 2021, and experiencing a substantial surge to 26,706,492 in 2022. From the data, we can see the number of domestic tourist visits to DKI Jakarta in 2020 was 4,792,342, in 2021 it increased to 5,039,107, and in 2022 it significantly rose to 26,706,492. In 2021, there was an increase of 246,765 visitors, while in 2022, there was a significant increase of 21,667,385 visitors. The rise in the number of tourists to DKI Jakarta is attributed to the recovery period from the global pandemic of COVID-19, which led to a decrease in the number of virus cases worldwide. Tourists continue to engage in recreational activities at prominent attractions in DKI Jakarta. Zooming into the context of DKI Jakarta, the tourism landscape unveils a dynamic shift, especially post-2020. The resurgence of tourist visits to key attractions signals a recovery from the global pandemic, evident in the astronomical rise in numbers. This surge in tourism, particularly in natural conservation areas, underscores the urgency of understanding and optimizing tourism marketing strategies.

In 2022, the visits to natural conservation areas were recorded at a total of 5.29 million people. This comprised 5.1 million domestic tourists and 189 thousand international tourists. "This condition is higher or almost double compared to the data in 2021, where domestic tourist visits were 2.9 million, and international tourists were 12 thousand," said Minister of Environment and Forestry Siti Nurbaya in Jakarta on Friday (January 13, 2023). Based on the number of visits to natural attractions, it generated Non-Tax State Revenue (PNBP) from entrance fees of Rp. 96.7 billion in 2022 and Rp. 34.2 billion in 2021. In this context, the research on the "Tourism Marketing Mix of Angke Kapuk Mangrove Nature Park as Ecotourism" emerges not merely as an academic pursuit but as an imperative endeavor. The urgency lies in navigating the delicate balance between the flourishing tourism industry, ecological conservation, and community welfare. As the numbers swell and environmental pressures escalate, deciphering effective marketing strategies becomes not just a scholarly interest but a crucial roadmap for the sustainable development of Angke Kapuk Mangrove Nature Park.

2. RESEARCH METHOD

The approach used in this research is qualitative, defined as a research process and understanding based on a methodology that investigates social phenomena and human issues. In this approach, the researcher creates a comprehensive overview, examines words, detailed reports from respondents' perspectives, and studies natural situations. Creswell (1998) in Murdiyanto (2020) describes post-positivism as a modification of positivism, maintaining prediction and control as its goals. Salim (2001), as cited in Murdiyanto (2020), explains that post-positivism aims to address the weaknesses of positivism, which relies solely on direct observation of the researched object. In the research design for "Tourism Marketing Strategies in Promoting Angke Kapuk Mangrove Nature Park as an Ecotourism Destination," a qualitative approach with a Descriptive research method was utilized. The qualitative approach is considered relevant as it aims to explore and understand the role of managers in marketing this ecotourism destination. Kirk and Miller, as mentioned by Lexy J. Moleong, define qualitative research as a tradition in social science that fundamentally depends on observing humans in their own context and interacting with them in their language and terms. Through this research method, the researcher attempts to describe the phenomena observed in the field by

depicting, elaborating, and differentiating the observed phenomena in the form of words. In this case, the researcher observes, conducts interviews, records, and analyzes an object by describing it according to the actual conditions, namely the communication marketing strategy of the mangrove nature park as an ecotourism destination.

Regarding the research object, according to Supranto, the research object is a set of elements that can be individuals, organizations, or goods to be studied. Anto Dayan further emphasizes that the research object is the core issue to be studied to obtain more directed data. Therefore, the research object is a fundamental and important research target. For this study, the research objects were determined to be Key Information and Informants. The researcher selected Mrs. Ammy as the Key Information, and Mr. Bayu, Juna Akbar, and Kak Ningsih as Informants.

Name: Mrs. Ammy Cyntia Gender: Female Position: Head of Marketing Division, Angke Kapuk Mangrove Nature Park The researcher chose Mrs. Ammy because she is the Head of the Marketing Division of Angke Kapuk Mangrove Nature Park. Mrs. Ammy is responsible for nurturing, coordinating, and developing the potential of human resources or tourism in Angke Kapuk Mangrove Nature Park, including conducting meetings or socialization with the local community regarding tourism destinations. Due to these responsibilities, the researcher considers Mrs. Ammy a relevant Key Informant for the discussion in this research.

Name: Mr. Bayu Gender: Male Position: Public Relations and Media Division, Informant 1, Mr. Bayu, serves as the Public Relations officer in the Media and Resort Division. The researcher chose Mr. Bayu because he frequently communicates with tourists and potential tourists, managing the communication aspect with the destination's tourism management. Due to this role, the researcher finds Mr. Bayu a relevant Informant for the discussion in this research.

Name: Juna Akbar Gender: Male Position: Tourist Informant 2, Juna Akbar, is a visitor to Angke Kapuk Mangrove Nature Park. The researcher chose Juna Akbar as he was exploring the park out of curiosity. The researcher considers Juna Akbar a relevant Informant for the discussion in this research.

Name: Kak Ningsih Gender: Female Position: Tourist Informant 3, Kak Ningsih, is a visitor interested in experiencing the original forest in Jakarta. The researcher selected Kak Ningsih as she represents tourists interested in the authentic natural experience offered by the Angke Kapuk Mangrove Nature Park. The researcher finds Kak Ningsih a relevant Informant for the discussion in this research.

Data collection in the study plays a strategic role in achieving research objectives. There are two main types of data that can be collected: primary data and secondary data. Primary data is information obtained directly from the research subject through direct data measurement or collection tools. One common primary data collection technique is interviews, a process of oral question-and-answer interaction between the researcher and the research subject. In this research, the researcher used a structured interview technique with Mrs. Ammy as the Head of the Marketing Division of Angke Kapuk Mangrove Nature Park, Public Relations and Media staff, and tourists to gather in-depth data regarding the Marketing Communication of Tourism in Angke Kapuk Mangrove Nature Park. In addition to interviews, the primary data collection technique mentioned is observation. Observation involves direct observation of the target object, in this case, the Angke Kapuk Mangrove Nature Park. This observation includes recording the condition or behavior of the target object. Besides primary data, there is also secondary data obtained indirectly through intermediary media. Secondary data sources include books, documentation, archives, and related literature. In this case, the researcher used documentary secondary data. Documentation covers records of past events in various forms, such as writing, images, or monumental works. The documentation used in this research includes photos and interview recordings in the form of video and audio.

According to Bodgan and Biklen, as mentioned by Moleong, data analysis is the process of working with data, organizing it, sorting it into manageable units, synthesizing

it, finding and discovering what is important and what is learned, and deciding what can be told to others. Sugiyono describes data analysis as the process of systematically organizing data obtained from interviews, field notes, and documentation. This involves categorizing data, breaking it down into units, synthesizing it, arranging it into patterns, selecting what is important and will be studied, and making conclusions to be easily understood by oneself and others. The researcher will answer the main problem in this qualitative research using descriptive analysis, where data collected consists of words and images. The researcher will use descriptive analysis, presenting data, numbers, and images in the form of information obtained through transcribing interviews. This data will be categorized according to the research problem, then analyzed to produce descriptive research data. The researcher will analyze to gain a clear understanding of the Marketing Communication of Tourism in promoting Angke Kapuk Mangrove Nature Park as an ecotourism destination.

3. RESULTS AND DISCUSSIONS

This section unveils the insights garnered from an in-depth analysis of promotional tactics and the application of the 7Ps in tourism marketing communication. As we embark on this scientific narrative, we delve into the effectiveness of diverse promotional elements, ranging from advertising to personal selling, sales promotion, and publicity. The tapestry of Angke Kapuk's marketing unfolds further as we dissect how the park strategically utilizes different channels to disseminate its message. Transitioning into the realm of the 7Ps of marketing, we navigate the intricacies of product offerings, pricing strategies, the strategic importance of location, and the sustained efforts in promotions. The culmination of this exploration lies in a succinct presentation of the main findings, emphasizing successful strategies and their consequential impacts on the park's image and visitor experiences. The effectiveness of the 7Ps is underscored, portraying how each element contributes synergistically to the overarching goal of promoting Angke Kapuk Mangrove Nature Park as a premier ecotourism destination. Drawing parallels with antecedent research, we unravel the tapestry of similarities and differences, highlighting the consistent focus on the 7Ps across various tourism studies. The implications of these findings are woven into the fabric of the park's marketing strategy, portraying a roadmap for sustainable development and heightened awareness of the park's unique ecological offerings. In essence, this scientific journey through the Results and Discussions section provides a panoramic view of Angke Kapuk's marketing landscape, shedding light on effective strategies and paving the way for an enhanced and sustainable future as a prominent ecotourism hub.

Table 1: Promotion Mix Strategy for Angke Kapuk Natural Mangrove Park

Promotion Element	Activities/Channels
Advertising	Print media, electronic media, outdoor media, digital media Website (www.jakartamangrove.id)
Personal Selling	Social media (Instagram, YouTube, TikTok) Website, social media platforms (Instagram, TikTok, YouTube)
Sales Promotion	Community engagement activities (biking, canoeing) Events and promotions through website and social media
Publicity	Information on Jakarta's tourist destinations jakartamangrove.id , Instagram, print media, electronic media Collaboration with Jakarta Tourism and Creative Economy Agency

Table 2: Tourism Marketing Communication of Angke Kapuk Nature Park (7Ps)

Marketing Mix Element	Implementation Details
Product	Tour operations, travel document processing, ticket reservations Creation of recreational and tourism packages
Price	Pricing aligned with the value of the tourism experience Flexible pricing for accommodations based on visitor budgets

Place	Strategic location in Jakarta, accessible via highways Emphasis on quality tourism infrastructure
Promotion	Ongoing enhancement of website and social media content Future plans for collaborations, especially with influencers
People	Involvement of park management, tour guides, and visitors Focus on quality service, positive interactions, and community involvement
Physical Evidence	Ensuring cleanliness, integrity of structures, and relevant natural signs Physical environment and facilities contribute to a positive impression
Process	Well-managed processes in delivering services to visitors Media division manages content creation and dissemination

3.1 Effectiveness of Promotion Elements

Based on the data analysis presented in Table 1, the effectiveness of each promotion element can be discussed. Advertising through various channels, including print and digital media, as well as social media, demonstrates wide coverage across different market segments. Personal Selling, especially through online interactions and community activities, strengthens engagement with the local public. Sales Promotion, with information about events and promotions through the website and social media, provides incentives for immediate visits. Publicity, through the media manager and collaboration with tourism agencies, gains unpaid exposure. The analysis indicates that the park effectively utilizes different channels for various promotion activities. Online channels such as the website and social media are used to reach a broader audience, while community activities like biking and canoeing leverage personal selling channels. Thus, the park integrates various channels to achieve holistic promotional goals.

3.2 Findings of Tourism Marketing Communication (7Ps):

Table 2 provides a detailed overview of the implementation of the 7Ps in the park's marketing communication. The focus on the product includes tour operations and recreational packages catering to visitor needs. A flexible pricing strategy aligned with the value of the tourism experience supports accessibility for various budgets. The strategic location and quality infrastructure are emphasized to attract visitors. Ongoing promotional efforts, particularly through website improvements and collaboration with influencers, demonstrate a commitment to enhancing visibility. From the data analysis, key findings include the success of 7Ps-based strategies in enhancing the effectiveness of marketing. Improved services and continuous social media promotions have a positive impact on the park's image. The effectiveness of 7Ps is evident in the park's ability to create appealing tour packages, adjust prices based on the value offered, and continually update promotions. The focus on positive interactions with visitors and the local community also adds value in creating a positive experience.

3.3 Comparison with Previous Research:

In comparison with previous research, these findings are consistent with the emphasis on the 7Ps in tourism marketing. Similarities involve a focus on service quality, communication efficiency, and community engagement. Differences may lie in specific implementations based on geographical context and the unique characteristics of Angke Kapuk Mangrove Nature Park.

These findings have significant implications for the overall marketing strategy of the park. The effective use of various promotion elements and the implementation of 7Ps have helped build a positive image and attract visitor attention. In the context of ecotourism, these strategies contribute to sustainable development and increased awareness of the natural diversity offered by the park. Thus, this discussion provides a comprehensive overview of key findings, strategy effectiveness, comparisons with previous research, and implications for enhancing the marketing strategy of Angke Kapuk Mangrove Nature Park.

4. CONCLUSION

Based on the research findings derived from interviews, observations, documentation, and data collected from various sources related to the study "Tourism Marketing Strategy in Promoting Angke Kapuk Mangrove Nature Park as an Ecotourism Destination," several key conclusions can be drawn. Firstly, the study underscores the pivotal role of marketing in human life, not only as a means of conveying information but also as a tool for fostering relationships across different levels—individual, group, and organizational. Effective communication emerges as crucial in the decision-making process, aiding in problem definition, solution identification, and strategy formulation. The management strategy of Angke Kapuk Mangrove Nature Park prioritizes nature conservation in its development as an ecotourism destination. Engaging the local community, visitors, and relevant stakeholders in preserving the ecosystem is deemed essential for the park's sustainability. Educational programs focusing on biodiversity, local ecosystems, and individual roles in environmental preservation are identified as critical components. Collaborative efforts with government bodies, conservation agencies, and local businesses are seen as instrumental in supporting sustainable ecotourism development.

Moreover, the implementation of the 7P Marketing Mix (Product, Place, Price, Promotion, People, Process & Physical Evidence) in the tourism marketing of Angke Kapuk Mangrove Nature Park is highlighted. The management particularly emphasizes the Promotion element, employing an integrated marketing communication concept. They play a central role in crafting company strategies and disseminating information about the 7P marketing mix, especially through social media. The objective is to enhance information dissemination, promote the ecotourism destination, and cultivate a positive image for Angke Kapuk Mangrove Nature Park. Consequently, the effective and sustainable execution of marketing strategies is deemed vital in the development and promotion of Angke Kapuk Mangrove Nature Park as a sought-after ecotourism destination.

However, it is important to acknowledge the limitations of this research. The study's scope may not have covered all aspects of the complex dynamics involved in the marketing and management of Angke Kapuk Mangrove Nature Park. Future research endeavors could benefit from a more extensive exploration of specific components, such as the socio-economic impact of tourism on local communities, the long-term effectiveness of conservation programs, and the evolving trends in ecotourism. Additionally, incorporating a comparative analysis with other ecotourism destinations could provide valuable insights. These suggestions aim to enhance the comprehensiveness and depth of understanding in future studies related to the promotion and sustainability of ecotourism destinations like Angke Kapuk Mangrove Nature Park.

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